

Simmons

1984 STUDY OF MEDIA & MARKETS

Oral Hygiene Products, Skin Care & Deodorants

Breath Fresheners
Denture Cleansers
Deodorants & Anti-Perspirants
Hand & Body Creams, Lotions or Oils
Medicated Skin Care Products
Mouthwash
Toothbrushes
Toothpaste

UNIVERSITY OF ILLINOIS AT
CHICAGO

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Simmons

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Simmons Market Research Bureau, Inc.

28 April 1986

Simmons

1984 STUDY OF MEDIA & MARKETS

Oral Hygiene Products, Side Line & Deodorants

Market Research
Product Research
Consumer & Brand Perception
Sales & Distribution
Marketing & Sales
Advertising
Public Relations
Research

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
'000	% Down	Across %	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)

Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.

Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	<u>17.8</u>
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

- Demographics
- Quintiles/Terciles of Media Exposure
- Media Imperatives®
- Publication Audiences
- Outdoor Advertising Audiences
- Radio Audiences
- Television Audiences
- Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

- Area of Dominant Influence
- Census Regions
- County Size
- Education
- Employed Mothers
- Female Homemakers
- Household
- Household Head
- Index of Social Position

- Industry
- Locality Type
- Marketing Regions
- Occupation*
- Parents
- Professionals and Managers*
- Race
- Residence Ownership
- Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
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RADIO (Cont'd)

Mid Day Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.

Men	12 or More		1-11		None
Women	13 or More		1-12		None

All Day Based on number of quarter hours listened to on two weekdays Monday through Friday.

Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3

TELEVISION Groupings are defined in terms of the number of half hours viewed in two weeks.

Prime Time Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.

Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15

Daytime Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.

Men	12 or More		1-11		None
Women	27 or More		2-26		0-1

Fringe Time
(Early And Late) Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.

Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5

All Day Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.

Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

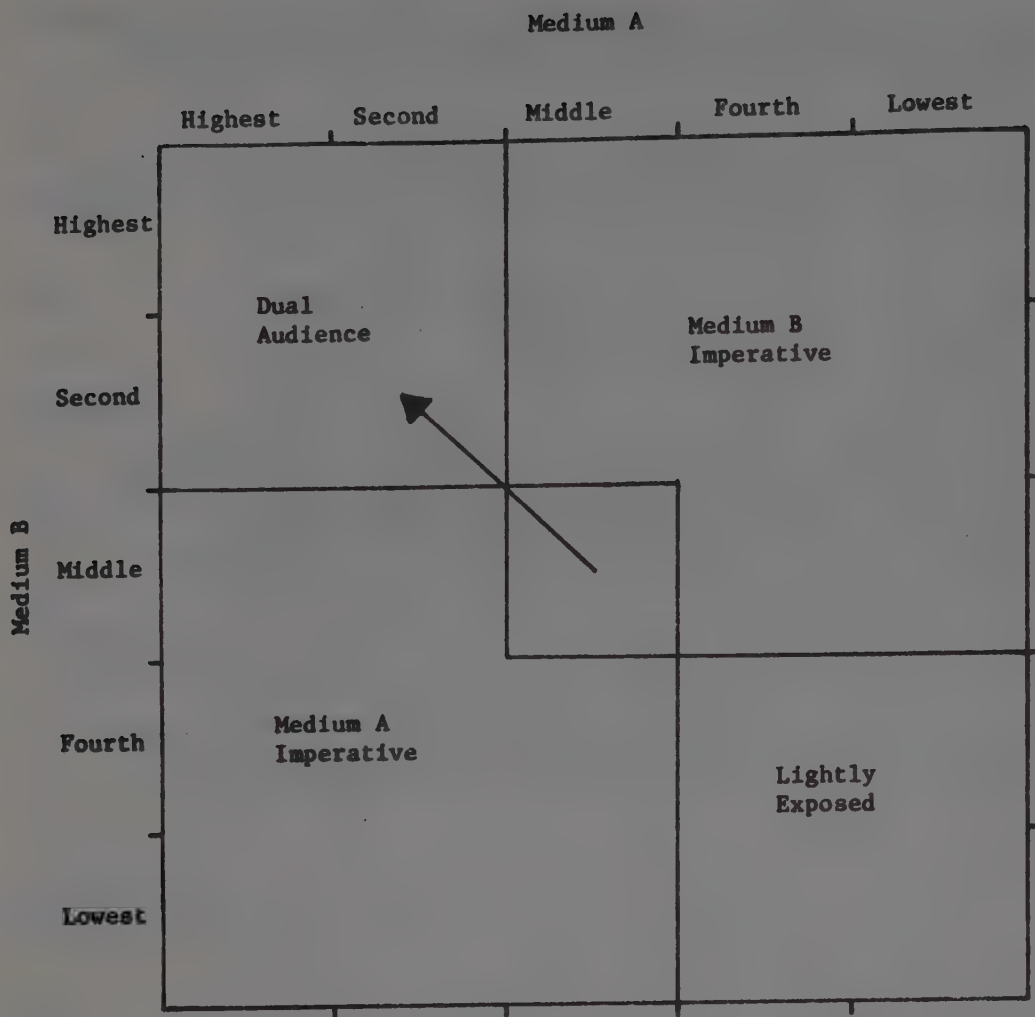
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines	- Newspapers	Newspapers	- Radio
Magazines	- Outdoor	Newspapers	- Television
Magazines	- Radio	Outdoor	- Radio
Magazines	- Television	Outdoor	- Television
Newspapers	- Outdoor	Radio	- Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted — an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	

<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	

Females

Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network

- American Photographer
- Audio
- *Cycle World
- *Road & Track
- *World Tennis

Conde Nast Magazine Package

- *Glamour
- *Mademoiselle
- *Self
- *Vogue

Decorating and Craft Ideas (Creative Ideas for Living)/

Southern Living

- *Decorating and Craft Ideas
(Creative Ideas for Living)
- *Southern Living

Golf Digest/Tennis

- *Golf Digest
- *Tennis

Golf Magazine/Ski

- *Golf Magazine
- *Ski

Hearst Magazines Corporate Buy

- *Cosmopolitan
- *Country Living
- *Good Housekeeping
- *Harper's Bazaar
- *House Beautiful
- Motor Boating & Sailing
- *Popular Mechanics
- *Redbook
- *Science Digest
- *Sports Afield
- *Town & Country
- *Colonial Homes

Hearst Man Power

- *Popular Mechanics
- *Science Digest
- *Sports Afield

Hearst Woman Power

- *Cosmopolitan
- *Good Housekeeping
- *Redbook

LHJ Family Group Combination

- *Health
- *Ladies' Home Journal
- *1,001 Home Ideas

McCall's/Working Mother

- *McCall's
- *Working Mother

Ziff-Davis Magazine Network

- Boating
- *Car & Driver
- Cycle
- Flying
- Popular Photography
- Skiing
- Stereo Review

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
50 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
25 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

BREATH FRESHENERS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-1

5A. DO YOU YOURSELF USE THEM?

	'000	%	UNWEIGHTED	
YES	86092	51.3	9462	
NO	81635	48.7	9648	
	ALL		SOLE	
	'000	%	'000	%
	PRIMARY		SECONDARY	
	'000	%	'000	%
			UNWEIGHTED	

IF YOU DO

5B. WHAT TYPES DO YOU USE?

SPRAY/DROPS	14575	8.7	7331	4.4	4624	2.8	2620	1.6	1697
HARD/SOLID	41053	24.5	23984	14.3	12053	7.2	5016	3.0	4553
GUM	42173	25.1	23279	13.9	12753	7.6	6141	3.7	4343
LIQUID	10462	6.2	6111	3.6	2898	1.7	1454	.9	1188
OTHER	3472	2.1	1974	1.2	766	.5	732	.4	380
DO NOT KNOW	474	.3							62

5C. ABOUT HOW MANY TIMES DID YOU USE
BREATH FRESHENERS IN THE LAST 7 DAYS?

		'000	%	UNWEIGHTED
14 OR MORE	H	9649	5.8	1049
8 - 13	H	8073	4.8	876
7	M	11468	6.8	1263
6	M	4683	2.8	515
4-5	M	16744	10.0	1776
2-3	L	21402	12.8	2377
1	L	8202	4.9	886
NONE	L	5873	3.5	627

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	86092	100.0	51.3	100	17722	100.0	10.6	100	32894	100.0	19.6	100	35477	100.0	21.2	100
MALES	79263	38094	41.7	45.3	88	7056	39.8	8.9	84	13818	42.0	17.4	89	15020	42.3	18.9	90
FEMALES	88464	48098	58.3	56.7	111	10666	60.2	12.1	114	19076	58.0	21.6	110	20457	57.7	23.1	109
18 - 24	28571	17032	19.8	59.4	116	3544	20.0	12.4	117	6219	18.9	21.7	111	7270	20.5	25.4	120
25 - 34	39536	21108	24.5	53.4	104	4452	25.1	11.3	107	6961	21.2	17.6	90	9695	27.3	24.5	116
35 - 44	28978	15155	17.6	52.3	102	3243	18.3	11.2	106	5705	17.3	19.7	100	6207	17.5	21.4	101
45 - 54	22345	10805	12.6	48.4	94	2300	13.0	10.3	97	4314	13.1	19.3	98	4192	11.8	18.8	89
55 - 64	22224	10150	11.8	45.7	89	2190	12.4	9.9	93	4343	13.2	19.5	100	3617	10.2	16.3	77
65 OR OLDER	25973	11843	13.8	45.6	89	1994	11.3	7.7	73	5353	16.3	20.6	105	4496	12.7	17.3	82
18 - 34	88207	38140	44.3	55.9	109	7996	45.1	11.7	111	13179	40.1	19.3	99	16965	47.8	24.9	118
18 - 49	108058	58608	68.1	54.2	106	12481	70.4	11.6	109	20845	63.4	19.3	98	25281	71.3	23.4	111
25 - 54	90859	47068	54.7	51.8	101	9994	56.4	11.0	104	16979	51.6	18.7	95	20094	56.6	22.1	105
35 - 49	39851	20468	23.8	51.4	100	4486	25.3	11.3	107	7666	23.3	19.2	98	8316	23.4	20.9	99
50 OR OLDER	59669	27485	31.9	46.1	90	5240	29.6	8.8	83	12048	36.6	20.2	103	10196	28.7	17.1	81
GRADUATED COLLEGE	28091	12426	14.4	44.2	86	2662	15.0	9.5	90	4240	12.9	15.1	77	5525	15.6	19.7	93
ATTENDED COLLEGE	28938	15938	18.0	53.7	105	3336	18.8	11.5	109	5635	17.1	19.5	99	6568	18.5	22.7	107
GRADUATED HIGH SCHOOL	65503	35211	40.9	53.8	105	7045	39.8	10.8	102	13420	40.8	20.5	104	14746	41.6	22.5	106
DID NOT GRADUATE HIGH SCHOOL	45195	22917	26.6	50.7	99	4680	26.4	10.4	98	9600	29.2	21.2	108	8638	24.3	19.1	90
EMPLOYED MALES	56429	25836	30.0	45.8	89	5107	28.8	9.1	86	9329	28.4	16.5	84	11400	32.1	20.2	96
EMPLOYED FEMALES	43971	25655	29.8	58.3	114	6259	35.3	14.2	135	9457	28.7	21.5	110	9940	28.0	22.6	107
EMPLOYED FULL-TIME	87773	44462	51.6	50.7	99	9791	55.2	11.2	106	16406	49.9	18.7	95	18265	51.5	20.8	98
EMPLOYED PART-TIME	12627	7029	8.2	55.7	108	1575	8.9	12.5	118	2380	7.2	18.8	96	3074	8.7	24.3	115
NOT EMPLOYED	67327	34601	40.2	51.4	100	6356	35.9	9.4	89	14108	42.9	21.0	107	14138	39.9	21.0	99
PROFESSIONAL/MANAGER	25845	12164	14.1	47.1	92	2887	16.3	11.2	106	4064	12.4	15.7	80	5214	14.7	20.2	95
TECH/CLERICAL/SALES	30895	17236	20.0	55.8	109	4007	22.6	13.0	123	6421	19.5	20.8	106	6808	19.2	22.0	104
PRECISION/CRAFT	12629	5622	6.6	45.0	88	1106	6.2	8.8	83	1934	5.9	15.3	78	2643	7.4	20.9	99
OTHER EMPLOYED	31021	16409	19.1	52.9	103	3367	19.0	10.9	103	6367	19.4	20.5	105	6676	18.8	21.5	102
SINGLE	35557	19586	22.8	55.1	107	4512	25.5	12.7	120	7070	21.5	19.9	101	8004	22.6	22.5	106
MARRIED	103588	51031	59.3	49.3	96	9938	56.1	9.6	91	19502	59.3	18.8	96	21592	60.9	20.8	99
DIVORCED/SEPARATED/WIDOWED	36585	15475	18.0	54.1	105	3272	18.5	11.4	108	6322	19.2	22.1	113	5881	16.6	20.6	97
PARENTS	59248	31770	36.9	53.6	104	6486	36.6	10.9	104	11294	34.3	19.0	97	13990	39.4	23.6	112
WHITE	146081	73517	85.4	50.3	98	14894	84.0	10.2	96	27639	84.0	18.9	96	30984	87.3	21.2	100
BLACK	17974	10908	12.7	60.7	118	2590	14.6	14.4	136	4491	13.7	25.0	127	3826	10.8	21.3	101
OTHER	3672	1667	1.9	45.4	88	**237	1.3	6.5	61	*763	2.3	20.8	106	*667	1.9	18.2	86
NORTHEAST-CENSUS	37005	16317	19.0	44.1	86	3274	18.5	8.8	84	6120	18.6	16.5	84	6923	19.5	18.7	88
NORTH CENTRAL	42442	21588	25.1	50.6	99	4294	24.2	10.1	95	7475	22.7	17.5	89	9819	27.7	23.0	109
SOUTH	56777	31304	36.4	55.1	107	6418	36.2	11.3	107	12721	38.7	22.4	114	12165	34.3	21.4	101
WEST	31303	16884	19.6	53.9	105	3735	21.1	11.9	113	6578	20.0	21.0	107	6570	18.5	21.0	99
NORTHEAST-MKTG.	38125	16570	19.2	43.5	85	3179	17.9	8.3	79	6338	19.3	16.6	85	7053	19.9	18.5	87
EAST CENTRAL	24794	12652	14.9	51.8	101	2827	16.0	11.4	108	4457	13.5	18.0	92	5569	15.7	22.5	106
WEST CENTRAL	28511	14210	16.5	49.8	97	2665	15.0	9.3	88	5100	15.5	17.9	91	6445	18.2	22.6	107
SOUTH	48953	27687	32.2	56.6	110	5756	32.5	11.8	111	11287	34.3	23.1	118	10644	30.0	21.7	103
PACIFIC	27344	14773	17.2	54.0	105	3295	18.6	12.1	114	5712	17.4	20.9	107	5767	16.3	21.1	100
COUNTY SIZE A	69301	33989	39.5	49.0	96	6547	36.9	9.4	89	12999	39.5	18.8	96	14444	40.7	20.8	99
COUNTY SIZE B	50633	27035	31.4	53.4	104	5949	33.6	11.7	111	10522	32.0	20.8	106	10564	29.8	20.9	99
COUNTY SIZE C	26259	13672	15.9	52.1	101	2989	16.9	11.4	108	5130	15.6	19.5	100	5553	15.7	21.1	100
COUNTY SIZE D	21534	11397	13.2	52.9	103	2237	12.6	10.4	98	4243	12.9	19.7	100	4917	13.9	22.8	108
METRO CENTRAL CITY	50014	25646	29.8	51.3	100	5564	31.4	11.1	105	10351	31.5	20.7	106	9732	27.4	19.5	92
METRO SUBURBAN	76832	38669	44.9	50.3	98	7760	43.8	10.1	96	13944	42.4	18.1	93	16965	47.8	22.1	104
NON METRO	40811	21776	25.3	53.3	104	4397	24.8	10.8	102	8599	26.1	21.0	107	8780	24.7	21.5	102
TOP 5 ADI'S	39550	18602	21.8	47.5	93	3901	22.0	9.9	93	7508	22.8	19.0	97	7394	20.8	18.7	88
TOP 10 ADI'S	54877	25685	29.8	46.8	91	4951	27.9	9.0	85	10372	31.5	18.9	96	10362	29.2	18.9	89
TOP 20 ADI'S	77516	37538	43.6	48.4	94	7166	40.4	9.2	87	14647	44.5	18.9	96	15725	44.3	20.3	96
HSJLD INC. \$50,000 OR MORE	17257	7932	9.2	46.0	90	1884	10.6	10.9	103	2593	7.9	15.0	77	3454	9.7	20.0	95
\$40,000 OR MORE	32335	15737	18.3	47.4	92	3783	21.3	11.4	108	5298	16.1	15.9	81	6656	18.8	20.0	95
\$30,000 OR MORE	59693	28794	33.4	48.2	94	6459	36.4	10.8	102	10319	31.4	17.3	88	12018	33.9	20.1	95
\$25,000 OR MORE	76275	37997	43.4	49.0	96	7988	45.1	10.5	99	13385	40.7	17.5	89	16023	45.2	21.0	99
\$20,000 - \$24,999	18507	9631	11.2	51.8	101	1669	9.4	9.0	85	3968	12.1	21.3	109	3994	11.3	21.5	101
\$15,000 - \$19,999	17175	9143	10.6	53.2	104	1859	10.5	10.8	102	3541	10.8	20.6	105	3743	10.6	21.8	103
\$10,000 - \$14,999	24569	13267	15.4	54.0	105	2668	15.1	10.9	103	5510	16.8	22.4	114	5088	14.3	20.7	98
UNDER \$10,000	31101	16659	19.3	53.6	104	3538	20.0	11.4	108	6489	19.7	20.9	106	6628	18.7	21.3	101

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	86092	100.0	51.3	100	17722	100.0	10.6	100	32894	100.0	19.6	100	35477	100.0	21.2	100
MAGAZINES	QUINTILE 1	34022	19712	22.9	57.9	113	4657	26.3	13.7	130	7569	23.0	22.2	113	7486	21.1	22.0	104
	QUINTILE 2	34800	18611	21.6	53.5	104	3915	22.1	11.3	106	6445	19.6	18.5	94	8251	23.3	23.7	112
	QUINTILE 3	30514	15173	17.6	49.7	97	2644	14.9	8.7	82	5704	17.3	18.7	95	6826	19.2	22.4	106
	QUINTILE 4	33324	16049	18.6	48.2	94	3315	18.7	9.9	94	6180	18.8	18.5	95	6555	18.5	19.7	93
	QUINTILE 5	35066	16548	19.2	47.2	92	3191	18.0	9.1	86	6996	21.3	20.0	102	6360	17.9	18.1	86
NEWSPAPERS	QUINTILE 1	29107	14043	16.3	48.2	94	2669	15.1	9.2	87	5549	16.9	19.1	97	5825	16.4	20.0	95
	QUINTILE 2	49095	24845	28.9	50.6	99	5361	30.3	10.9	103	9238	28.1	18.8	96	10247	28.9	20.9	99
	QUINTILE 3	23107	12581	14.6	54.4	106	2638	14.9	11.4	108	4581	13.9	19.8	101	5362	15.1	23.2	110
	QUINTILE 4	33556	17974	20.9	53.6	104	3646	20.6	10.9	103	6764	20.6	20.2	103	7564	21.3	22.5	107
	QUINTILE 5	32863	16649	19.3	50.7	99	3407	19.2	10.4	98	6762	20.6	20.6	105	6480	18.3	19.7	93
OUTDOOR	QUINTILE 1	33431	17446	20.3	52.2	102	3455	19.5	10.3	98	6566	20.0	19.6	100	7425	20.9	22.2	105
	QUINTILE 2	33478	17096	19.9	51.1	99	3722	21.0	11.1	105	6192	18.8	18.5	94	7182	20.2	21.5	101
	QUINTILE 3	33574	18090	21.0	53.9	105	3770	21.3	11.2	106	7435	22.6	22.1	113	6885	19.4	20.5	97
	QUINTILE 4	33935	17217	20.0	50.7	99	3140	17.7	9.3	88	6607	20.1	19.5	99	7471	21.1	22.0	104
	QUINTILE 5	33310	16243	18.9	48.8	95	3634	20.5	10.9	103	6094	18.5	18.3	93	6515	18.4	19.6	92
RADIO-DRIVE TIME	QUINTILE 1	33136	18025	20.9	54.4	106	4036	22.8	12.2	115	6751	20.5	20.4	104	7239	20.4	21.8	103
	QUINTILE 2	31658	16089	18.7	50.8	99	3352	18.9	10.6	100	6139	18.7	19.4	99	6598	18.6	20.8	99
	QUINTILE 3	32541	16483	19.1	50.7	99	3507	19.8	10.8	102	6149	18.7	18.9	96	6826	19.2	21.0	99
	QUINTILE 4	34247	17730	20.6	51.8	101	3340	18.8	9.8	92	6595	20.0	19.3	98	7794	22.0	22.8	108
	QUINTILE 5	36144	17765	20.6	49.2	96	3486	19.7	9.6	91	7260	22.1	20.1	102	7020	19.8	19.4	92
RADIO-MID- DAY	TERCILE 1	45037	24095	28.0	53.5	104	4988	28.1	11.1	105	9624	29.3	21.4	109	9484	26.7	21.1	100
	TERCILE 2	44819	22901	26.6	51.1	100	4582	25.9	10.2	97	8201	24.9	18.3	93	10118	28.5	22.6	107
	TERCILE 3	77872	39096	45.4	50.2	98	8152	46.0	10.5	99	15069	45.8	19.4	99	15875	44.7	20.4	96
RADIO-TOTAL	QUINTILE 1	33763	18447	21.4	54.6	106	4060	22.9	12.0	114	6982	21.2	20.7	105	7405	20.9	21.9	104
	QUINTILE 2	33240	17498	20.3	52.6	103	3302	18.6	9.9	94	7076	21.5	21.3	109	7120	20.1	21.4	101
	QUINTILE 3	33408	16824	19.5	50.4	98	3604	20.3	10.8	102	6066	18.4	18.2	93	7154	20.2	21.4	101
	QUINTILE 4	34792	18035	20.9	51.8	101	3773	21.3	10.8	103	6531	19.9	18.8	96	7731	21.8	22.2	105
	QUINTILE 5	32524	15289	17.8	47.0	92	2983	16.8	9.2	87	6238	19.0	19.2	98	6067	17.1	18.7	88
TV-PRIME TIME	QUINTILE 1	33090	17456	20.3	52.8	103	3310	18.7	10.0	95	7129	21.7	21.5	110	7017	19.8	21.2	100
	QUINTILE 2	33357	17431	20.2	52.3	102	3613	20.4	10.8	103	6277	19.1	18.8	96	7541	21.3	22.6	107
	QUINTILE 3	33980	17563	20.4	51.7	101	3901	22.0	11.5	109	6504	19.8	19.1	98	7157	20.2	21.1	100
	QUINTILE 4	33854	16913	19.6	50.0	97	3489	19.7	10.3	98	6419	19.5	19.0	97	7005	19.7	20.7	98
	QUINTILE 5	33444	16730	19.4	50.0	97	3408	19.2	10.2	96	6565	20.0	19.6	100	6757	19.0	20.2	96
TV-DAYTIME	TERCILE 1	49121	25727	29.9	52.4	102	4826	27.2	9.8	93	10142	30.8	20.6	105	10760	30.3	21.9	104
	TERCILE 2	48823	25913	30.1	53.1	103	5355	30.2	11.0	104	9806	29.8	20.1	102	10752	30.3	22.0	104
	TERCILE 3	69782	34453	40.0	49.4	96	7541	42.6	10.8	102	12947	39.4	18.6	95	13965	39.4	20.0	95
TV-TOTAL	QUINTILE 1	33584	17830	20.7	53.1	103	3335	18.8	9.9	94	7125	21.7	21.2	108	7370	20.8	21.9	104
	QUINTILE 2	33441	17113	19.9	51.2	100	3706	20.9	11.1	105	6715	20.4	20.1	102	6692	18.9	20.0	95
	QUINTILE 3	33505	16944	19.7	50.6	99	3506	19.8	10.5	99	6626	20.1	19.8	101	6812	19.2	20.3	96
	QUINTILE 4	33466	16872	19.6	50.4	98	3489	19.7	10.4	99	5894	17.9	17.6	90	7490	21.1	22.4	106
	QUINTILE 5	33731	17334	20.1	51.4	100	3687	20.8	10.9	103	6534	19.9	19.4	99	7114	20.1	21.1	100
MAGAZINES-NEWSPAPERS: DUAL		44503	23655	27.5	53.2	104	5261	29.7	11.8	112	8675	26.4	19.5	99	9719	27.4	21.8	103
MAGAZINE IMPERATIVE		39363	22519	26.2	57.2	111	4738	26.7	12.0	114	8119	24.7	20.6	105	9662	27.2	24.5	116
NEWSPAPER IMPERATIVE		46441	21782	25.3	46.9	91	4052	22.9	8.7	83	8672	26.4	18.7	95	9057	25.5	19.5	92
MAGAZINES-OUTDOOR: DUAL		33726	18734	21.8	55.5	108	4299	24.3	12.7	121	6629	20.2	19.7	100	7807	22.0	23.1	109
MAGAZINE IMPERATIVE		52846	28453	33.0	53.8	105	5876	33.2	11.1	105	10841	33.0	20.5	105	11737	33.1	22.2	105
OUTDOOR IMPERATIVE		52140	25365	29.5	48.6	95	4782	27.0	9.2	87	10013	30.4	19.2	98	10570	29.8	20.3	96
MAGAZINES-RADIO: DUAL		37081	20640	24.0	55.7	108	4476	25.3	12.1	114	8045	24.5	21.7	111	8119	22.9	21.9	104
MAGAZINE IMPERATIVE		49747	26330	30.6	52.9	103	5624	31.7	11.3	107	9271	28.2	18.6	95	11435	32.2	23.0	109
RADIO IMPERATIVE		49208	24402	28.3	49.6	97	4608	26.0	9.4	89	9489	28.8	19.3	98	10305	29.0	20.9	99
MAGAZINES-TELEVISION: DUAL		33103	18092	21.0	54.7	106	3944	22.3	11.9	113	6738	20.5	20.4	104	7411	20.9	22.4	106
MAGAZINE IMPERATIVE		54575	29419	34.2	53.9	105	6340	35.8	11.6	110	10392	31.6	19.0	97	12687	35.8	23.2	110
TELEVISION IMPERATIVE		53249	25844	30.0	48.5	95	4827	27.2	9.1	86	10648	32.4	20.0	102	10369	29.2	19.5	92
NEWSPAPERS-OUTDOOR: DUAL		36255	18733	21.8	51.7	101	3880	21.9	10.7	101	7006	21.3	19.3	99	7847	22.1	21.6	102
NEWSPAPER IMPERATIVE		55591	27666	32.1	49.8	97	5619	31.7	10.1	96	10738	32.6	19.3	98	11309	31.9	20.3	96
OUTDOOR IMPERATIVE		48319	25385	29.5	52.5	102	5398	30.5	11.2	106	9605	29.2	19.9	101	10382	29.3	21.5	102
NEWSPAPERS-RADIO: DUAL		37242	19211	22.3	51.6	100	3825	21.6	10.3	97	7617	23.2	20.5	104	7768	21.9	20.9	99
NEWSPAPER IMPERATIVE		54423	26712	31.0	49.1	96	5632	31.8	10.3	98	9785	29.7	18.0	92	11295	31.8	20.8	98
RADIO IMPERATIVE		46650	25419	29.5	54.5	106	5179	29.2	11.1	105	9632	29.3	20.6	105	10608	29.9	22.7	108
NEWSPAPERS-TELEVISION: DUAL		35974	18646	21.7	51.8	101	3620	20.4	10.1	95	7046	21.4	19.6	100	7980	22.5	22.2	105
NEWSPAPER IMPERATIVE		56095	27846	32.3	49.6	97	6025	34.0	10.7	102	10311	31.3	18.4	94	11510	32.4	20.5	97
TELEVISION IMPERATIVE		47170	24705	28.7	52.4	102	511											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	86092	100.0	51.3	100	17722	100.0	10.6	100	32894	100.0	19.6	100	35477	100.0	21.2	100
ATLANTIC MONTHLY	867	441	0.5	50.9	99	**149	0.8	17.2	163	*177	0.5	20.4	104	**114	0.3	13.1	62
BARRON'S	1580	773	0.9	48.9	95	*261	1.5	16.5	156	*269	0.8	17.0	87	*243	0.7	15.4	73
BETTER HOMES & GARDENS	2203	12776	14.8	57.5	112	2693	15.2	12.1	115	4940	15.0	22.2	113	5142	14.5	23.2	109
BON APPETIT	3810	2152	2.5	56.5	110	507	2.9	13.3	126	788	2.4	20.7	105	857	2.4	22.5	106
BUSINESS WEEK	4883	2435	2.8	52.2	102	495	2.8	10.6	100	928	2.8	19.9	101	1012	2.9	21.7	103
CAR AND DRIVER	3102	1585	1.8	51.1	100	355	2.0	11.4	108	604	1.8	19.5	99	626	1.8	20.2	95
CBS MAGAZINE NETWORK (GROSS)	7311	4269	5.0	58.4	114	1136	6.4	15.5	147	1433	4.4	19.6	100	1700	4.8	23.3	110
CHANGING TIMES	3400	1731	2.0	50.9	99	397	2.2	11.7	111	688	2.1	20.2	103	646	1.8	19.0	90
COLONIAL HOMES	1796	1131	1.3	63.0	123	290	1.6	16.1	153	354	1.1	19.7	101	487	1.4	27.1	128
CONDE NAST MAG. PKG. (GROSS)	19924	12161	14.1	61.0	119	3104	17.5	15.6	147	4155	12.6	20.9	106	4902	13.8	24.6	116
CONSUMERS DIGEST	3125	1695	2.0	54.2	106	385	2.2	12.3	117	695	2.1	22.2	113	615	1.7	19.7	93
COSMOPOLITAN	10577	6560	7.6	62.0	121	1779	10.0	16.8	159	2419	7.4	22.9	117	2361	6.7	22.3	106
COUNTRY LIVING	3746	2142	2.5	57.2	111	487	2.7	13.0	123	842	2.6	22.5	115	812	2.3	21.7	102
CUISINE	2214	1199	1.4	54.2	106	314	1.8	14.2	134	393	1.2	17.8	91	492	1.4	22.2	105
CYCLE WORLD	2394	1382	1.6	57.7	112	406	2.3	17.0	161	457	1.4	19.1	97	520	1.5	21.7	103
DCI:CREATIVE IDEAS FOR LIV	3058	2014	2.3	65.6	128	480	2.7	15.6	148	779	2.4	25.4	129	755	2.1	24.6	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6154	7.1	64.4	125	1380	7.8	14.4	137	2405	7.3	25.2	128	2369	6.7	24.8	117
DISCOVER	2277	1229	1.4	54.0	105	353	2.0	15.5	147	375	1.1	16.5	84	501	1.4	22.0	104
EDONY	7187	4431	5.1	61.7	120	988	5.6	13.7	130	1861	5.7	25.9	132	1582	4.5	22.0	104
ESQUIRE	2560	1575	1.8	61.5	120	403	2.3	15.7	149	707	2.1	27.6	141	465	1.3	18.2	86
ESSENCE	3242	2208	2.6	68.1	133	474	2.7	14.6	138	950	2.9	29.3	149	783	2.2	24.2	114
FAMILY CIRCLE	19639	11455	13.3	58.3	114	2380	13.4	12.1	115	4613	14.0	23.5	120	4462	12.6	22.7	107
THE FAMILY HANDYMAN	3540	1806	2.1	51.0	99	419	2.4	11.8	112	637	1.9	18.0	92	750	2.1	21.2	100
FAMILY WEEKLY	23924	12535	14.6	52.4	102	2690	15.2	11.2	106	4413	13.4	18.4	94	5432	15.3	22.7	107
FIELD & STREAM	9883	5169	6.0	52.3	102	1091	6.2	11.0	104	1972	6.0	20.0	102	2105	5.9	21.3	101
FOOD & WINE	1030	620	0.7	60.2	117	*243	1.4	23.6	223	191	0.6	18.5	95	*186	0.5	18.1	85
FOUR	2678	1206	1.4	45.0	88	323	1.8	12.1	114	477	1.5	17.8	91	405	1.1	15.1	71
FORTUNE	2931	1403	1.6	47.9	93	279	1.6	9.5	90	512	1.6	17.5	89	612	1.7	20.9	99
GENTLEMEN'S QUARTERLY	3461	1972	2.3	56.7	110	359	2.0	10.3	98	886	2.7	25.5	130	727	2.0	20.9	99
GLAMOUR	7163	4344	5.0	60.6	118	1145	5.5	16.0	151	1493	4.5	20.8	106	1706	4.8	23.8	113
GOLF DIGEST	2355	1152	1.3	48.9	95	284	1.6	12.1	114	368	1.1	15.6	80	500	1.4	21.2	100
GOLF DIGEST/TENNIS (GROSS)	3610	1821	2.1	50.4	98	409	2.3	11.3	107	554	1.7	15.3	78	858	2.4	23.8	112
GOLF MAGAZINE	2046	1081	1.3	52.8	103	358	2.0	17.5	166	300	0.9	14.7	75	424	1.2	20.7	98
GOLF MAGAZINE/SKI (GROSS)	3547	1902	2.2	53.6	104	607	3.4	17.1	162	563	1.7	15.9	81	733	2.1	20.7	98
GOOD HOUSEKEEPING	20353	11960	13.9	58.8	114	2558	14.4	12.6	119	4302	13.1	21.1	108	5100	14.4	25.1	118
HARPER'S BAZAAR	3362	2150	2.5	64.0	125	511	2.9	15.2	144	764	2.3	22.7	116	874	2.5	26.0	123
HEALTH	2987	1869	2.2	62.6	122	587	3.3	19.7	186	658	2.0	22.0	112	624	1.8	20.9	99
HEARST MAG CORP. BUY (GROSS)	67328	40012	46.5	58.9	115	9395	53.0	13.8	131	14338	43.6	21.1	108	16279	45.9	24.0	113
HEARST MAN POWER (GROSS)	11282	5898	6.9	52.3	102	1337	7.5	11.9	112	2011	6.1	17.8	91	2551	7.2	22.6	107
HEARST WOMAN POWER (GROSS)	40514	24494	28.5	60.5	118	5772	32.6	14.2	135	8993	27.3	22.2	113	9729	27.4	24.0	114
HOUSE BEAUTIFUL	4385	2908	3.4	59.5	116	684	3.9	14.0	133	960	2.9	19.7	100	1264	3.6	25.9	122
INC.	1308	744	0.9	59.9	111	**175	1.0	13.4	127	*293	0.9	22.4	114	*276	0.8	21.1	100
JET	6498	4285	5.0	65.9	128	1022	5.8	15.7	149	1743	5.3	26.8	137	1519	4.3	23.4	111
LADIES' HOME JOURNAL	14797	8752	10.2	59.1	115	1988	11.2	13.4	127	3592	10.9	24.3	124	3172	8.9	21.4	101
LHJ FAMILY GRP COMBO(GROSS)	21743	13071	15.2	60.1	117	3267	18.4	15.0	142	5058	15.4	23.3	119	4745	13.4	21.8	103
LIFE	9001	5637	6.5	57.0	111	1257	7.1	12.7	120	2133	6.5	21.6	110	2247	6.3	22.7	108
L.A. TIMES HOME MAGAZINE	2775	1419	1.6	51.1	100	406	2.3	14.6	138	588	1.8	21.2	108	425	1.2	15.3	72
MADEMOISELLE	4219	2634	3.1	62.4	122	684	3.9	16.2	153	891	2.7	21.1	108	1059	3.0	25.1	119
MC CALL'S	16422	10082	11.7	61.4	120	2140	12.1	13.0	123	3933	12.0	23.9	122	4010	11.3	24.4	115
MC CALL'S/WRK MOTHER (GROSS)	17919	11147	12.9	62.2	121	2362	13.3	13.2	125	4372	13.3	24.4	124	4414	12.4	24.6	116
MECHANIX ILLUSTRATED	4433	2257	2.6	50.9	99	447	2.5	10.1	95	834	2.5	18.8	96	977	2.8	22.0	104
METROPOLITAN HOME	1504	952	1.1	63.3	123	*202	1.1	13.4	127	415	1.3	27.6	141	335	0.9	22.3	105
MONEY	4723	2516	2.9	53.3	104	562	3.2	11.9	113	834	2.5	17.7	90	1120	3.2	23.7	112
MOTHER EARTH NEWS	2325	1321	1.5	56.8	111	413	2.3	17.8	168	445	1.4	19.1	98	463	1.3	19.9	94
MS.	1189	719	0.8	60.5	118	*219	1.2	18.4	174	281	0.9	23.6	121	218	0.6	18.3	87
NATIONAL ENQUIRER	18892	11538	13.4	61.1	119	2573	14.5	13.6	129	4590	14.0	24.3	124	4376	12.3	23.2	110
NATIONAL GEOGRAPHIC	22129	11305	13.1	51.1	100	2331	13.2	10.5	100	3999	12.2	18.1	92	4975	14.0	22.5	106
NATIONAL SUNDAY MAGAZINE PKG	103750	52955	61.5	51.0	99	10973	61.9	10.6	100	19746	60.0	19.0	97	22237	62.7	21.4	101
NATURAL HISTORY	1379	591	0.7	42.9	83	*213	1.2	15.4	146	*150	0.5	10.9	55	*228	0.6	16.5	78
NEW WOMAN	2289	1451	1.7	63.4	123	418	2.4	18.3	173	429	1.3	18.7	96	604	1.7	26.4	125
NEW YORK INCLUDING CUE	1088	497	0.6	45.7	89	**107	0.6	9.8	93	*142	0.4	13.1	67	247	0.7	22.7	107
THE NEW YORKER	2459	1232	1.4	50.1	98	250	1.4	10.2	96	417	1.3	17.0	86	564	1.6	22.9	108
WOMEN'S WEEK	16527	8845	10.3	53.5	104	1928	10.9	11.7	110	3499	10.6	21.2	108	3418	9.6	20.7	98
THE N.Y. TIMES DAILY EDITION	2739	1154	1.3	42.1	82	210	1.2	7.7	73	358	1.1	13.1	67	586	1.7	21.4	101
THE N.Y. TIMES MAGAZINE	4443	1860	2.2	41.9	82	292	1.6	6.6	62	660	2.0	14.9	76	909	2.6	20.5	97
OMNI	2799	1599	1.9	57.1	111	440	2.5	15.7	149	559	1.7	20.0	102	600	1.7	21.4	101
ON CABLE	2209	1220	1.4	55.2	108	*330	1.9	14.9	141	385	1.2	17.4	89	505	1.4	22.9	108
1001 HOME IDEAS	3954	2450	2.8	61.9	121	692	3.9	17.5	165	808	2.5	20.4	104	950	2.7	24.0	113
ORGANIC GARDENING	3111	1550	1.8	49.8	97	359	2.0	11.5	109	523	1.6	16.8	86	668	1.9	21.5	102
OUTDOOR LIFE	3024	2656	3.1	52.9	103	551	3.1	11.0	104	968	2.9	19.3	98	1137	3.2	22.6	107
PARADE MAGAZINE	51292	26293	30.5	51.3	100	5552	31.3	10.8	102	9903	30.1	19.3	98	10838	30.5	21.1	100

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	86092	100.0	51.3	100	17722	100.0	10.6	100	32894	100.0	19.6	100	35477	100.0	21.2	100
PARENTS	5298	3065	3.6	57.9	113	589	3.3	11.1	105	1035	3.1	19.5	100	1441	4.1	27.2	129
PENTHOUSE	5129	2792	3.2	54.4	106	544	3.1	10.6	100	952	2.9	18.6	95	1297	3.7	25.3	120
PEOPLE	21070	12378	14.4	58.7	114	2902	16.4	13.8	130	4794	14.6	22.8	116	4682	13.2	22.2	105
PLAYBOY	10562	5470	6.4	51.8	101	1032	5.8	9.8	92	2042	6.2	19.3	99	2396	6.8	22.7	107
POPULAR HOT RODDING	2498	1331	1.5	53.3	104	*340	1.9	13.6	129	466	1.4	18.7	95	525	1.5	21.0	99
POPULAR MECHANICS	5887	3097	3.6	52.6	102	735	4.1	12.5	118	1022	3.1	17.4	89	1339	3.8	22.7	108
POPULAR SCIENCE	4317	2117	2.5	49.0	96	478	2.7	11.1	105	657	2.0	15.2	78	982	2.8	22.7	108
PREVENTION	5792	3070	3.6	53.0	103	840	4.7	14.5	137	1095	3.3	18.9	96	1136	3.2	19.6	93
PSYCHOLOGY TODAY	3284	1875	2.2	57.1	111	497	2.8	15.1	143	686	2.1	20.9	107	692	2.0	21.1	100
READER'S DIGEST	40046	21933	25.5	54.8	107	4532	25.6	11.3	107	8700	26.4	21.7	111	8702	24.5	21.7	103
REDBOOK	9584	5975	6.9	62.3	121	1435	8.1	15.0	142	2272	6.9	23.7	121	2268	6.4	23.7	112
ROAD & TRACK	2590	1417	1.6	54.7	107	399	2.3	15.4	146	482	1.5	18.6	95	536	1.5	20.7	98
ROLLING STONE	3302	2083	2.4	63.1	123	603	3.4	18.3	173	546	1.7	16.5	84	933	2.6	28.3	134
RUNNER'S WORLD	1229	650	0.8	52.9	103	**251	1.4	20.4	193	*184	0.6	15.0	76	*214	0.6	17.4	82
SATURDAY EVENING POST	2110	1253	1.5	59.4	116	269	1.5	12.7	121	526	1.6	24.9	127	458	1.3	21.7	103
SCIENCE 84	1543	725	0.8	47.0	92	*298	1.7	19.3	183	*206	0.6	13.4	68	222	0.6	14.4	68
SCIENCE DIGEST	1747	897	1.0	51.3	100	**209	1.2	12.0	113	293	0.9	16.8	86	395	1.1	22.6	107
SCIENTIFIC AMERICAN	1994	821	1.0	41.2	80	*187	1.1	9.4	89	*229	0.7	11.5	59	405	1.1	20.3	96
SELF	3119	1921	2.2	61.6	120	432	2.4	13.9	131	647	2.0	20.7	106	842	2.4	27.0	128
SEVENTEEN	3923	2416	2.8	61.6	120	715	4.0	18.2	172	778	2.4	19.8	101	923	2.6	23.5	111
SKI	1501	821	1.0	54.7	107	*249	1.4	16.6	157	*264	0.8	17.6	90	309	0.9	20.6	97
SMITHSONIAN	5976	2793	3.2	46.7	91	504	2.8	8.4	80	978	3.0	16.4	83	1311	3.7	21.9	104
SOAP OPERA DIGEST	4228	2754	3.2	65.1	127	636	3.6	15.0	142	1234	3.8	29.2	149	884	2.5	20.9	99
SOUTHERN LIVING	6488	4140	4.8	63.8	124	900	5.1	13.9	131	1626	4.9	25.1	128	1614	4.5	24.9	118
SPORT	3500	1967	2.3	56.2	109	514	2.9	14.7	139	698	2.1	19.9	102	755	2.1	21.6	102
THE SPORTING NEWS	2456	1440	1.7	58.6	114	443	2.5	18.0	171	528	1.6	21.5	110	469	1.3	19.1	90
SPORTS AFIELD	3648	1904	2.2	52.2	102	393	2.2	10.8	102	695	2.1	19.1	97	816	2.3	22.4	106
SPORTS ILLUSTRATED	14484	7340	8.5	50.7	99	1538	8.7	10.6	100	2585	7.9	17.8	91	3218	9.1	22.2	105
STAR	12661	7761	9.0	61.3	119	1721	9.7	13.6	129	3207	9.7	25.3	129	2832	8.0	22.4	106
SUNDAY	52799	26429	30.7	50.1	98	5302	29.9	10.0	95	10137	30.8	19.2	98	10990	31.0	20.8	98
SUNSET	3513	2081	2.4	59.2	115	361	2.0	10.3	97	757	2.3	21.5	110	963	2.7	27.4	130
TV GUIDE	42766	24263	28.2	56.7	111	5255	29.7	12.3	116	9373	28.5	21.9	112	9635	27.2	22.5	107
TENNIS	1254	670	0.8	53.4	104	**125	0.7	10.0	94	*186	0.6	14.8	76	359	1.0	28.6	135
TIME	22054	10785	12.5	48.9	95	2410	13.6	10.9	103	4012	12.2	18.2	93	4363	12.3	19.8	94
TOWN & COUNTRY	1555	961	1.1	61.8	120	*216	1.2	13.9	131	308	0.9	19.8	101	438	1.2	28.2	133
TRAVEL & LEISURE	2173	1068	1.2	49.1	96	271	1.5	12.5	118	382	1.2	17.6	90	415	1.2	19.1	90
TRUE STORY	4636	3177	3.7	68.5	134	778	4.4	16.8	159	1302	4.0	28.1	143	1097	3.1	23.7	112
U.S. NEWS & WORLD REPORT	10353	5719	6.6	55.2	108	1246	7.0	12.0	114	2038	6.2	19.7	100	2436	6.9	23.5	111
USA TODAY	4994	2579	3.0	51.6	101	540	3.0	10.8	102	1016	3.1	20.3	104	1023	2.9	20.5	97
US	3528	2331	2.7	66.1	129	563	3.2	16.0	151	793	2.4	22.5	115	976	2.8	27.7	131
VOGUE	5424	3262	3.8	60.1	117	843	4.8	15.5	147	1125	3.4	20.7	106	1294	3.6	23.9	113
HALL STREET JOURNAL	6292	2791	3.2	44.4	86	712	4.0	11.3	107	955	2.9	15.2	77	1124	3.2	17.9	84
WEIGHT WATCHERS	2762	1769	2.1	64.0	125	427	2.4	15.5	146	751	2.3	27.2	139	590	1.7	21.4	101
WOMAN'S DAY	16320	9584	11.1	58.7	114	2172	12.3	13.3	126	3798	11.5	23.3	119	3615	10.2	22.2	105
WORKING MOTHER	1496	1065	1.2	71.2	139	*222	1.3	14.8	140	439	1.3	29.3	150	404	1.1	27.0	128
WORKING WOMAN	1851	1144	1.3	61.8	120	339	1.9	18.3	173	530	1.6	28.6	146	275	0.8	14.9	70
WORLD TENNIS	580	324	0.4	55.9	109	**92	0.5	15.9	150	**72	0.2	12.4	63	*160	0.5	27.6	130
ZIFF-DAVIS MAG NETHK (GROSS)	12412	6549	7.6	52.8	103	1729	9.8	13.9	132	2281	6.9	18.4	94	2538	7.2	20.4	97
BLAIR INSERTS	91671	46318	53.8	50.5	98	9511	53.7	10.4	98	17272	52.5	18.8	96	19535	55.1	21.3	101
DAILY NEWSPAPERS																	
READ ANY	109190	55527	64.5	50.9	99	11323	63.9	10.4	98	21193	64.4	19.4	99	23011	64.9	21.1	100
READ ONE	89587	45984	53.4	51.3	100	9450	53.3	10.5	100	17587	53.5	19.6	100	18948	53.4	21.2	100
READ TWO OR MORE	19602	9542	11.1	48.7	95	1873	10.6	9.6	90	3607	11.0	18.4	94	4063	11.5	20.7	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	55847	64.9	50.9	99	11535	65.1	10.5	100	20965	63.7	19.1	97	23347	65.8	21.3	101
READ ONE	95074	48748	56.6	51.3	100	10149	57.3	10.7	101	18310	55.7	19.3	98	20289	57.2	21.3	101
READ TWO OR MORE	14588	7098	8.2	48.7	95	1386	7.8	9.5	90	2655	8.1	18.2	93	3058	8.6	21.0	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.90				28.03				28.90				29.33			
30 DAY REACH	149706	77644	90.2	51.9	101	16085	90.8	10.7	102	29494	89.7	19.7	100	32066	90.4	21.4	101
50 SHWG - 30 DAY AV FREQ	15.16	15.20				14.86				15.14				15.43			
30 DAY REACH	142406	73888	85.8	51.9	101	15160	85.5	10.6	101	28219	85.8	19.8	101	30509	86.0	21.4	101
25 SHWG - 30 DAY AV FREQ	8.23	8.25				8.12				8.17				8.39			
30 DAY REACH	131152	68088	79.1	51.9	101	13870	78.3	10.6	100	26157	79.5	19.9	102	28061	79.1	21.4	101
CABLE TV: HOME WIRED	66879	34808	40.4	52.0	101	7573	42.7	11.3	107	12927	39.3	19.3	99	14308	40.3	21.4	101
HOME NOT WIRED	100848	51285	59.6	50.9	99	10148	57.3	10.1	95	19967	60.7	19.8	101	21169	59.7	21.0	99
HAVE PAY CABLE	35024	18595	21.6	53.1	103	4196	23.7	12.0	113	6547	19.9	18.7	95	7852	22.1	22.4	106

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	86092	100.0	51.3	100	17722	100.0	10.6	100	32894	100.0	19.6	100	35477	100.0	21.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	49493	57.5	51.8	101	10683	60.3	11.2	106	18494	56.2	19.3	99	20316	57.3	21.2	100
10:00 AM - 3:00 PM	63599	33545	39.0	52.7	103	6867	38.7	10.8	102	12646	38.4	19.9	101	14032	39.6	22.1	104
3:00 PM - 7:00 PM	72097	37179	43.2	51.6	100	8030	45.3	11.1	105	13665	41.5	19.0	97	15485	43.6	21.5	102
7:00 PM - MIDNIGHT	36670	19663	22.8	53.6	104	4241	23.9	11.6	109	7151	21.7	19.5	99	8272	23.3	22.6	107
MIDNIGHT - 6:00 AM	21908	11920	13.8	54.4	106	2474	14.0	11.3	107	4620	14.0	21.1	108	4826	13.6	22.0	104
6:00 AM - MIDNIGHT	127571	66430	77.2	52.1	101	13937	78.6	10.9	103	24850	75.5	19.5	99	27643	77.9	21.7	102
ENTIRE DAY	129239	67298	78.2	52.1	101	14097	79.5	10.9	103	25183	76.6	19.5	99	28018	79.0	21.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	17815	20.7	52.4	102	3628	20.5	10.7	101	6415	19.5	18.9	96	7773	21.9	22.9	108
ALL NEWS	6062	2561	3.0	42.2	82	569	3.2	9.4	89	930	2.8	15.3	78	1062	3.0	17.5	83
AOR/PROGRESSIVE	11884	6379	7.4	53.7	105	1388	7.8	11.7	111	2182	6.6	18.4	94	2809	7.9	23.6	112
BEAUTIFUL MUSIC	11180	5669	6.6	50.7	99	1189	6.7	10.6	101	2111	6.4	18.9	96	2370	6.7	21.2	100
BLACK	4538	2821	3.3	62.2	121	677	3.8	14.9	141	1071	3.3	23.6	120	1074	3.0	23.7	112
CLASSICAL	3857	1811	2.1	47.0	91	347	2.0	9.0	85	680	2.1	17.6	90	784	2.2	20.3	96
CHR/ROCK	21946	11772	13.7	53.6	105	2412	13.6	11.0	104	4227	12.9	19.3	98	5133	14.5	23.4	111
COUNTRY	27262	14586	16.9	53.5	104	3173	17.9	11.6	110	5587	17.0	20.5	104	5826	16.4	21.4	101
GOLDEN OLDSIES	3339	1709	2.0	51.2	100	350	2.0	10.5	99	837	2.5	25.1	128	522	1.5	15.6	74
MOR/NOSTALGIA	10346	4874	5.7	47.1	92	1051	5.9	10.2	96	1772	5.4	17.1	87	2051	5.8	19.8	94
NEWS/TALK	8929	3965	4.6	44.4	87	839	4.7	9.4	89	1606	4.9	18.0	92	1520	4.3	17.0	80
RELIGIOUS	5488	2945	3.4	53.7	105	595	3.4	10.8	103	1255	3.8	22.9	117	1095	3.1	20.0	94
SOFT ROCK	1232	754	0.9	61.2	119	*139	0.8	11.3	107	*291	0.9	23.6	120	325	0.9	26.4	125
URBAN CONTEMPORARY	3184	1989	2.3	62.5	122	477	2.7	15.0	142	738	2.2	23.2	118	774	2.2	24.3	115
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3683	4.3	53.3	104	657	3.7	9.5	90	1384	4.2	20.0	102	1642	4.6	23.8	112
ABC DIRECTION	5212	2499	2.9	47.9	93	530	3.0	10.2	96	846	2.6	16.2	83	1122	3.2	21.5	102
ABC ENTERTAINMENT	10385	5228	6.1	50.3	98	1174	6.6	11.3	107	2004	6.1	19.3	98	2050	5.8	19.7	93
ABC FM	4762	2776	3.2	58.3	114	664	3.7	13.9	132	953	2.9	20.0	102	1160	3.3	24.4	115
ABC INFORMATION	11339	5864	6.8	51.7	101	1336	7.5	11.8	112	2257	6.9	19.9	101	2271	6.4	20.0	95
ABC ROCK	4878	2589	3.0	53.1	103	553	3.1	11.3	107	821	2.5	16.8	86	1216	3.4	24.9	118
CBS	10709	5073	5.9	47.4	92	1180	6.7	11.0	104	1830	5.6	17.1	87	2063	5.8	19.3	91
MUTUAL	10251	5150	6.0	50.2	98	944	5.3	9.2	87	2000	6.1	19.5	99	2206	6.2	21.5	102
NBC	12243	5896	6.8	48.2	94	1029	5.8	8.4	80	2217	6.7	18.1	92	2650	7.5	21.6	102
RADIORADIO	4606	2436	2.8	52.9	103	545	3.1	11.8	112	831	2.5	18.0	92	1060	3.0	23.0	109
RKO ONE	5148	2854	3.3	55.4	108	570	3.2	11.1	105	1032	3.1	20.0	102	1252	3.5	24.3	115
RKO TWO	7313	3547	4.1	48.5	94	874	4.9	12.0	113	1301	4.0	17.8	91	1373	3.9	18.8	89
THE SOURCE	5981	3309	3.8	55.3	108	711	4.0	11.9	113	1096	3.3	18.3	93	1503	4.2	25.1	119
NON-WIRED : BLAIR	19329	10464	12.2	54.1	105	2176	12.3	11.3	107	3939	12.0	20.4	104	4349	12.3	22.5	106
INTERNET	27139	14619	17.0	53.9	105	2988	16.9	11.0	104	5744	17.5	21.2	108	5888	16.6	21.7	103
KATZ RADIO GROUP	36319	18005	20.9	49.6	97	3629	20.5	10.0	95	6983	21.2	19.2	98	7393	20.8	20.4	96
SUPERNET	22361	11769	13.7	52.6	103	2666	15.0	11.9	113	3960	12.0	17.7	90	5144	14.5	23.0	109
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	7880	9.2	54.2	106	1541	8.7	10.6	100	3089	9.4	21.3	108	3250	9.2	22.4	106
MKDAY 9:00 AM - 1:00 PM	18688	10245	11.9	54.8	107	1999	11.3	10.7	101	4039	12.3	21.6	110	4207	11.9	22.5	106
MKDAY 1:00 PM - 4:30 PM	24061	13170	15.3	54.7	107	2443	13.8	10.2	96	5255	16.0	21.8	111	5472	15.4	22.7	108
MKDAY 4:30 PM - 7:30 PM	44079	22921	26.6	52.0	101	4665	26.3	10.6	100	9232	28.1	20.9	107	9024	25.4	20.5	97
MKDAY 7:30 PM - 8:00 PM	61979	31925	37.1	51.5	100	6504	36.7	10.5	99	12642	38.4	20.4	104	12779	36.0	20.6	97
MKDAY 11:00 PM - 11:30 PM	49084	25326	29.4	51.6	101	5217	29.4	10.6	101	9612	29.2	19.6	100	10497	29.6	21.4	101
MKDAY 11:30 PM - 1:00 AM	16560	8661	10.1	52.3	102	1742	9.8	10.5	100	3174	9.6	19.2	98	3746	10.6	22.6	107
M-SAT 8-11 PM-SUN 7-11 PM	66967	34935	40.6	52.2	102	7170	40.5	10.7	101	13427	40.8	20.1	102	14338	40.4	21.4	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	5416	6.3	58.4	114	1127	6.4	12.2	115	2142	6.5	23.1	118	2146	6.0	23.2	109
ANOTHER WORLD	N 6138	3418	4.0	55.7	108	569	3.2	9.3	88	1511	4.6	24.6	126	1338	3.8	21.8	103
AS THE WORLD TURNS	C 7707	4064	4.7	52.7	103	702	4.0	9.1	86	1656	5.0	21.5	110	1706	4.8	22.1	105
CAPITOL	C 4688	2537	2.9	54.1	105	446	2.5	9.5	90	1010	3.1	21.5	110	1081	3.0	23.1	109
CBS MORN. NEWS 1	C 2792	1516	1.8	54.3	106	323	1.8	11.6	109	663	2.0	23.7	121	530	1.5	19.0	90
CBS MORN. NEWS 2	C 2071	1110	1.3	53.6	104	205	1.2	9.9	94	542	1.6	26.2	133	363	1.0	17.5	83
DAYS OF OUR LIVES	N 8018	4583	5.3	57.2	111	891	5.0	11.1	105	1845	5.6	23.0	117	1847	5.2	23.0	109
FACTS OF LIFE - DAYTIME	N 3487	1910	2.2	54.8	107	374	2.1	10.7	102	904	2.7	25.9	132	632	1.8	18.1	86
FAMILY FEUD	A 4817	2572	3.0	53.4	104	557	3.1	11.6	109	968	2.9	20.1	102	1047	3.0	21.7	103
GENERAL HOSPITAL	A 8333	4790	5.6	57.5	112	872	4.9	10.5	99	1852	5.6	22.2	113	2065	5.8	24.8	117
GOOD MORNING, AMERICA-730 A	A 5472	2930	3.4	53.5	104	615	3.5	11.2	106	1029	3.1	18.8	96	1286	3.6	23.5	111
GOOD MORNING, AMERICA-830 A	A 3965	2185	2.5	55.1	107	514	2.9	13.0	123	722	2.2	18.2	93	949	2.7	23.9	113
GUIDING LIGHT	C 7542	3931	4.6	52.1	102	660	3.7	8.8	83	1576	4.8	20.9	107	1694	4.8	22.5	106
ONE LIFE TO LIVE	A 6018	3580	4.2	59.5	116	660	3.7	11.0	104	1378	4.2	22.9	117	1542	4.3	25.6	121
PRESS YOUR LUCK	C 3589	1802	2.1	50.2	98	434	2.4	12.1	114								

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	35894	100.0	45.3	100	7056	100.0	8.9	100	13818	100.0	17.4	100	15020	100.0	18.9	100
HOUSEHOLD HEADS	66405	29007	80.8	43.7	96	5661	80.2	8.5	96	11088	80.2	16.7	96	12258	81.6	18.5	97
18 - 24	13945	7355	20.5	52.7	116	1394	19.8	10.0	112	2759	20.0	19.8	113	3202	21.3	23.0	121
25 - 34	19334	9291	25.9	48.1	106	1874	26.6	9.7	109	3014	21.8	15.6	89	4403	29.3	22.8	120
35 - 44	14196	6724	18.7	47.4	105	1233	17.5	8.7	98	2607	18.9	15.4	105	2884	19.2	20.3	107
45 - 54	10895	4295	12.0	39.4	87	844	12.0	7.7	87	1876	13.6	17.2	99	1575	10.5	14.5	76
55 - 64	10378	4000	11.1	38.5	85	988	14.0	9.5	107	1568	11.3	15.1	87	1444	9.6	13.9	73
65 OR OLDER	10514	4228	11.8	40.2	89	723	10.2	6.9	77	1993	14.4	19.0	109	1513	10.1	14.4	76
18 - 34	33279	16646	46.4	50.0	110	3268	46.3	9.8	110	5774	41.8	17.4	100	7605	50.6	22.9	121
18 - 49	52904	25580	71.3	48.4	107	4953	70.2	9.4	105	9325	67.5	17.6	101	11303	75.3	21.4	113
25 - 54	44426	20311	56.6	45.7	101	3951	56.0	8.9	100	7498	54.3	16.9	97	8862	59.0	19.9	105
35 - 49	19625	8934	24.9	45.5	101	1685	23.9	8.6	96	3551	25.7	18.1	104	3698	24.6	18.8	99
50 OR OLDER	26359	10314	28.7	39.1	86	2103	29.8	8.0	90	4493	32.5	17.0	98	3718	24.8	14.1	74
GRADUATED COLLEGE	15982	6349	17.7	39.7	88	1354	19.2	8.5	95	2223	16.1	13.9	80	2772	18.5	17.3	92
ATTENDED COLLEGE	13629	6456	18.0	47.4	105	1254	17.8	9.2	103	2248	16.3	16.5	95	2954	19.7	21.7	114
GRADUATED HIGH SCHOOL	28591	13673	38.1	47.8	106	2568	36.4	9.0	101	5414	39.2	18.9	109	5691	37.9	19.9	105
DID NOT GRADUATE HIGH SCHOOL	21061	9415	26.2	44.7	99	1879	26.6	8.9	100	3933	28.5	18.7	107	3603	24.0	17.1	90
EMPLOYED FULL-TIME	52315	23690	66.0	45.3	100	4686	66.4	9.0	101	8626	62.4	16.5	95	10377	69.1	19.8	105
EMPLOYED PART-TIME	4113	2146	6.0	52.2	115	420	6.0	10.2	115	703	5.1	17.1	98	1023	6.8	24.9	131
NOT EMPLOYED	22834	10058	28.0	44.0	97	1949	27.6	8.5	96	4489	32.5	19.7	113	3621	24.1	15.9	84
PROFESSIONAL/MANAGER	15034	6402	17.8	42.6	94	1441	20.4	9.6	108	2098	15.2	14.0	80	2862	19.1	19.0	100
TECH/CLERICAL/SALES	11255	5288	14.7	47.0	104	1065	15.1	9.5	106	2157	15.6	19.2	110	2067	13.8	18.4	97
PRECISION/CRAFT	11607	5151	14.4	44.4	98	988	14.0	8.5	96	1668	12.1	14.4	82	2496	16.6	21.5	113
OTHER EMPLOYED	18534	8994	25.1	48.5	107	1613	22.9	8.7	98	3407	24.7	18.4	105	3975	26.5	21.4	113
SINGLE	19562	9699	27.0	49.6	109	1970	27.9	10.1	113	3649	26.4	18.7	107	4080	27.2	20.9	110
MARRIED	51894	22821	63.6	44.0	97	4564	64.7	8.8	99	8816	63.8	17.0	97	9440	62.8	18.2	96
DIVORCED/SEPARATED/WIDOWED	7804	3374	9.4	43.2	95	521	7.4	6.7	75	1353	9.8	17.3	99	1500	10.0	19.2	101
PARENTS	25372	12140	33.8	47.8	106	2480	35.1	9.8	110	4242	30.7	16.7	96	5418	36.1	21.4	113
WHITE	59658	30666	85.4	44.0	97	6040	85.6	8.7	97	11518	83.4	16.5	95	13107	87.3	18.8	99
BLACK	7909	4560	12.7	57.7	127	967	13.7	12.2	137	1939	14.0	24.5	141	1655	11.0	20.9	110
OTHER	1696	668	1.9	39.4	87	449	0.7	2.9	32	361	2.6	21.3	122	259	1.7	15.3	81
NORTHEAST-CENSUS	17202	6589	18.4	38.3	85	1254	17.8	7.3	82	2560	18.5	14.9	85	2774	18.5	16.1	85
NORTH CENTRAL	20481	9234	25.7	45.1	100	1653	23.4	8.1	91	2984	21.6	14.6	84	4597	30.6	22.5	119
SOUTH	26495	13441	37.4	50.4	111	2756	39.1	10.3	116	5481	39.7	20.5	118	5204	34.6	19.5	103
WEST	14906	6630	18.5	44.5	98	1392	19.7	9.3	105	2793	20.2	18.7	107	2445	16.3	16.4	87
NORTHEAST-MKTG.	17962	6758	18.8	37.6	83	1237	17.5	6.9	77	2716	19.7	15.1	87	2805	18.7	15.6	82
EAST CENTRAL	11741	5548	15.5	47.3	104	1041	14.8	8.9	100	1831	13.3	15.6	89	2676	17.8	22.8	120
WEST CENTRAL	13518	5904	16.4	43.7	96	1024	14.5	7.6	85	2039	14.8	15.1	87	2841	18.9	21.0	111
SOUTH	23168	12015	33.5	51.9	115	2564	36.3	11.1	124	4854	35.1	21.0	120	4598	30.6	19.8	105
PACIFIC	12874	5670	15.8	44.0	97	1190	16.9	9.2	104	2379	17.2	18.5	106	2101	14.0	16.3	86
COUNTY SIZE A	32596	13976	38.9	42.9	95	2499	35.4	7.7	86	5573	40.3	17.1	98	5905	39.3	18.1	96
COUNTY SIZE B	23814	11259	31.4	47.3	104	2352	33.3	9.9	111	4522	32.7	19.0	109	4386	29.2	18.4	97
COUNTY SIZE C	12663	5659	15.8	44.7	99	1321	18.7	10.4	117	1966	14.2	15.5	89	2372	15.8	18.7	99
COUNTY SIZE D	10190	4999	13.9	49.1	108	885	12.5	8.7	98	1757	12.7	17.2	99	2357	15.7	23.1	122
METRO CENTRAL CITY	23190	10759	30.0	46.4	102	2084	29.5	9.0	101	4847	35.1	20.9	120	3828	25.5	16.5	87
METRO SUBURBAN	36920	15913	44.3	43.1	95	3115	44.1	8.4	95	5591	40.5	15.1	87	7207	48.0	19.5	103
NON METRO	19152	9222	25.7	48.2	106	1857	26.3	9.7	109	3380	24.5	17.6	101	3985	26.5	20.8	110
TOP 5 ADI'S	18703	7717	21.5	41.3	91	1373	19.5	7.3	82	3232	23.4	17.3	99	3113	20.7	16.6	88
TOP 10 ADI'S	26158	10789	30.1	41.2	91	1811	25.7	6.9	78	4602	33.3	17.6	101	4376	29.1	16.7	88
TOP 20 ADI'S	36612	15603	43.5	42.6	94	2612	37.0	7.1	80	6386	46.2	17.4	100	6605	44.0	18.0	95
HSHLD INC. \$50,000 OR MORE	9326	3767	10.5	40.4	89	791	11.2	8.5	95	1319	9.5	14.1	81	1657	11.0	17.8	94
\$40,000 OR MORE	18002	7633	21.3	42.4	94	1693	24.0	9.4	106	2812	20.4	15.6	90	3129	20.8	17.4	92
\$30,000 OR MORE	31361	13222	37.1	42.5	94	2754	39.0	8.8	99	4842	35.0	15.4	89	5726	38.1	18.3	96
\$25,000 OR MORE	39858	17224	48.0	43.2	95	3372	47.8	8.5	95	6412	46.4	16.1	92	7440	49.5	18.7	99
\$20,000 - \$24,999	8664	4024	11.2	46.4	103	761	10.8	8.8	99	1620	11.7	18.7	107	1643	10.9	19.0	100
\$15,000 - \$19,999	7964	3750	10.4	47.1	104	741	10.5	9.3	105	1289	9.3	16.2	93	1720	11.5	21.6	114
\$10,000 - \$14,999	11093	5098	14.2	46.0	101	970	13.7	8.7	98	2359	17.1	21.3	122	1769	11.8	15.9	84
UNDER \$10,000	11683	5798	16.2	49.6	110	1212	17.2	10.4	117	2138	15.5	18.3	105	2448	16.3	21.0	111
HOUSEHOLD OF 1 PERSON	7453	2941	8.2	39.5	87	545	7.7	7.3	82	1177	8.5	15.8	91	1220	8.1	16.4	86
2 PEOPLE	24757	10607	29.6	42.8	95	1982	28.1	8.0	90	4262	30.8	17.2	99	4364	29.1	17.6	93
3 OR 4 PEOPLE	32682	15208	42.4	46.5	103	2753	39.0	8.4	95	5797	42.0	17.7	102	6658	44.3	20.4	108
5 OR MORE PEOPLE	14370	7138	19.9	49.7	110	1777	25.2	12.4	139	2582	18.7	18.0	103	2779	18.5	19.3	102
NO CHILD IN HSHLD	46768	19996	55.7	42.8	94	3846	54.5	8.2	92	8297	60.0	17.7	102	7854	52.3	16.8	89
CHILD(REN) UNDER 2 YRS	4799	2104	5.9	43.8	97	311	4.4	6.5	73	648	4.7	13.5	77	1145	7.6	23.9	126
2 - 5 YEARS	11125	5462	15.2	49.1	108	1204	17.1	10.8	122	1697	12.3	15.3	87	2561	17.1	23.0	121
6 - 11 YEARS	14193	7259	20.2	51.1	113	1442	20.4	10.2	114	2541	18.4	17.9	103	3275	21.8	23.1	122
12 - 17 YEARS	17402	8519	23.7	49.0	108	1842	26.1	10.6	119	2973	21.5	17.1	98	3703	24.7	21.3	112
RESIDENCE OWNED	56398	24890	69.3	44.1	97	4888	69.3	8.7	97	9854	71.3	17.5	100	10149	67.6	18.0	95
VALUE: \$50,000 OR MORE	34811	14841	41.3	42.6	94	3101	43.9	8.9	100	5756	41.7	16.5	95	5985	39.8	17.2	91
VALUE: UNDER \$50,000	21587	10049	28.0	46.6	103	1787	25.3	8.3	93	4098	29.7	19.0	109	4164	27.7	19.3	102

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(MALES)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES			79263	35894	100.0	45.3	100	7056	100.0	8.9	100	13818	100.0	17.4	100	15020	100.0	18.9	100
MAGAZINES	QUINTILE 1	16033	7793	21.7	48.6	107	1738	24.6	10.8	122	2869	20.8	17.9	103	3186	21.2	19.9	105	
	QUINTILE 2	15354	7366	20.5	48.0	106	1331	18.9	8.7	97	2476	17.9	16.1	93	3560	23.7	23.2	122	
	QUINTILE 3	15888	7212	20.1	45.4	100	1345	19.1	8.5	95	2952	21.4	18.6	107	2915	19.4	18.3	97	
	QUINTILE 4	17310	7318	20.4	42.3	93	1455	20.6	8.4	94	2782	20.1	16.1	92	3081	20.5	17.8	94	
	QUINTILE 5	14677	6206	17.3	42.3	93	1187	16.8	8.1	91	2739	19.8	18.7	107	2279	15.2	15.5	82	
NEWSPAPERS	QUINTILE 1	15277	6554	18.3	42.9	95	1341	19.0	8.8	99	2421	17.5	15.8	91	2792	18.6	18.3	96	
	QUINTILE 2	22745	10246	28.5	45.0	99	2082	29.5	9.2	103	4074	29.5	17.9	103	4090	27.2	18.0	95	
	QUINTILE 3	10692	4976	13.9	46.5	103	951	13.5	8.9	100	1697	12.3	15.9	91	2328	15.5	21.8	111	
	QUINTILE 4	11646	5338	14.9	45.8	101	1041	14.8	8.9	100	2004	14.5	17.2	99	2294	15.3	19.7	104	
	QUINTILE 5	18903	8780	24.5	46.4	103	1642	23.3	8.7	98	3622	26.2	19.2	110	3516	23.4	18.6	98	
OUTDOOR	QUINTILE 1	16620	7602	21.2	45.7	101	1344	19.0	8.1	91	2946	21.3	17.7	102	3311	22.0	19.9	105	
	QUINTILE 2	16377	7485	20.9	45.7	101	1559	22.1	9.5	107	2727	19.7	16.7	96	3199	21.3	19.5	103	
	QUINTILE 3	15995	7507	20.9	46.9	104	1433	20.3	9.0	101	3281	23.7	20.5	118	2794	18.6	17.5	92	
	QUINTILE 4	15592	6982	19.5	44.8	99	1341	19.0	8.6	97	2587	18.7	16.6	95	3054	20.3	19.6	103	
	QUINTILE 5	14679	6318	17.6	43.0	95	1378	19.5	9.4	105	2277	16.5	15.5	89	2664	17.7	18.1	96	
RADIO-DRIVE TIME	QUINTILE 1	15746	7667	21.4	48.7	108	1569	22.2	10.0	112	2767	20.0	17.6	101	3331	22.2	21.2	112	
	QUINTILE 2	15067	6667	18.6	44.2	98	1402	19.9	9.3	105	2516	18.2	16.7	96	2750	18.3	18.3	96	
	QUINTILE 3	15631	6901	19.2	44.1	97	1470	20.8	9.4	106	2661	19.3	17.0	98	2770	18.4	17.7	94	
	QUINTILE 4	16245	7555	21.0	46.5	103	1228	17.4	7.6	85	2859	20.7	17.6	101	3469	23.1	21.4	113	
	QUINTILE 5	16573	7104	19.8	42.9	95	1388	19.7	8.4	94	3016	21.8	18.2	104	2701	18.0	16.3	86	
RADIO-MID- DAY	TERCILE 1	21788	10206	28.4	46.8	103	1927	27.3	8.8	99	4213	30.5	19.3	111	4066	27.1	18.7	98	
	TERCILE 2	21151	9572	26.7	45.3	100	1650	23.4	7.8	88	3515	25.4	16.6	95	4407	29.3	20.8	110	
	TERCILE 3	36323	16116	44.9	44.4	98	3479	49.3	9.6	108	6089	44.1	16.8	96	6548	43.6	18.0	95	
RADIO-TOTAL	QUINTILE 1	15977	7701	21.5	48.2	106	1448	20.5	9.1	102	2917	21.1	18.3	105	3337	22.2	20.9	110	
	QUINTILE 2	15923	7477	20.8	47.0	104	1400	19.8	8.8	99	3094	22.4	19.4	111	2983	19.9	18.7	99	
	QUINTILE 3	14980	6609	18.4	44.1	97	1471	20.8	9.8	110	2272	16.4	15.2	87	2866	19.1	19.1	101	
	QUINTILE 4	17123	7695	21.4	44.9	99	1605	22.7	9.4	105	2832	20.5	16.5	95	3258	21.7	19.0	100	
	QUINTILE 5	15260	6413	17.9	42.0	93	1132	16.0	7.4	83	2704	19.6	17.7	102	2577	17.2	16.9	89	
TV-PRIME TIME	QUINTILE 1	15674	7086	19.7	45.2	100	1303	18.5	8.3	93	2971	21.5	19.0	109	2812	18.7	17.9	95	
	QUINTILE 2	15944	7340	20.4	46.0	102	1425	20.2	8.9	100	2595	18.8	16.3	93	3321	22.1	20.8	110	
	QUINTILE 3	16037	7520	21.0	46.9	104	1534	21.7	9.6	107	2937	21.3	18.3	105	3049	20.3	19.0	100	
	QUINTILE 4	15412	6676	18.6	43.3	96	1227	17.4	8.0	89	2565	18.6	16.6	95	2885	19.2	18.7	99	
	QUINTILE 5	16194	7271	20.3	44.9	99	1567	22.2	9.7	109	2750	19.9	17.0	97	2954	19.7	18.2	96	
TV-DAYTIME	TERCILE 1	19156	8670	24.2	45.3	100	1605	22.7	8.4	94	3528	25.5	18.4	106	3537	23.5	18.5	97	
	TERCILE 2	19343	8985	25.0	46.5	103	1864	26.4	9.6	108	3455	25.0	17.9	102	3666	24.4	19.0	100	
	TERCILE 3	40764	18239	50.8	44.7	99	3587	50.8	8.8	99	6835	49.5	16.8	94	7817	52.0	19.2	101	
TV-TOTAL	QUINTILE 1	15844	7279	20.3	45.9	101	1420	20.1	9.0	101	2927	21.2	18.5	106	2933	19.5	18.5	98	
	QUINTILE 2	15767	6985	19.5	44.3	98	1441	20.4	9.1	103	2862	20.7	18.2	104	2682	17.9	17.0	90	
	QUINTILE 3	15775	7082	19.7	44.9	99	1196	17.0	7.6	85	2731	19.8	17.3	99	3154	21.0	20.0	106	
	QUINTILE 4	15903	7181	20.0	45.2	100	1488	21.1	9.4	105	2502	18.1	15.7	90	3191	21.2	20.1	106	
	QUINTILE 5	15974	7367	20.5	46.1	102	1511	21.4	9.5	106	2796	20.2	17.5	100	3060	20.4	19.2	101	
MAGAZINES-NEWSPAPERS: DUAL			21225	10128	28.2	47.7	105	2027	28.7	9.6	107	3755	27.2	17.7	101	4346	28.9	20.5	108
MAGAZINE IMPERATIVE			17728	8748	24.4	49.3	109	1710	24.2	9.6	108	3036	22.0	17.1	98	4002	26.6	22.6	119
NEWSPAPER IMPERATIVE			22987	9540	26.6	41.5	92	1906	27.0	8.3	93	3864	28.0	16.8	96	3770	25.1	16.4	87
MAGAZINES-OUTDOOR: DUAL			16244	7692	21.4	47.4	105	1500	21.3	9.2	104	2651	19.2	16.3	94	3541	23.6	21.8	115
MAGAZINE IMPERATIVE			24016	11389	31.7	47.4	105	2286	32.4	9.5	107	4393	31.8	18.3	105	4710	31.4	19.6	103
OUTDOOR IMPERATIVE			26020	11509	32.1	44.2	98	2215	31.4	8.5	96	4756	34.4	18.3	105	4537	30.2	17.4	92
MAGAZINES-RADIO: DUAL			16918	8191	22.8	48.4	107	1510	21.4	8.9	100	3129	22.6	18.5	106	3553	23.7	21.0	111
MAGAZINE IMPERATIVE			23456	10786	30.0	46.0	102	2322	32.9	9.9	111	3754	27.2	16.0	92	4711	31.4	20.1	106
RADIO IMPERATIVE			23900	10706	29.8	44.8	99	2061	29.2	8.6	97	4261	30.8	17.8	102	4384	29.2	18.3	97
MAGAZINES-TELEVISION: DUAL			15791	7676	21.4	48.6	107	1599	22.7	10.1	114	2857	20.7	18.1	104	3220	21.4	20.4	108
MAGAZINE IMPERATIVE			25476	12018	33.5	47.2	104	2436	34.5	9.6	107	4097	29.6	16.1	92	5485	36.5	21.5	114
TELEVISION IMPERATIVE			25744	10868	30.3	42.2	93	2049	29.0	8.0	89	4667	33.8	18.1	104	4152	27.6	16.1	85
NEWSPAPERS-OUTDOOR: DUAL			17628	7928	22.1	45.0	99	1470	20.8	8.3	94	3078	22.3	17.5	100	3381	22.5	19.2	101
NEWSPAPER IMPERATIVE			26414	11692	32.6	44.3	98	2442	34.6	9.2	104	4475	32.4	16.9	97	4776	31.8	18.1	95
OUTDOOR IMPERATIVE			23059	10604	29.5	46.0	102	2028	28.7	8.8	99	4070	29.5	17.7	101	4506	30.0	19.5	103
NEWSPAPERS-RADIO: DUAL			17996	8217	22.9	45.7	101	1488	21.1	8.3	93	3198	23.1	17.8	102	3532	23.5	19.6	104
NEWSPAPER IMPERATIVE			26269	11359	31.6	43.2	95	2459	34.8	9.4	105	4206	30.4	16.0	92	4695	31.3	17.9	94
RADIO IMPERATIVE			21342	10154	28.3	47.6	105	1868	26.5	8.8	98	3934	28.5	18.4	106	4351	29.0	20.4	108
NEWSPAPERS-TELEVISION: DUAL			17359	7742	21.6	44.6	98	1310	18.6	7.5	85	3057	22.1	17.6	101	3375	22.5	19.4	103
NEWSPAPER IMPERATIVE			26889	11935	33.3	44.4	98	2601	36.9	9.7	109	4343	31.4	16.2	93	4991	33.2	18.6	98
TELEVISION IMPERATIVE			21698	9958	27.7	45.9	101	2110	29.9	9.7	109	3938	28.5	18.1	104	3911	26.0	18.0	95
OUTDOOR-RADIO: DUAL			16456	7961	22.2	48.4	107	1725	24.4	10.5	118	2852	20.6	17.3	99	3384	22.5	20.6	109
OUTDOOR IMPERATIVE			25870	11332	31.6	43.8	97	2128	30.2	8.2	92	4490	32.5	17.4	100	4714	31.4	18.2	96
RADIO IMPERATIVE			23943	10977	30.6	45.8	101	2070	29.3	8.6	97	4449	32.2	18.6	107	4458	29.7	18.6	98

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	35894	100.0	45.3	100	7056	100.0	8.9	100	13818	100.0	17.4	100	15020	100.0	18.9	100
ATLANTIC MONTHLY	452	*206	0.6	45.6	101	**88	1.2	19.5	219	**88	0.6	19.5	112	**31	0.2	6.9	36
BARRON'S	1058	457	1.3	43.2	95	**176	2.5	16.6	187	*190	1.4	18.0	103	*91	0.6	8.6	45
BETTER HOMES & GARDENS	4773	2361	6.6	49.5	109	531	7.5	11.1	125	872	6.3	18.3	105	958	6.4	20.1	106
BON APPETIT	1037	557	1.6	53.7	119	**146	2.1	14.1	158	*240	1.7	23.1	133	*170	1.1	16.4	57
BUSINESS WEEK	3193	1582	4.4	49.5	109	316	4.5	9.9	111	644	4.7	20.2	116	622	4.1	19.5	103
CAR AND DRIVER	2705	1280	3.6	47.3	104	*272	3.9	10.1	113	500	3.6	18.5	106	508	3.4	18.8	99
CBS MAGAZINE NETWORK (GROSS)	5678	3043	8.5	53.6	118	851	12.1	15.0	168	1085	7.9	19.1	110	1107	7.4	19.5	103
CHANGING TIMES	1847	875	2.4	47.4	105	*182	2.6	9.9	111	392	2.8	21.2	122	302	2.0	16.4	86
COLONIAL HOMES	492	*290	0.8	58.9	130	**112	1.6	22.8	256	**116	0.8	23.6	135	**62	0.4	12.6	67
CONDE NAST MAG. PKG. (GROSS)	2066	1113	3.1	53.9	119	*428	6.1	20.7	233	410	3.0	19.8	114	275	1.8	13.3	70
CONSUMERS DIGEST	1719	899	2.5	52.3	115	*215	3.0	12.5	140	400	2.9	23.3	133	*284	1.9	16.5	87
COSMOPOLITAN	1762	846	2.4	48.0	106	*251	3.6	14.2	160	295	2.1	16.7	96	300	2.0	17.0	90
COUNTRY LIVING	1110	599	1.7	54.0	119	**146	2.1	13.2	148	*177	1.3	15.9	91	*275	1.8	24.8	131
CUISINE	660	366	1.0	55.5	122	**124	1.8	18.8	211	*123	0.9	18.6	107	*119	0.8	18.0	95
CYCLE WORLD	1924	1041	2.9	54.1	119	*304	4.3	15.8	177	379	2.7	19.7	113	357	2.4	18.6	98
DCI:CREATIVE IDEAS FOR LIV	437	283	0.8	64.8	143	**85	1.2	19.5	218	**85	0.6	19.5	112	**112	0.7	25.6	135
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1478	4.1	59.3	131	*403	5.7	16.2	182	480	3.5	19.1	110	594	4.0	23.8	126
DISCOVER	1279	675	1.9	52.8	117	**176	2.5	13.8	155	*179	1.3	14.0	80	320	2.1	25.0	132
EBONY	2898	1558	4.3	53.8	119	283	4.0	9.8	110	742	5.4	25.6	147	534	3.6	18.4	97
ESQUIRE	1384	840	2.3	60.7	134	*237	3.4	17.1	192	338	2.4	24.4	140	265	1.8	19.1	101
ESSENCE	850	544	1.5	64.0	141	**104	1.5	12.2	137	*238	1.7	28.0	161	*202	1.3	23.8	125
FAMILY CIRCLE	2430	1203	3.4	49.5	109	*302	4.3	12.4	140	492	3.6	20.2	116	409	2.7	16.8	89
THE FAMILY HANDYMAN	2356	1075	3.0	45.6	101	*194	2.7	8.2	92	427	3.1	18.1	104	454	3.0	19.3	102
FAMILY WEEKLY	11533	5345	14.9	46.3	102	1209	17.1	10.5	118	1767	12.8	15.3	88	2369	15.8	20.5	108
FIELD & STREAM	7444	3626	10.1	48.7	108	738	10.5	9.9	111	1376	10.0	18.5	106	1512	10.1	20.3	107
FOOD & WINE	416	274	0.8	65.9	145	**110	1.6	26.4	297	*84	0.6	20.2	116	**80	0.5	19.2	101
FORBES	1865	779	2.2	41.8	92	*172	2.4	9.2	104	368	2.7	19.7	113	240	1.6	12.9	68
FORTUNE	1849	789	2.2	42.7	94	*112	1.6	6.1	68	364	2.6	19.7	113	313	2.1	16.9	89
GENTLEMEN'S QUARTERLY	2284	1279	3.6	56.0	124	*241	3.4	10.6	119	634	4.6	27.8	159	404	2.7	17.7	93
GLAMOUR	538	*258	0.7	48.0	106	**123	1.7	22.9	257	**60	0.4	11.2	64	**74	0.5	13.8	73
GOLF DIGEST	1649	735	2.0	44.6	98	*184	2.6	11.2	125	240	1.7	14.6	83	312	2.1	18.9	100
GOLF DIGEST/TENNIS (GROSS)	2294	1072	3.0	46.7	103	262	3.7	11.4	128	341	2.5	14.9	85	469	3.1	20.4	108
GOLF MAGAZINE	1577	767	2.1	48.6	107	*258	3.7	16.4	184	237	1.7	15.0	86	271	1.8	17.2	91
GOLF MAGAZINE/SKI (GROSS)	2487	1189	3.3	47.8	106	369	5.2	14.8	167	376	2.7	15.1	87	444	3.0	17.9	94
GOOD HOUSEKEEPING	2569	1324	3.7	51.5	114	306	4.3	11.9	134	457	3.3	17.8	102	561	3.7	21.8	115
HARPER'S BAZAAR	431	*236	0.7	54.8	121	**75	1.1	17.4	195	**103	0.7	23.9	137	**58	0.4	13.5	71
HEALTH	788	447	1.2	56.7	125	**217	3.1	27.5	309	*114	0.8	14.5	83	*115	0.8	14.6	77
HEARST MAG CORP. BUY (GROSS)	18781	9568	26.7	50.9	112	2315	32.8	12.3	138	3285	23.8	17.5	100	3968	26.4	21.1	111
HEARST MAN POWER (GROSS)	9169	4644	12.9	50.6	112	998	14.1	10.9	122	1537	11.1	16.8	96	2109	14.0	23.0	121
HEARST WOMAN POWER (GROSS)	5452	2779	7.7	51.0	113	676	9.6	12.4	139	1008	7.3	18.5	106	1095	7.3	20.1	106
HOUSE BEAUTIFUL	1020	488	1.4	47.8	106	**146	2.1	14.3	161	*166	1.2	16.3	93	*176	1.2	17.3	91
INC.	993	512	1.4	51.6	114	**121	1.7	12.2	137	*198	1.4	19.9	114	*193	1.3	19.4	103
JET	2808	1663	4.6	59.2	131	309	4.4	11.0	124	728	5.3	25.9	149	625	4.2	22.3	117
LADIES' HOME JOURNAL	1868	983	2.7	52.6	116	*295	4.2	15.8	177	413	3.0	22.1	127	275	1.8	14.7	78
LHJ FAMILY GRP COMBO(GROSS)	3582	1915	5.3	53.5	118	662	9.4	18.5	208	667	4.8	18.6	107	586	3.9	16.4	86
LIFE	4817	2491	6.9	51.7	114	530	7.5	11.0	124	964	7.0	20.0	115	998	6.6	20.7	109
L.A. TIMES HOME MAGAZINE	1465	600	1.7	41.0	90	*144	2.0	9.8	110	284	2.1	19.4	111	172	1.1	11.7	62
MADEMOISELLE	460	*251	0.7	54.6	120	**111	1.6	24.1	271	*79	0.6	17.2	99	*61	0.4	13.3	70
MC CALL'S	1764	953	2.7	54.0	119	*247	3.5	14.0	157	320	2.3	18.1	104	386	2.6	21.9	115
MC CALL'S/WRK MOTHER (GROSS)	2062	1148	3.2	55.7	123	*305	4.3	14.8	166	429	3.1	20.8	119	414	2.8	20.1	106
MECHANIX ILLUSTRATED	3625	1789	5.0	49.4	109	*353	5.0	9.7	109	638	4.6	17.6	101	799	5.3	22.0	116
METROPOLITAN HOME	495	295	0.8	59.6	132	**79	1.1	16.0	179	*135	1.0	27.3	156	**80	0.5	16.2	85
MONEY	3017	1422	4.0	47.1	104	284	4.0	9.4	106	538	3.9	17.8	102	601	4.0	19.9	105
MOTHER EARTH NEWS	1203	627	1.7	52.1	115	**222	3.1	18.5	207	*165	1.2	13.7	79	*241	1.6	20.0	106
MS.	*257	**170	0.5	66.1	146	**89	1.3	34.6	389	**71	0.5	27.6	158	**10	0.1	3.9	21
NATIONAL ENQUIRER	6921	3777	10.5	54.6	121	844	12.0	12.2	137	1409	10.2	20.4	117	1524	10.1	22.0	116
NATIONAL GEOGRAPHIC	11626	5166	14.4	44.4	98	1075	15.2	9.2	104	1681	12.2	14.5	83	2410	16.0	20.7	109
NATIONAL SUNDAY MAGAZINE PKG	49424	22217	61.9	45.0	99	4447	63.0	9.0	101	8296	60.0	16.8	96	9474	63.1	19.2	101
NATURAL HISTORY	753	*321	0.9	42.6	94	**158	2.2	21.0	236	*993	0.7	12.4	71	*771	0.5	9.4	50
NEW WOMAN	*296	**216	0.6	73.0	161	**144	2.0	48.6	546	**47	0.3	15.9	91	**25	0.2	8.4	45
NEW YORK INCLUDING CUE	541	262	0.7	48.4	107	**68	1.0	12.6	141	**62	0.4	11.5	66	*132	0.9	24.4	129
THE NEW YORKER	1078	499	1.4	46.3	102	**95	1.3	8.8	99	*187	1.4	17.3	100	218	1.5	20.2	107
NEWSWEEK	9602	4516	12.6	47.0	104	880	12.5	9.2	103	1895	13.7	19.7	113	1742	11.6	18.1	96
THE N.Y. TIMES DAILY EDITION	1376	467	1.3	33.9	75	*71	1.0	5.2	58	201	1.5	14.6	84	195	1.3	14.2	75
THE N.Y. TIMES MAGAZINE	2110	778	2.2	36.9	81	*108	1.5	5.1	57	325	2.4	15.4	88	345	2.3	16.4	86
OMNI	1927	1077	3.0	55.9	123	*303	4.3	15.7	177	390	2.8	20.2	116	384	2.6	19.9	105
ON CABLE	911	512	1.4	56.2	124	*148	2.1	16.2	182	*164	1.2	18.0	103	*200	1.3	22.0	116
1001 HOME IDEAS	927	485	1.4	52.3	116	**150	2.1	16.2	182	*139	1.0	15.0	86	*196	1.3	21.1	112
ORGANIC GARDENING	1430	615	1.7	43.0	95	**155	2.2	10.8	122	*182	1.3	12.7	73	278	1.9	19.4	103
OUTDOOR LIFE	4064	2092	5.8	51.5	114	431	6.1	10.6	119	758	5.5	18.7	107	904	6.0	22.2	117
PARADE MAGAZINE	24538	11035	30.7	45.0	99	2161	30.6	8.8	99	4334	31.4	17.7	101	4540	30.2	18.5	98

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	35894	100.0	45.3	100	7056	100.0	8.9	100	13818	100.0	17.4	100	15020	100.0	18.9	100
PARENTS	1126	675	1.9	59.9	132	*170	2.4	15.1	170	*260	1.9	23.1	132	*245	1.6	21.8	115
PENTHOUSE	4157	2152	6.0	51.8	114	399	5.7	9.6	108	719	5.2	17.3	99	1034	6.9	24.9	131
PEOPLE	7591	3976	11.1	52.4	116	881	12.5	11.6	130	1483	10.7	19.5	112	1613	10.7	21.2	112
PLAYBOY	8379	4123	11.5	49.2	109	754	10.7	9.0	101	1547	11.2	18.5	106	1822	12.1	21.7	115
POPULAR HOT RODDING	2110	1097	3.1	52.0	115	*222	3.1	10.5	118	418	3.0	19.8	114	457	3.0	21.7	114
POPULAR MECHANICS	4850	2489	6.9	51.3	113	503	7.1	10.4	117	764	5.5	15.8	90	1222	8.1	25.2	133
POPULAR SCIENCE	3397	1579	4.4	46.5	103	*348	4.9	10.2	115	479	3.5	14.1	81	751	5.0	22.1	117
PREVENTION	1720	735	2.0	42.7	94	*218	3.1	12.7	142	253	1.8	14.7	84	264	1.8	15.3	81
PSYCHOLOGY TODAY	1344	735	2.0	54.7	121	*220	3.1	16.4	184	*233	1.7	17.3	99	282	1.9	21.0	111
READER'S DIGEST	16016	7687	21.4	48.0	106	1569	22.2	9.8	110	3155	22.8	19.7	113	2962	19.7	18.5	98
REDBOOK	1121	608	1.7	54.2	120	*120	1.7	10.7	120	*256	1.9	22.8	131	*233	1.6	20.8	110
ROAD & TRACK	2161	1092	3.0	50.5	112	*313	4.4	14.5	163	385	2.8	17.8	102	393	2.6	18.2	96
ROLLING STONE	1948	1196	3.3	61.4	136	340	4.8	17.5	196	*247	1.8	12.7	73	609	4.1	31.3	165
RUNNER'S WORLD	899	467	1.3	51.9	115	*185	2.6	20.6	231	*100	0.7	11.1	64	*182	1.2	20.2	107
SATURDAY EVENING POST	841	449	1.3	53.4	118	*133	1.9	15.8	178	*180	1.3	21.4	123	*136	0.9	16.2	85
SCIENCE 84	841	364	1.0	43.3	96	*172	2.4	20.5	230	*75	0.5	8.9	51	*117	0.8	13.9	73
SCIENCE DIGEST	1194	585	1.6	49.0	108	*172	2.4	14.4	162	*175	1.3	14.7	84	*238	1.6	19.9	105
SCIENTIFIC AMERICAN	1379	514	1.4	37.3	82	*117	1.7	8.5	95	*152	1.1	11.0	63	*245	1.6	17.8	94
SELF	436	*250	0.7	57.3	127	*57	0.8	13.1	147	*130	0.9	29.8	171	*63	0.4	14.4	76
SEVENTEEN	614	*350	1.0	57.0	126	*176	2.5	28.7	322	*86	0.6	14.0	80	*88	0.6	14.3	76
SKI	910	422	1.2	46.4	102	*111	1.6	12.2	137	*138	1.0	15.2	87	*173	1.2	19.0	100
SMITHSONIAN	2937	1259	3.5	42.9	95	*239	3.4	8.1	91	441	3.2	15.0	86	580	3.9	19.7	104
SOAP OPERA DIGEST	545	323	0.9	59.3	131	*86	1.2	15.8	177	*113	0.8	20.7	119	*125	0.8	22.9	121
SOUTHERN LIVING	2054	1195	3.3	58.2	128	*318	4.5	15.5	174	395	2.9	19.2	110	482	3.2	23.5	124
SPORT	2799	1423	4.0	50.8	112	390	5.5	13.9	157	557	4.0	19.9	114	477	3.2	17.0	90
THE SPORTING NEWS	1938	1141	3.2	58.9	130	332	4.7	17.1	192	422	3.1	21.8	125	388	2.6	20.0	106
SPORTS AFIELD	3125	1570	4.4	50.2	111	323	4.6	10.3	116	598	4.3	19.1	110	649	4.3	20.8	110
SPORTS ILLUSTRATED	11159	5246	14.6	47.0	104	1087	15.4	9.7	109	1884	13.6	16.9	97	2274	15.1	20.4	108
STAR	4095	2118	5.9	51.7	114	445	6.3	10.9	122	831	6.0	20.3	116	842	5.6	20.6	109
SUNDAY	25169	11241	31.3	44.7	99	2116	30.0	8.4	94	4381	31.7	17.4	100	4745	31.6	18.9	99
SUNSET	1294	667	1.9	51.5	114	*132	1.9	10.2	115	*297	2.1	23.0	132	*238	1.6	18.4	97
TV GUIDE	18508	9110	25.4	49.2	109	1914	27.1	10.3	116	3579	25.9	19.3	111	3617	24.1	19.5	103
TENNIS	645	337	0.9	52.2	115	*78	1.1	12.1	136	*101	0.7	15.7	90	*157	1.0	24.3	128
TIME	12124	5120	14.3	42.2	93	1087	15.4	9.0	101	1960	14.2	16.2	93	2072	13.8	17.1	90
TOWN & COUNTRY	493	*267	0.7	54.2	120	*89	1.3	18.1	203	*92	0.7	18.7	107	*86	0.6	17.4	92
TRAVEL & LEISURE	1122	509	1.4	45.4	100	*89	1.3	7.9	89	*221	1.6	19.7	113	*199	1.3	17.7	94
TRUE STORY	690	483	1.3	70.0	155	*102	1.4	14.8	166	*187	1.4	27.1	155	*194	1.3	28.1	148
U.S. NEWS & WORLD REPORT	6571	3291	9.2	50.1	111	704	10.0	10.7	120	1188	8.6	18.1	104	1399	9.3	21.3	112
USA TODAY	3120	1386	3.9	44.4	98	314	4.5	10.1	113	447	3.2	14.3	82	625	4.2	20.0	106
US	1315	827	2.3	62.9	139	*221	3.1	16.8	189	*243	1.8	18.5	106	363	2.4	27.6	146
VOGUE	632	353	1.0	55.9	123	*137	1.9	21.7	244	*141	1.0	22.3	128	*76	0.5	12.0	63
MALL STREET JOURNAL	4247	1739	4.8	40.9	90	412	5.8	9.7	109	632	4.6	14.9	85	695	4.6	16.4	86
WEIGHT WATCHERS	398	271	0.8	68.1	150	*37	0.5	9.3	104	*136	1.0	34.2	196	*97	0.6	24.4	129
WOMAN'S DAY	1139	489	1.4	42.9	95	*133	1.9	11.7	131	*193	1.4	16.9	97	*163	1.1	14.3	76
WORKING MOTHER	*298	*195	0.5	65.4	144	*58	0.8	19.5	219	*109	0.8	36.6	210	*28	0.2	9.4	50
WORKING WOMAN	327	*216	0.6	66.1	146	*75	1.1	22.9	258	*94	0.7	28.7	165	*47	0.3	14.4	76
WORLD TENNIS	397	*216	0.6	54.4	120	*62	0.9	15.6	175	*39	0.3	9.8	56	*115	0.8	29.0	153
ZIFF-DAVIS MAG NETWK (GROSS)	9635	4750	13.2	49.3	109	1178	16.7	12.2	137	1662	12.0	17.2	99	1910	12.7	19.8	105
BLAIR INSERTS	43762	19616	54.6	44.8	99	3771	53.4	8.6	97	7404	53.6	16.9	97	8441	56.2	19.3	102
DAILY NEWSPAPERS																	
READ ANY	52459	23603	65.8	45.0	99	4671	66.2	8.9	100	9008	65.2	17.2	98	9923	66.1	18.9	100
READ ONE	41891	19087	53.2	45.6	101	3748	53.1	8.9	101	7391	53.5	17.6	101	7948	52.9	19.0	100
READ TWO OR MORE	10568	4515	12.6	42.7	94	923	13.1	8.7	98	1617	11.7	15.3	88	1976	13.2	18.7	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	23352	65.1	45.0	99	4673	66.2	9.0	101	8737	63.2	16.8	97	9942	66.2	19.1	101
READ ONE	44561	20127	56.1	45.2	100	3943	55.9	8.8	99	7606	55.0	17.1	98	8578	57.1	19.3	102
READ TWO OR MORE	7368	3225	9.0	43.8	97	730	10.3	9.9	111	1131	8.2	15.4	88	1364	9.1	18.5	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.34				27.17				30.58				29.23			
30 DAY REACH	71522	32838	91.5	45.9	101	6492	92.0	9.1	102	12604	91.2	17.6	101	13742	91.5	19.2	101
50 SHWG - 30 DAY AV FREQ	15.55	15.42				14.45				15.96				15.38			
30 DAY REACH	68168	31245	87.0	45.8	101	6098	86.4	8.9	100	12088	87.5	17.7	102	13059	86.9	19.2	101
25 SHWG - 30 DAY AV FREQ	8.43	8.38				7.92				8.58				8.42			
30 DAY REACH	62898	28770	80.2	45.7	101	5556	78.7	8.8	99	11288	81.7	17.9	103	11926	79.4	19.0	100
CABLE TV: HOME WIRED	31664	14289	39.8	45.1	100	3144	44.6	9.9	112	5467	39.6	17.3	99	5678	37.8	17.9	95
HOME NOT WIRED	47599	21605	60.2	45.4	100	3911	55.4	8.2	92	8351	60.4	17.5	101	9343	62.2	19.6	104
HAVE PAY CABLE	17139	8101	22.6	47.3	104	1791	25.4	10.4	117	2844	20.6	16.6	95	3467	23.1	20.2	107

	TOTAL U.S. '000	A '000	ALL USERS B % DOWN ACROSS		D INDX	A '000	HEAVY USERS B % DOWN ACROSS		D INDX	A '000	MEDIUM USERS B % DOWN ACROSS		D INDX	A '000	LIGHT USERS B % DOWN ACROSS		D INDX
TOTAL MALES	79263	35894	100.0	45.3	100	7056	100.0	8.9	100	13818	100.0	17.4	100	15020	100.0	18.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	21753	60.6	45.7	101	4477	63.4	9.4	106	8125	58.8	17.1	98	9151	60.9	19.2	101
10:00 AM - 3:00 PM	29926	13829	38.5	46.2	102	2614	37.0	8.7	98	5383	39.0	18.0	103	5832	38.8	19.5	103
3:00 PM - 7:00 PM	37666	17237	48.0	45.8	101	3520	49.9	9.3	105	6342	45.9	16.8	97	7375	49.1	19.6	103
7:00 PM - MIDNIGHT	18909	9083	25.3	48.0	106	1840	26.1	9.7	109	3439	24.9	18.2	104	3804	25.3	20.1	106
MIDNIGHT - 6:00 AM	11822	5900	16.4	49.9	110	1087	15.4	9.2	103	2251	16.3	19.0	109	2562	17.1	21.7	114
6:00 AM - MIDNIGHT	63254	29045	80.9	45.9	101	5838	82.7	9.2	104	10904	78.9	17.2	99	12303	81.9	19.5	103
ENTIRE DAY	64057	29387	81.9	45.9	101	5889	83.5	9.2	103	11034	79.9	17.2	99	12464	83.0	19.5	103
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16598	7663	21.3	46.2	102	1408	20.0	8.5	95	2581	18.7	15.6	89	3675	24.5	22.1	117
ALL NEWS	3542	1323	3.7	37.4	82	316	4.5	8.9	100	479	3.5	13.5	78	529	3.5	14.9	79
AOR/PROGRESSIVE	7465	3746	10.4	50.2	111	831	11.8	11.1	125	1420	10.3	19.0	109	1496	10.0	20.0	106
BEAUTIFUL MUSIC	5061	2261	6.3	44.7	99	446	6.3	8.8	99	860	6.2	17.0	97	955	6.4	18.9	100
BLACK	1914	1284	3.6	67.1	148	*289	4.1	15.1	170	475	3.4	24.8	142	520	3.5	27.2	143
CLASSICAL	2304	907	2.5	39.4	87	*140	2.0	6.1	68	338	2.4	14.7	84	430	2.9	18.7	98
CHR/ROCK	10663	5016	14.0	47.0	104	891	12.6	8.4	94	1852	13.4	17.4	100	2273	15.1	21.3	112
COUNTRY	13919	6550	18.2	47.1	104	1320	18.7	9.5	107	2528	18.3	18.2	104	2702	18.0	19.4	102
GOLDEN OLDIES	2040	925	2.6	45.3	100	*223	3.2	10.9	123	415	3.0	20.3	117	288	1.9	14.1	75
MOR/NOSTALGIA	5105	2067	5.8	40.5	89	468	6.6	9.2	103	813	5.9	15.9	91	787	5.2	15.4	81
NEWS/TALK	4764	1852	5.2	38.9	86	330	4.7	6.9	78	752	5.4	15.8	91	770	5.1	16.2	85
RELIGIOUS	2164	1074	3.0	49.6	110	*207	2.9	9.6	107	489	3.5	22.6	130	378	2.5	17.5	92
SOFT ROCK	623	295	0.8	47.4	105	**32	0.5	5.1	58	**143	1.0	23.0	132	*120	0.8	19.3	102
URBAN CONTEMPORARY	1331	700	2.0	52.6	116	**134	1.9	10.1	113	304	2.2	22.8	131	262	1.7	19.7	104
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1629	4.5	51.1	113	*229	3.2	7.2	81	674	4.9	21.2	121	726	4.8	22.8	120
ABC DIRECTION	2724	1160	3.2	42.6	94	282	4.0	10.4	116	405	2.9	14.9	85	473	3.1	17.4	92
ABC ENTERTAINMENT	5256	2399	6.7	45.6	101	458	6.5	8.7	98	917	6.6	17.4	100	1025	6.8	19.5	103
ABC FM	2263	1120	3.1	49.5	109	*269	3.8	11.9	134	430	3.1	19.0	109	422	2.8	18.6	98
ABC INFORMATION	5618	2439	6.8	43.4	96	542	7.7	9.6	108	945	6.8	16.8	96	952	6.3	16.9	89
ABC ROCK	2857	1298	3.6	45.4	100	247	3.5	8.6	97	349	2.5	12.2	70	701	4.7	24.5	129
CBS	5953	2460	6.9	41.3	91	545	7.7	9.2	103	859	6.2	14.4	83	1057	7.0	17.8	94
MUTUAL	4979	2178	6.1	43.7	97	331	4.7	6.6	75	829	6.0	16.6	96	1019	6.8	20.5	108
NBC	7279	3217	9.0	44.2	98	452	6.4	6.2	70	1215	8.8	16.7	96	1550	10.3	21.3	112
RADIORADIO	2389	1160	3.2	48.6	107	291	4.1	12.2	137	406	2.9	17.0	97	463	3.1	19.4	102
RKO ONE	2583	1251	3.5	48.4	107	*163	2.3	6.3	71	537	3.9	20.8	119	551	3.7	21.3	113
RKO TWO	3674	1497	4.2	40.7	90	315	4.5	8.6	96	557	4.0	15.2	87	625	4.2	17.0	90
THE SOURCE	3514	1817	5.1	51.7	114	455	6.4	12.9	145	629	4.6	17.9	103	733	4.9	20.9	110
NON-WIRED: BLAIR	9864	4789	13.3	48.6	107	883	12.5	9.0	101	1800	13.0	18.2	105	2107	14.0	21.4	113
INTERNET	13522	6293	17.5	46.5	103	1259	17.8	9.3	105	2387	17.3	17.7	101	2648	17.6	19.6	103
KATZ RADIO GROUP	19321	8631	24.0	44.7	99	1554	22.0	8.0	90	3539	25.6	18.3	105	3538	23.6	18.3	97
SUPERNET	10739	5144	14.3	47.9	106	996	14.1	9.3	104	1879	13.6	17.5	100	2269	15.1	21.1	111
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	2416	6.7	47.3	104	452	6.4	8.9	99	941	6.8	18.4	106	1023	6.8	20.0	106
MKDAY 9:00 AM - 1:00 PM	5383	2542	7.1	47.2	104	517	7.3	9.6	108	1030	7.5	19.1	110	996	6.6	18.5	98
MKDAY 1:00 PM - 4:30 PM	6469	2944	8.2	45.5	100	593	8.4	9.2	103	1258	9.1	19.4	112	1094	7.3	16.9	89
MKDAY 4:30 PM - 7:30 PM	19661	8888	24.8	45.2	100	1792	25.4	9.1	102	3603	26.1	18.3	105	3493	23.3	17.8	94
MKDAY 7:30 PM - 8:00 PM	27579	12433	34.6	45.1	100	2339	33.1	8.5	95	4990	36.1	18.1	104	5104	34.0	18.5	98
MKDAY 11:00 PM - 11:30 PM	22964	10404	29.0	45.3	100	2009	28.5	8.7	98	4082	29.5	17.8	102	4313	28.7	18.8	99
MKDAY 11:30 PM - 1:00 AM	8158	3695	10.3	45.3	100	682	9.7	8.4	94	1414	10.2	17.3	99	1598	10.6	19.6	103
M-SAT 8-11 PM-SUN 7-11 PM	30140	13680	38.1	45.4	100	2652	37.6	8.8	99	5346	38.7	17.7	102	5681	37.8	18.8	99
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	1061	3.0	51.8	114	210	3.0	10.3	115	447	3.2	21.8	125	404	2.7	19.7	104
ANOTHER WORLD	N 1214	552	1.5	45.5	100	*75	1.1	6.2	69	332	2.4	27.3	157	145	1.0	11.9	63
AS THE WORLD TURNS	C 1740	652	1.8	37.5	83	*143	2.0	8.2	92	250	1.8	14.4	82	258	1.7	14.8	78
CAPITOL	C 1016	400	1.1	39.4	87	*122	1.7	12.0	135	*116	0.8	11.4	65	161	1.1	15.8	84
CBS MORN. NEWS 1	C 1203	587	1.6	48.8	108	*112	1.6	9.3	105	233	1.7	19.4	111	242	1.6	20.1	106
CBS MORN. NEWS 2	C 773	336	0.9	43.5	96	*56	0.8	7.2	81	184	1.3	23.8	137	96	0.6	12.4	66
DAYS OF OUR LIVES	N 1629	689	1.9	42.3	93	92	1.3	5.6	63	357	2.6	21.9	126	241	1.6	14.8	78
FACTS OF LIFE - DAYTIME	N 961	460	1.3	47.9	106	**79	1.1	8.2	92	244	1.8	25.4	146	137	0.9	14.3	75
FAMILY FEUD	A 1390	585	1.6	42.1	93	173	2.5	12.4	140	229	1.7	16.5	95	184	1.2	13.2	70
GENERAL HOSPITAL	A 1463	731	2.0	50.0	110	180	2.6	12.3	138	312	2.3	21.3	122	239	1.6	16.3	86
GOOD MORNING, AMERICA-730	A 1705	881	2.5	51.7	114	165	2.3	9.7	109	276	2.0	16.2	93	440	2.9	25.8	136
GOOD MORNING, AMERICA-830	A 889	485	1.4	54.6	120	*130	1.8	14.6	164	146	1.1	16.4	94	209	1.4	23.5	124
GUIDING LIGHT	C 1754	673	1.9	38.4	85	*157	2.2	9.0	101	280	2.0	16.0	92	236	1.6	13.5	71
ONE LIFE TO LIVE	A 1100	640	1.8	58.2	128	*160	2.3	14.5	163	246	1.8	22.4	128	234	1.6	21.3	112
PRESS YOUR LUCK	C 1222	600	1.7	49.1	108	*106	1.5	8.7	97	208	1.5	17.0	98	286	1.9	23.4	124
PRICE IS RIGHT 1	C 2692	1355	3.8	50.3	111	257	3.6	9.5	107	581	4.2	21.6	124	516	3.4	19.2	101
PRICE IS RIGHT 2	C 2764	1420	4.0	51.4	113	317	4.5										

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	35894	100.0	45.3	100	7056	100.0	8.9	100	13818	100.0	17.4	100	15020	100.0	18.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	11013	30.7	45.3	100	2279	32.3	9.4	105	4489	32.5	18.5	106	4246	28.3	17.5	92
NETWORK AFFILIATES - LATE	17197	7784	21.7	45.3	100	1460	20.7	8.5	95	3044	22.0	17.7	102	3280	21.8	19.1	101
INDEPENDENTS - LATE	2887	1257	3.5	43.5	96	243	3.4	8.4	95	494	3.6	17.1	98	520	3.5	18.0	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	5251	14.6	46.5	103	926	13.1	8.2	92	2282	16.5	20.2	116	2044	13.6	18.1	95
ABC MONDAY NIGHT MOVIE	A 4379	2086	5.8	47.6	105	383	5.4	8.7	98	926	6.7	21.1	121	776	5.2	17.7	94
ABC SUNDAY NIGHT MOVIE	A 9910	4586	12.8	46.3	102	902	12.8	9.1	102	1833	13.3	18.5	106	1851	12.3	18.7	99
ABC WORLD NEWS TONIGHT	A 6212	2750	7.7	44.3	98	582	8.2	9.4	105	1193	8.6	19.2	110	975	6.5	15.7	87
AFTERMASH	C 4575	2210	6.2	48.3	107	324	4.6	7.1	80	872	6.3	19.1	109	1014	6.8	22.2	117
ALICE	C 6777	2950	8.2	43.5	96	531	7.5	7.8	88	1167	8.4	17.2	99	1252	8.3	18.5	97
AMERICAN PARADE	C 4868	2308	6.4	47.4	105	454	6.4	9.3	105	925	6.7	19.0	109	930	6.2	19.1	101
BENSON	A 7593	3241	9.0	42.7	94	567	8.0	7.5	84	1500	10.9	19.8	113	1175	7.8	15.5	82
BLUE THUNDER	A 6036	2624	7.3	43.5	96	374	5.3	6.2	70	1181	8.5	19.6	112	1069	7.1	17.7	93
CAGNEY & LACEY	C 7698	3498	9.7	45.4	100	561	8.0	7.3	82	1378	10.0	17.9	103	1559	10.4	20.3	107
CBS EVENING NEWS-DEAN	C 4066	1727	4.8	42.5	94	254	3.6	6.2	70	725	5.2	17.8	102	748	5.0	18.4	97
CBS EVENING NEWS-RATHER	C 8092	3555	9.9	43.9	97	750	10.6	9.3	104	1342	9.7	16.6	95	1464	9.7	18.1	95
CBS SAT. NEWS-SCHIEFFER	C 4795	2078	5.8	43.3	96	328	4.6	6.8	77	879	6.4	18.3	105	870	5.8	18.1	96
CBS SATURDAY NIGHT MOVIE	C 6034	2723	7.6	45.1	100	456	6.5	7.6	85	1080	7.8	17.9	103	1187	7.9	19.7	104
CBS WEDNESDAY NIGHT MOVIE	C 4993	2212	6.2	44.3	98	416	5.9	8.3	94	853	6.2	17.1	98	943	6.3	18.9	100
CHEERS	M 6976	3181	8.9	45.6	101	613	8.7	8.8	99	1195	8.6	17.1	98	1373	9.1	19.7	104
DALLAS	C 13575	6435	17.9	47.4	105	1434	20.3	10.6	119	2548	18.4	18.8	108	2454	16.3	18.1	95
DIFF'RENT STROKES	N 3684	1642	4.6	44.6	98	338	4.8	9.2	103	630	4.6	17.1	98	674	4.5	18.3	97
DOUBLE TROUBLE	M 4462	2060	5.7	46.2	102	357	5.1	8.0	90	867	6.3	19.4	111	835	5.6	18.7	99
DUCK FACTORY	M 4810	2215	6.2	46.0	102	434	6.2	9.0	101	873	6.3	18.1	104	908	6.0	18.9	100
DUKES OF HAZZARD	C 5951	2673	7.4	44.9	99	425	6.0	7.1	80	1160	8.4	19.5	112	1089	7.3	18.3	97
DYNASTY	A 11325	5655	15.8	49.9	110	1189	16.9	10.5	118	2241	16.2	19.8	114	2225	14.8	19.6	104
FACTS OF LIFE	M 4512	2059	5.7	45.6	101	301	4.3	6.7	75	724	5.2	16.0	92	1034	6.9	22.9	121
FALCON CREST	C 9215	4344	12.1	47.1	104	801	11.4	8.7	98	1842	13.3	20.0	115	1701	11.3	18.5	97
FALL GUY	A 8604	4101	11.4	47.7	105	658	9.3	7.6	86	1726	12.5	20.1	115	1718	11.4	20.0	105
FAMILY TIES	M 4179	1816	5.1	43.5	96	431	6.1	10.3	116	680	4.9	16.3	93	706	4.7	16.9	89
FANTASY ISLAND	A 4781	2124	5.9	44.4	98	385	5.5	8.1	90	914	6.6	19.1	110	825	5.5	17.3	91
FOULUPS, BLEEPERS & BLUNDERS	A 6697	3156	8.8	47.1	104	594	8.4	8.9	100	1156	8.4	17.3	99	1406	9.4	21.0	111
FOUR SEASONS	C 3873	1827	5.1	47.2	104	*300	4.3	7.7	87	731	5.3	18.9	108	796	5.3	20.6	108
GIMME A BREAK	N 4310	2015	5.6	46.8	103	391	5.5	9.1	102	807	5.8	18.7	107	817	5.4	19.0	100
HART TO HART	A 5751	2559	7.1	44.5	98	561	8.0	9.8	110	1036	7.5	18.0	103	962	6.4	16.7	88
HILL STREET BLUES	M 8568	3841	10.7	44.8	99	664	9.4	7.7	87	1496	10.8	17.5	100	1680	11.2	19.6	103
HOTEL	A 8801	4136	11.5	47.0	104	949	13.4	10.8	121	1628	11.8	18.5	106	1559	10.4	17.7	93
JEFFERSONS	C 6978	3226	9.0	46.2	102	694	9.8	9.9	112	1218	8.8	17.5	100	1313	8.7	18.8	99
JENNIFER SLEPT HERE	N 3021	1298	3.6	43.0	95	*259	3.7	8.6	96	511	3.7	16.9	97	528	3.5	17.5	92
KATE & ALLIE	C 6811	3064	8.5	45.0	99	431	6.1	6.3	71	1103	8.0	16.2	93	1530	10.2	22.5	119
KNIGHT RIDER	N 5256	2157	6.0	41.0	91	422	6.0	8.0	90	988	7.2	18.8	108	747	5.0	14.2	75
LOVE BOAT	A 7174	3196	8.9	44.5	98	623	8.8	8.7	98	1374	9.9	19.2	110	1199	8.0	16.7	88
MAGNUM PI	C 10438	4877	13.6	46.7	103	829	11.7	7.9	89	1816	13.1	17.4	100	2233	14.9	21.4	113
MAMA'S FAMILY	N 3488	1446	4.0	41.5	92	336	4.8	9.6	108	509	3.7	14.6	84	601	4.0	17.2	91
MASTER, THE	A 4127	1795	5.0	43.5	96	281	4.0	6.8	76	776	5.6	18.8	108	738	4.9	17.9	94
MATT HOUSTON	A 5978	2542	7.1	42.5	94	462	6.5	7.7	87	1004	7.3	16.8	96	1075	7.2	18.0	95
NBC MONDAY NIGHT MOVIE	N 10446	4595	12.8	44.0	97	950	13.5	9.1	102	1710	12.4	16.4	94	1935	12.9	18.5	98
NBC NIGHTLY NEWS	N 5571	2440	6.8	43.8	97	471	6.7	8.5	95	987	7.1	17.7	102	981	6.5	17.6	93
NBC NIGHTLY NEWS-SAT	N 3675	1496	4.2	40.7	90	370	5.2	10.1	113	619	4.5	16.8	97	507	3.4	13.8	73
NBC NIGHTLY NEWS-SUN	N 2905	1294	3.6	44.5	98	304	4.3	10.5	118	499	3.6	17.2	99	492	3.3	16.9	89
NBC SUNDAY NIGHT MOVIE	N 8352	4031	11.2	48.3	107	746	10.6	8.9	100	1480	10.7	17.7	102	1805	12.0	21.6	114
NEWMART	C 6864	3251	9.1	47.4	105	458	6.5	6.7	75	1267	9.2	18.5	106	1527	10.2	22.2	117
ONE DAY AT A TIME	C 3866	1821	5.1	47.1	104	327	4.6	8.5	95	798	5.8	20.6	118	696	4.6	18.0	95
PEOPLE ARE FUNNY	N 3956	1666	4.6	42.1	93	476	6.7	12.0	135	604	4.4	15.3	88	586	3.9	14.8	78
REAL PEOPLE	N 6305	3209	8.9	50.9	112	521	7.4	8.3	93	1279	9.3	20.3	116	1409	9.4	22.3	118
REMYNTOON STEELE	N 5884	2579	7.2	43.8	97	490	6.9	8.3	94	1032	7.5	17.5	101	1058	7.0	18.0	95
RIPLY'S BELIEVE IT - NOT	A 5706	2419	6.7	42.4	94	336	4.8	5.9	66	1038	7.5	18.2	104	1045	7.0	18.3	97
RPTIDE	N 6202	2847	7.9	45.9	101	513	7.3	8.3	93	1145	8.3	18.5	106	1190	7.9	19.2	101
SCARECROW & MRS. KING	C 6513	2865	8.0	44.0	97	472	6.7	7.2	81	1213	8.8	18.6	107	1180	7.9	18.1	96
SIMON & SIMON	C 8593	4079	11.4	47.5	105	824	11.7	9.6	108	1569	11.4	18.3	105	1687	11.2	19.6	104
60 MINUTES	C 13342	6070	16.9	45.5	100	1249	17.7	9.4	105	2419	17.5	18.1	104	2403	16.0	18.0	95
ST. ELSEWHERE	N 6029	2952	8.2	49.0	108	537	7.6	8.9	100	1142	8.3	18.9	109	1273	8.5	21.1	111
THREE'S COMPANY	A 8565	3994	11.1	46.6	103	679	9.6	7.9	89								

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	50198	100.0	56.7	100	10666	100.0	12.1	100	19076	100.0	21.6	100	20457	100.0	23.1	100
FEMALE HOMEMAKERS	80986	45218	90.1	55.8	98	9495	89.0	11.7	97	17414	91.3	21.5	100	18309	89.5	22.6	98
EMPLOYED MOTHERS	18702	10852	21.6	58.0	102	2578	24.2	13.8	114	4070	21.3	21.8	101	4204	20.6	22.5	97
18 - 24	14726	9677	19.3	65.7	116	2150	20.2	14.6	121	3459	18.1	23.5	109	4068	19.9	27.6	119
25 - 34	20202	11817	23.5	58.5	103	2578	24.2	12.8	106	3946	20.7	19.5	91	5292	25.9	26.2	113
35 - 44	14781	8430	16.8	57.0	101	2009	18.8	13.6	113	3098	16.2	21.0	97	3323	16.2	22.5	97
45 - 54	11449	6510	13.0	56.9	100	1456	13.7	12.7	105	2438	12.8	21.3	99	2617	12.8	22.9	99
55 - 64	11846	6150	12.3	51.9	91	1202	11.3	10.1	84	2775	14.5	23.4	109	2173	10.6	18.3	79
65 OR OLDER	15459	7615	15.2	49.3	87	1271	11.9	8.2	68	3360	17.6	21.7	101	2983	14.6	19.3	83
18 - 34	34928	21493	42.8	61.5	108	4728	44.3	13.5	112	7405	38.8	21.2	98	9360	45.8	26.8	116
18 - 49	55154	33028	65.8	59.9	106	7528	70.6	13.6	113	11521	60.4	20.4	95	13979	68.3	25.3	110
25 - 54	46433	26757	53.3	57.6	102	6044	56.7	13.0	108	9482	49.7	20.4	95	11232	54.9	24.2	105
35 - 49	20226	11534	23.0	57.0	100	2800	26.3	13.8	115	4115	21.6	20.3	94	4619	22.6	22.8	99
50 OR OLDER	33310	17171	34.2	51.5	91	3138	29.4	9.4	78	7555	39.6	22.7	105	6478	31.7	19.4	84
GRADUATED COLLEGE	12110	6077	12.1	50.2	88	1308	12.3	10.8	90	2017	10.6	16.7	77	2753	13.5	22.7	98
ATTENDED COLLEGE	15309	9082	18.1	59.3	105	2082	19.5	13.6	113	3386	17.8	22.1	103	3614	17.7	23.6	102
GRADUATED HIGH SCHOOL	36912	21538	42.9	58.3	103	4476	42.0	12.1	101	8006	42.0	21.7	101	9055	44.3	24.5	106
DID NOT GRADUATE HIGH SCHOOL	24134	13502	26.9	55.9	99	2800	26.3	11.6	96	5667	29.7	23.5	109	5035	24.6	20.9	90
EMPLOYED FULL-TIME	35457	20722	41.4	58.6	103	5104	47.9	14.4	119	7780	40.8	21.9	102	7888	38.6	22.2	96
EMPLOYED PART-TIME	8514	4883	9.7	57.4	101	1155	10.8	13.6	113	1677	8.8	19.7	91	2052	10.0	24.1	104
NOT EMPLOYED	44494	24543	48.9	55.2	97	4407	41.3	9.9	82	9619	50.4	21.6	100	10517	51.4	23.6	102
PROFESSIONAL/MANAGER	10811	5763	11.5	53.3	94	1446	13.6	13.4	111	1966	10.3	18.2	84	2351	11.5	21.7	94
TECH/CLERICAL/SALES	19640	11947	23.8	60.8	107	2942	27.6	15.0	124	4264	22.4	21.7	101	4741	23.2	24.1	104
PRECISION/CRAFT	1023	531	1.1	51.9	91	**118	1.1	11.5	96	**266	1.4	26.0	121	**147	0.7	14.4	62
OTHER EMPLOYED	12498	7415	14.8	59.3	105	1753	16.4	14.0	116	2961	15.5	23.7	110	2701	13.2	21.6	93
SINGLE	15995	9887	19.7	61.8	109	2542	23.8	15.9	132	3421	17.9	21.4	99	3924	19.2	24.5	106
MARRIED	51689	28211	56.2	54.6	96	5373	50.4	10.4	86	10686	56.0	20.7	96	12152	59.4	23.5	102
DIVORCED/SEPARATED/WIDOWED	20780	12101	24.1	58.2	103	2751	25.8	13.2	110	4969	26.0	23.9	111	4381	21.4	21.1	91
PARENTS	33922	19630	39.1	57.9	102	4006	37.6	11.8	98	7052	37.0	20.8	96	8572	41.9	25.3	109
WHITE	76422	42851	85.4	56.1	99	8854	83.0	11.6	96	16121	84.5	21.1	98	17877	87.4	23.4	101
BLACK	10066	6348	12.6	63.1	111	1624	15.2	16.1	134	2553	13.4	25.4	118	2172	10.5	21.6	93
OTHER	1976	**999	2.0	50.6	89	**189	1.8	9.6	79	**402	2.1	20.3	94	**408	2.0	20.6	89
NORTHEAST-CENSUS	19803	9728	19.4	49.1	87	2020	18.9	10.2	85	3560	18.7	18.0	83	4148	20.3	20.9	91
NORTH CENTRAL	22181	12354	24.6	55.7	98	2641	24.8	11.9	99	4491	23.5	20.2	94	5223	25.5	23.5	102
SOUTH	30082	17863	35.6	59.4	105	3663	34.3	12.2	101	7240	38.0	24.1	112	6961	34.0	23.1	100
WEST	16398	10253	20.4	62.5	110	2343	22.0	14.3	119	3785	19.8	23.1	107	4125	20.2	25.2	109
NORTHEAST-MKTG.	20163	9812	19.5	48.7	86	1943	18.2	9.6	80	3622	19.0	18.0	83	4248	20.8	21.1	91
EAST CENTRAL	13054	7305	14.6	56.0	99	1786	16.7	13.7	113	2626	13.8	20.1	93	2893	14.1	22.2	96
WEST CENTRAL	14993	8306	16.5	55.4	98	1642	15.4	11.0	91	3061	16.0	20.4	95	3604	17.6	24.0	104
SOUTH	25785	15672	31.2	60.8	107	3192	29.9	12.4	103	6434	33.7	25.0	116	6046	29.6	23.4	101
PACIFIC	14470	9103	18.1	62.9	111	2105	19.7	14.5	121	3333	17.5	23.0	107	3665	17.9	25.3	110
COUNTY SIZE A	36705	20013	39.9	54.5	96	4048	38.0	11.0	91	7426	38.9	20.2	94	8538	41.7	23.3	101
COUNTY SIZE B	26819	15775	31.4	58.8	104	3597	33.7	13.4	111	6001	31.5	22.4	104	6178	30.2	23.0	100
COUNTY SIZE C	13597	8013	16.0	58.9	104	1668	15.6	12.3	102	3164	16.6	23.3	108	3181	15.5	23.4	101
COUNTY SIZE D	11344	6397	12.7	56.4	99	1353	12.7	11.9	99	2486	13.0	21.9	102	2559	12.5	22.6	98
METRO CENTRAL CITY	26825	14889	29.7	55.5	98	3480	32.6	13.0	108	5505	28.9	20.5	95	5904	28.9	22.0	95
METRO SUBURBAN	39912	22756	45.3	57.0	100	4646	43.6	11.6	97	8353	43.8	20.9	97	9758	47.7	24.4	106
NON METRO	21728	12554	25.0	57.8	102	2540	23.8	11.7	97	5218	27.4	24.0	111	4795	23.4	22.1	95
TOP 5 ADI'S	20847	11085	22.1	53.2	94	2528	23.7	12.1	101	4277	22.4	20.5	95	4281	20.9	20.5	89
TOP 10 ADI'S	28719	14896	29.7	51.9	91	3140	29.4	10.9	91	5770	30.2	20.1	93	5986	29.3	20.8	90
TOP 20 ADI'S	40904	21936	43.7	53.6	95	4554	42.7	11.1	92	8261	43.3	20.2	94	9121	44.6	22.3	96
HSMD INC. \$50,000 OR MORE	7931	4165	8.3	52.5	93	1093	10.2	13.8	114	1274	6.7	16.1	74	1798	8.8	22.7	98
\$40,000 OR MORE	15233	8104	16.1	53.2	94	2091	19.6	13.7	114	2486	13.0	16.3	76	3527	17.2	23.2	100
\$30,000 OR MORE	28333	15475	30.8	54.6	96	3705	34.7	13.1	108	5478	28.7	19.3	90	6292	30.8	28.2	96
\$25,000 OR MORE	36417	20173	40.2	55.4	98	4617	43.3	12.7	105	6973	36.6	19.1	89	8583	42.0	23.6	102
\$20,000 - \$24,999	9943	5606	11.2	56.4	99	908	8.5	9.1	76	2348	12.3	23.6	110	2350	11.5	23.6	102
\$15,000 - \$19,999	9211	5393	10.7	58.5	103	1118	10.5	12.1	101	2252	11.8	24.4	113	2023	9.9	22.0	95
\$10,000 - \$14,999	13477	8168	16.3	60.6	107	1698	15.9	12.6	104	3151	16.5	23.4	108	3319	16.2	24.6	106
UNDER \$10,000	19418	10858	21.6	55.9	99	2326	21.8	12.0	99	4351	22.8	22.4	104	4181	20.4	21.5	93
HOUSEHOLD OF 1 PERSON	11987	6296	12.5	52.5	93	1278	12.0	10.7	88	2513	13.2	21.0	97	2505	12.2	20.9	90
2 PEOPLE	27046	14868	29.6	55.0	97	3381	31.7	12.5	104	5924	31.1	21.9	102	5563	27.2	20.6	89
3 OR 4 PEOPLE	34251	20318	40.5	59.3	105	4174	39.1	12.2	101	7479	39.2	21.8	101	8665	42.4	25.3	109
5 OR MORE PEOPLE	15180	8717	17.4	57.4	101	1833	17.2	12.1	100	3160	16.6	20.8	97	3724	18.2	24.5	106
NO CHILD IN HSHLD	49819	27733	55.2	55.7	98	5846	54.8	11.7	97	11038	57.9	22.2	103	10849	53.0	21.8	94
CHILD(REN) UNDER 2 YRS	6045	3541	7.1	58.6	103	**451	4.2	7.5	62	1127	5.9	18.6	86	1963	9.6	32.5	140
2 - 5 YEARS	15233	8699	17.3	57.1	101	1555	14.6	10.2	85	3307	17.3	21.7	101	3837	18.8	25.2	109
6 - 11 YEARS	16260	9533	19.0	58.6	103	1964	18.4	12.1	100	3486	18.3	21.4	99	4083	20.0	25.1	109
12 - 17 YEARS	19173	11089	22.1	57.8	102	2732	25.6	14.2	118	3931	20.6	20.5	95	4426	21.6	23.1	100
RESIDENCE OWNED	61371	34444	68.6	56.1	99	6925	64.9	11.3	94	13233	69.4	21.6	100	14287	69.8	23.3	101
VALUE: \$50,000 OR MORE	35355	19147	38.1	54.2	95	3746	35.1	10.6	88	7050	37.0	19.9	92	8350	40.8	23.6	102
VALUE: UNDER \$50,000	26016	15298	30.5	58.8	104	3179	29.8	12.2	101	6182	32.4	23.8	110	5936	29.0	22.8	99

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	50198	100.0	56.7	100	10666	100.0	12.1	100	19076	100.0	21.6	100	20457	100.0	23.1	100
MAGAZINES	QUINTILE 1	17988	11919	23.7	66.3	117	2920	27.4	16.2	135	4700	24.6	26.1	121	4300	21.0	23.9	103
	QUINTILE 2	19446	11244	22.4	57.8	102	2584	24.2	13.3	110	3969	20.8	20.4	95	4691	22.9	24.1	104
	QUINTILE 3	14626	7962	15.9	54.4	96	1299	12.2	8.9	74	2752	14.4	18.8	87	3911	19.1	26.7	116
	QUINTILE 4	16014	8731	17.4	54.5	96	1859	17.4	11.6	96	3398	17.8	21.2	98	3474	17.0	21.7	94
	QUINTILE 5	20389	10342	20.6	50.7	89	2004	18.8	9.8	82	4257	22.3	20.9	97	4081	19.9	20.0	87
NEWSPAPERS	QUINTILE 1	13830	7488	14.9	54.1	95	1328	12.5	9.6	80	3127	16.4	22.6	105	3033	14.8	21.9	95
	QUINTILE 2	26350	14600	29.1	55.4	98	3279	30.7	12.4	103	5164	27.1	19.6	91	6157	30.1	23.4	101
	QUINTILE 3	12415	7606	15.2	61.3	108	1688	15.8	13.6	113	2884	15.1	23.2	108	3033	14.8	24.4	106
	QUINTILE 4	21911	12635	25.2	57.7	102	2606	24.4	11.9	99	4760	25.0	21.7	101	5270	25.8	24.1	104
	QUINTILE 5	13960	7870	15.7	56.4	99	1765	16.5	12.6	105	3140	16.5	22.5	104	2964	14.5	21.2	92
OUTDOOR	QUINTILE 1	16810	9845	19.6	58.6	103	2111	19.8	12.6	104	3620	19.0	21.5	100	4114	20.1	24.5	106
	QUINTILE 2	17101	9611	19.1	56.2	99	2163	20.3	12.6	105	3465	18.2	20.3	94	3983	19.5	23.3	101
	QUINTILE 3	17579	10583	21.1	60.2	106	2337	21.9	13.3	110	4154	21.8	23.6	110	4091	20.0	23.3	101
	QUINTILE 4	18343	10236	20.4	55.8	98	1798	16.9	9.8	81	4020	21.1	21.9	102	4417	21.6	24.1	104
	QUINTILE 5	18631	9925	19.8	53.3	94	2256	21.2	12.1	100	3817	20.0	20.5	95	3851	18.8	20.7	89
RADIO-DRIVE TIME	QUINTILE 1	17390	10358	20.6	59.6	105	2467	23.1	14.2	118	3983	20.9	22.9	106	3908	19.1	22.5	97
	QUINTILE 2	16591	9422	18.8	56.8	100	1951	18.3	11.8	98	3623	19.0	21.8	101	3848	18.8	23.2	100
	QUINTILE 3	16910	9582	19.1	56.7	100	2037	19.1	12.0	100	3489	18.3	20.6	96	4056	19.8	24.0	104
	QUINTILE 4	18002	10175	20.3	56.5	100	2113	19.8	11.7	97	3737	19.6	20.8	96	4326	21.1	24.0	104
	QUINTILE 5	19572	10661	21.2	54.5	96	2098	19.7	10.7	89	4244	22.2	21.7	101	4318	21.1	22.1	95
RADIO-MID- DAY	TERCILE 1	23248	13889	27.7	59.7	105	3061	28.7	13.2	109	5411	28.4	23.3	108	5417	26.5	23.3	101
	TERCILE 2	23667	13329	26.6	56.3	99	2932	27.5	12.4	103	4686	24.6	19.8	92	5712	27.9	24.1	104
	TERCILE 3	41549	22980	45.8	55.3	97	4673	43.8	11.2	93	8980	47.1	21.6	100	9328	45.6	22.5	97
RADIO-TOTAL	QUINTILE 1	17786	10746	21.4	60.4	106	2612	24.5	14.7	122	4066	21.3	22.9	106	4068	19.9	22.9	99
	QUINTILE 2	17316	10021	20.0	57.9	102	1902	17.8	11.0	91	3982	20.9	23.0	107	4138	20.2	23.9	103
	QUINTILE 3	18428	10215	20.3	55.4	98	2133	20.0	11.6	96	3794	19.9	20.6	95	4288	21.0	23.3	101
	QUINTILE 4	17669	10340	20.6	58.5	103	2168	20.3	12.3	102	3699	19.4	20.9	97	4473	21.9	25.3	109
	QUINTILE 5	17265	8876	17.7	51.4	91	1852	17.4	10.7	89	3535	18.5	20.5	95	3490	17.1	20.2	87
TV-PRIME TIME	QUINTILE 1	17416	10370	20.7	59.5	105	2007	18.8	11.5	96	4158	21.8	23.9	111	4205	20.6	24.1	104
	QUINTILE 2	17413	10091	20.1	58.0	102	2188	20.5	12.6	104	3682	19.3	21.1	98	4220	20.6	24.2	105
	QUINTILE 3	17943	10042	20.0	56.0	99	2367	22.2	13.2	109	3567	18.7	19.9	92	4108	20.1	22.9	99
	QUINTILE 4	18442	10237	20.4	55.5	98	2263	21.2	12.3	102	3854	20.2	20.9	97	4120	20.1	22.3	97
	QUINTILE 5	17250	9459	18.8	54.8	97	1841	17.3	10.7	89	3815	20.0	22.1	103	3803	18.6	22.0	95
TV-DAYTIME	TERCILE 1	29966	17057	34.0	56.9	100	3221	30.2	10.7	89	6614	34.7	22.1	102	7222	35.3	24.1	104
	TERCILE 2	29480	16928	33.7	57.4	101	3491	32.7	11.8	98	6351	33.3	21.5	100	7086	34.6	24.0	104
	TERCILE 3	29018	16214	32.3	55.9	98	3954	37.1	13.6	113	6112	32.0	21.1	98	6148	30.1	21.2	92
TV-TOTAL	QUINTILE 1	17740	10551	21.0	59.5	105	1915	18.0	10.8	90	4199	22.0	23.7	110	4437	21.7	25.0	108
	QUINTILE 2	17674	10128	20.2	57.3	101	2265	21.2	12.8	106	3853	20.2	21.8	101	4010	19.6	22.7	98
	QUINTILE 3	17730	9862	19.6	55.6	98	2310	21.7	13.0	108	3895	20.4	22.0	102	3658	17.9	20.6	89
	QUINTILE 4	17563	9691	19.3	55.2	97	2000	18.8	11.4	94	3392	17.8	19.3	90	4299	21.0	24.5	106
	QUINTILE 5	17757	9967	19.9	56.1	99	2176	20.4	12.3	102	3738	19.6	21.1	98	4053	19.8	22.8	99
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	23278	13527	26.9	58.1	102	3234	30.3	13.9	115	4920	25.8	21.1	98	5373	26.3	23.1	100
	NEWSPAPER IMPERATIVE	21634	13771	27.4	63.7	112	3028	28.4	14.0	116	5084	26.7	23.5	109	5660	27.7	26.2	113
	NEWSPAPER IMPERATIVE	23455	12242	24.4	52.2	92	2147	20.1	9.2	76	4808	25.2	20.5	95	5287	25.8	22.5	97
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17482	11042	22.0	63.2	111	2799	26.2	16.0	133	3978	20.9	22.8	106	4266	20.9	24.4	106
	OUTDOOR IMPERATIVE	28830	17065	34.0	59.2	104	3591	33.7	12.5	103	6448	33.8	22.4	104	7026	34.3	24.4	105
	OUTDOOR IMPERATIVE	26119	13856	27.6	53.0	93	2567	24.1	9.8	82	5257	27.6	20.1	93	6032	29.5	23.1	100
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	12449	24.8	61.7	109	2966	27.8	14.7	122	4917	25.8	24.4	113	4566	22.3	22.6	98
	RADIO IMPERATIVE	26292	15544	31.0	59.1	104	3303	31.0	12.6	104	5517	28.9	21.0	97	6725	32.9	25.6	111
	RADIO IMPERATIVE	25308	13696	27.3	54.1	95	2547	23.9	10.1	83	5228	27.4	20.7	96	5921	28.9	23.4	101
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	10417	20.8	60.2	106	2345	22.0	13.5	112	3881	20.3	22.4	104	4191	20.5	24.2	105
	TELEVISION IMPERATIVE	29099	17401	34.7	59.8	105	3904	36.6	13.4	111	6294	33.0	21.6	100	7203	35.2	24.8	107
	TELEVISION IMPERATIVE	27505	14976	29.8	54.4	96	2777	26.0	10.1	84	5982	31.4	21.7	101	6217	30.4	22.6	98
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	10805	21.5	58.0	102	2411	22.6	12.9	107	3928	20.6	21.1	98	4466	21.8	24.0	104
	OUTDOOR IMPERATIVE	29178	15973	31.8	54.7	96	3178	29.8	10.9	90	6262	32.8	21.5	100	6533	31.9	22.4	97
	OUTDOOR IMPERATIVE	25260	14781	29.4	58.5	103	3370	31.6	13.3	111	5535	29.0	21.9	102	5876	28.7	23.3	101
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19246	10993	21.9	57.1	101	2338	21.9	12.1	101	4420	23.2	23.0	107	4236	20.7	22.0	95
	RADIO IMPERATIVE	28155	15352	30.6	54.5	96	3173	29.7	11.3	93	5579	29.2	19.8	92	6600	32.3	23.4	101
	RADIO IMPERATIVE	25308	15265	30.4	60.3	106	3311	31.0	13.1	109	5698	29.9	22.5	104	6256	30.6	24.7	107
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	18615	10904	21.7	58.6	103	2310	21.7	12.4	103	3989	20.9	21.4	99	4605	22.5	24.7	107
	TELEVISION IMPERATIVE	29207	15911	31.7	54.5	96	3424	32.1	11.7	97	5968	31.3	20.4	95	6519	31.9	22.3	97
	TELEVISION IMPERATIVE	25472	14747	29.4	57.9	102	3079											

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	50198	100.0	56.7	100	10666	100.0	12.1	100	19076	100.0	21.6	100	20457	100.0	23.1	100
ATLANTIC MONTHLY	415	*235	0.5	56.6	100	**62	0.6	14.9	124	**89	0.5	21.4	99	**84	0.4	20.2	88
BARRON'S	522	*316	0.6	60.5	107	**85	0.8	16.3	135	**79	0.4	15.1	70	**152	0.7	29.1	126
BETTER HOMES & GARDENS	17429	10415	20.7	59.8	105	2163	20.3	12.4	103	4068	21.3	23.3	108	4184	20.5	24.0	104
BON APPETIT	2772	1595	3.2	57.5	101	360	3.4	13.0	108	548	2.9	19.8	92	687	3.4	24.8	107
BUSINESS WEEK	1469	854	1.7	58.1	102	*179	1.7	12.2	101	*284	1.5	19.3	90	391	1.9	26.6	115
CAR AND DRIVER	397	*304	0.6	76.6	135	**83	0.8	20.9	173	**104	0.5	26.2	121	**117	0.6	29.5	127
CBS MAGAZINE NETWORK (GROSS)	1633	1226	2.4	75.1	132	*285	2.7	17.5	145	348	1.8	21.3	99	593	2.9	36.3	157
CHANGING TIMES	1554	856	1.7	55.1	97	*215	2.0	13.8	115	296	1.6	19.0	88	344	1.7	22.1	96
COLONIAL HOMES	1304	841	1.7	64.5	114	*179	1.7	13.7	114	238	1.2	18.3	85	425	2.1	32.6	141
CONDE NAST MAG. PKG. (GROSS)	17858	11048	22.0	61.9	109	2676	25.1	15.0	124	3745	19.6	21.0	97	4627	22.6	25.9	112
CONSUMERS DIGEST	1406	796	1.6	56.6	100	*170	1.6	12.1	100	*295	1.5	21.0	97	330	1.6	23.5	101
COSMOPOLITAN	8815	5713	11.4	64.8	114	1528	14.3	17.3	144	2125	11.1	24.1	112	2061	10.1	23.4	101
COUNTRY LIVING	2636	1543	3.1	58.5	103	341	3.2	12.9	107	665	3.5	25.2	117	537	2.6	20.4	88
CUISINE	1554	833	1.7	53.6	94	*191	1.8	12.3	102	*270	1.4	17.4	81	373	1.8	24.0	104
CYCLE WORLD	469	*342	0.7	72.9	129	**102	1.0	21.7	180	**77	0.4	16.4	76	**162	0.8	34.5	149
DCI:CREATIVE IDEAS FOR LIV	2631	1731	3.4	65.8	116	395	3.7	15.0	125	694	3.6	26.4	122	643	3.1	24.4	106
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4676	9.3	66.2	117	977	9.2	13.8	115	1924	10.1	27.2	126	1775	8.7	25.1	109
DISCOVER	998	554	1.1	55.5	98	*177	1.7	17.7	147	*196	1.0	19.2	91	*181	0.9	18.1	78
EBONY	4289	2873	5.7	67.0	118	705	6.6	16.4	136	1119	5.9	26.1	121	1048	5.1	24.4	106
ESQUIRE	1176	735	1.5	62.5	110	*166	1.6	14.1	117	369	1.9	31.4	146	*200	1.0	17.0	74
ESSENCE	2392	1664	3.3	69.6	123	370	3.5	15.5	128	712	3.7	29.8	138	581	2.8	24.3	105
FAMILY CIRCLE	17209	10251	20.4	59.6	105	2078	19.5	12.1	100	4120	21.6	23.9	111	4053	19.8	23.6	102
THE FAMILY HANDYMAN	1184	731	1.5	61.7	109	*225	2.1	19.0	158	*210	1.1	17.7	82	296	1.4	25.0	108
FAMILY WEEKLY	12391	7190	14.3	58.0	102	1482	13.9	12.0	99	2646	13.9	21.4	99	3063	15.0	24.7	107
FIELD & STREAM	2438	1543	3.1	63.3	112	353	3.3	14.5	120	596	3.1	24.4	113	593	2.9	24.3	105
FOOD & WINE	614	346	0.7	56.4	99	**133	1.2	21.7	180	*107	0.6	17.4	81	*106	0.5	17.3	75
FORBES	813	426	0.8	52.4	92	*152	1.4	18.7	155	*110	0.6	13.5	63	*165	0.8	20.3	88
FORTUNE	1083	614	1.2	56.7	100	*167	1.6	15.4	128	*149	0.8	13.8	64	*299	1.5	27.6	119
GENTLEMEN'S QUARTERLY	1197	693	1.4	57.9	102	*118	1.1	9.9	82	*252	1.3	21.1	98	*323	1.6	27.0	117
GLAMOUR	6625	4086	8.1	61.7	109	1022	9.6	15.4	128	1432	7.5	21.6	100	1632	8.0	24.6	107
GOLF DIGEST	707	416	0.8	58.8	104	**100	0.9	14.1	117	**128	0.7	18.1	84	*188	0.9	26.6	115
GOLF DIGEST/TENNIS (GROSS)	1316	749	1.5	56.9	100	*147	1.4	11.2	93	*213	1.1	16.2	75	389	1.9	29.6	128
GOLF MAGAZINE	469	*314	0.6	60.7	118	**100	0.9	21.3	177	**62	0.3	13.2	61	**152	0.7	32.4	140
GOLF MAGAZINE/SKI (GROSS)	1060	714	1.4	67.4	119	*238	2.2	22.5	186	*188	1.0	17.7	82	*288	1.4	27.2	117
GOOD HOUSEKEEPING	17784	10635	21.2	59.8	105	2253	21.1	12.7	105	3844	20.2	21.6	100	4538	22.2	25.5	110
HARPER'S BAZAAR	2931	1914	3.8	65.3	115	436	4.1	14.9	123	661	3.5	22.6	105	816	4.0	27.8	120
HEALTH	2199	1422	2.8	64.7	114	370	3.5	16.8	140	544	2.9	24.7	115	509	2.5	23.1	100
HEARST MAG CORP. BUY (GROSS)	49148	30444	60.6	61.9	109	7080	66.4	14.4	119	11053	57.9	22.5	104	12311	60.2	25.0	108
HEARST MAN POWER (GROSS)	2113	1255	2.5	59.4	105	339	3.2	16.0	133	474	2.5	22.4	104	442	2.2	20.9	90
HEARST WOMAN POWER (GROSS)	35062	21715	43.3	61.9	109	5096	47.8	14.5	121	7985	41.9	22.8	106	8634	42.2	24.6	106
HOUSE BEAUTIFUL	3865	2420	4.8	62.6	110	538	5.0	13.9	115	794	4.2	20.5	95	1089	5.3	28.2	122
INC.	315	*232	0.5	73.7	130	**54	0.5	17.1	142	**95	0.5	30.2	140	**83	0.4	26.3	114
JET	3690	2622	5.2	71.1	125	713	6.7	19.3	160	1015	5.3	27.5	128	894	4.4	24.2	105
LADIES' HOME JOURNAL	12930	7769	15.5	60.1	106	1693	15.9	13.1	109	3179	16.7	24.6	114	2897	14.2	22.4	97
LHJ FAMILY GRP COMBO(GROSS)	18161	11155	22.2	61.4	108	2605	24.4	14.3	119	4391	23.0	24.2	112	4159	20.3	22.9	99
LIFE	5065	3146	6.3	62.1	109	727	6.8	14.4	119	1169	6.1	23.1	107	1250	6.1	24.7	107
L.A. TIMES HOME MAGAZINE	1310	819	1.6	62.5	110	*262	2.5	20.0	166	*304	1.6	23.2	108	253	1.2	19.3	84
MADMOISELLE	3759	2383	4.7	63.4	112	573	5.4	15.2	126	812	4.3	21.6	100	998	4.9	26.5	115
MC CALL'S	14658	9130	18.2	62.3	110	1893	17.7	12.9	107	3613	18.9	24.6	114	3624	17.7	24.7	107
MC CALL'S/WRK MOTHER (GROSS)	15857	10000	19.9	63.1	111	2056	19.3	13.0	108	3943	20.7	24.9	115	4000	19.6	25.2	109
MECHANIX ILLUSTRATED	809	468	0.9	57.8	102	**94	0.9	11.6	96	*196	1.0	24.2	112	*178	0.9	22.0	95
METROPOLITAN HOME	1009	657	1.3	65.1	115	*123	1.2	12.2	101	*279	1.5	27.7	128	255	1.2	25.3	109
MONEY	1707	1093	2.2	64.0	113	*278	2.6	16.3	135	296	1.6	17.3	80	520	2.5	30.5	132
MOTHER EARTH NEWS	1123	694	1.4	61.8	109	*191	1.8	17.0	141	*279	1.5	24.8	115	*223	1.1	19.9	86
MS.	932	549	1.1	58.9	104	*131	1.2	14.1	117	*210	1.1	22.5	104	*208	1.0	22.3	97
NATIONAL ENQUIRER	11971	7761	15.5	64.8	114	1729	16.2	14.4	120	3180	16.7	26.6	123	2851	13.9	23.8	103
NATIONAL GEOGRAPHIC	10503	6139	12.2	58.4	103	1256	11.8	12.0	99	2319	12.2	22.1	102	2565	12.5	24.4	106
NATIONAL SUNDAY MAGAZINE PKG	54325	30739	61.2	56.6	100	6526	61.2	12.0	100	11450	60.0	21.1	98	12763	62.4	23.5	102
NATURAL HISTORY	626	269	0.5	43.0	76	**54	0.5	8.6	72	**57	0.3	9.1	42	**158	0.8	25.2	109
NEW WOMAN	1992	1235	2.5	62.0	109	274	2.6	13.8	114	382	2.0	19.2	89	579	2.8	29.1	126
NEW YORK INCLUDING CUE	547	*235	0.5	43.0	76	**40	0.4	7.3	61	**80	0.4	14.6	68	**115	0.6	21.0	91
THE NEW YORKER	1380	732	1.5	53.0	92	*156	1.5	11.3	94	230	1.2	16.7	77	346	1.7	25.1	108
NEWSWEEK	6925	4329	8.6	62.5	110	1048	9.8	15.1	126	1605	8.4	23.2	107	1676	8.2	24.2	105
THE N.Y. TIMES DAILY EDITION	1363	687	1.4	50.4	89	*139	1.3	10.2	85	*157	0.8	11.5	53	391	1.9	28.7	124
THE N.Y. TIMES MAGAZINE	2333	1082	2.2	46.4	82	*184	1.7	7.9	65	335	1.8	14.4	67	564	2.8	24.2	105
OMNI	872	522	1.0	59.9	105	**138	1.3	15.8	131	*169	0.9	19.4	90	*216	1.1	24.8	107
ON CABLE	1298	708	1.4	54.5	96	**183	1.7	14.1	117	*221	1.2	17.0	79	304	1.5	23.4	101
1001 HOME IDEAS	3032	1964	3.9	64.8	114	541	5.1	17.8	148	669	3.5	22.1	102	754	3.7	24.9	108
ORGANIC GARDENING	1680	935	1.9	55.7	98	*204	1.9	12.1	101	341	1.8	20.3	94	390	1.9	23.2	100
OUTDOOR LIFE	960	564	1.1	58.8	104	*120	1.1	12.5	104	*211	1.1	22.0	102	*233	1.1	24.3	105
PARADE MAGAZINE	26755	15257	30.4	57.0	100	3391	31.8	12.7	105	5568	29.2	20.8	97	6298	30.8	23.5	102

BREATH FRESHENERS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	50198	100.0	56.7	100	10666	100.0	12.1	100	19076	100.0	21.6	100	20457	100.0	23.1	100
PARENTS	4173	2390	4.8	57.3	101	420	3.9	10.1	83	774	4.1	18.5	86	1196	5.8	28.7	124
PENTHOUSE	973	640	1.3	65.8	116	**144	1.4	14.8	123	*234	1.2	24.0	112	*262	1.3	26.9	116
PEOPLE	13479	8402	16.7	62.3	110	2022	19.0	15.0	124	3312	17.4	24.6	114	3069	15.0	22.8	98
PLAYBOY	2183	1347	2.7	61.7	109	278	2.6	12.7	106	495	2.6	22.7	105	574	2.8	26.3	114
POPULAR HOT RODDING	388	*234	0.5	60.3	106	*118	1.1	30.4	252	**48	0.3	12.4	57	**68	0.3	17.5	76
POPULAR MECHANICS	1037	608	1.2	58.6	103	*232	2.2	22.4	186	*259	1.4	25.0	116	**117	0.6	11.3	49
POPULAR SCIENCE	920	538	1.1	58.5	103	*130	1.2	14.1	117	*178	0.9	19.3	90	*231	1.1	25.1	109
PREVENTION	4071	2336	4.7	57.4	101	622	5.8	15.3	127	842	4.4	20.7	96	872	4.3	21.4	93
PSYCHOLOGY TODAY	1940	1140	2.3	58.8	104	278	2.6	14.3	119	453	2.4	23.4	108	410	2.0	21.1	91
READER'S DIGEST	24031	14247	28.4	59.3	104	2962	27.8	12.3	102	5544	29.1	23.1	107	5740	28.1	23.9	103
REDBOOK	8464	5367	10.7	63.4	112	1315	12.3	15.5	129	2017	10.6	23.8	111	2035	9.9	24.0	104
ROAD & TRACK	429	*325	0.6	75.8	134	**86	0.8	20.0	166	**96	0.5	22.4	104	*143	0.7	33.3	144
ROLLING STONE	1355	886	1.8	65.4	115	*263	2.5	19.4	161	299	1.6	22.1	102	324	1.6	23.9	103
RUNNER'S WORLD	329	*182	0.4	55.3	97	**66	0.6	20.1	166	**84	0.4	25.5	118	*332	0.2	9.7	42
SATURDAY EVENING POST	1268	804	1.6	63.4	112	*137	1.3	10.8	90	345	1.8	27.2	126	322	1.6	25.4	110
SCIENCE 84	702	362	0.7	51.6	91	**126	1.2	17.9	149	**131	0.7	18.7	87	*105	0.5	15.0	65
SCIENCE DIGEST	553	312	0.6	56.4	99	**37	0.3	6.7	55	**118	0.6	21.3	99	*157	0.8	28.4	123
SCIENTIFIC AMERICAN	615	307	0.6	49.9	88	**71	0.7	11.5	96	**77	0.4	12.5	58	*160	0.8	26.0	113
SELF	2683	1670	3.3	62.2	110	375	3.5	14.0	116	517	2.7	19.3	89	779	3.8	29.0	126
SEVENTEEN	3309	2067	4.1	62.5	110	539	5.1	16.3	135	692	3.6	20.9	97	835	4.1	25.2	109
SKI	591	399	0.8	67.5	119	*138	1.3	23.4	194	*125	0.7	21.2	98	*136	0.7	23.0	100
SMITHSONIAN	3039	1534	3.1	50.5	89	266	2.5	8.8	73	537	2.8	17.7	82	731	3.6	24.1	104
SOAP OPERA DIGEST	3683	2430	4.8	66.0	116	550	5.2	14.9	124	1121	5.9	30.4	141	759	3.7	20.6	89
SOUTHERN LIVING	4434	2945	5.9	66.4	117	582	5.5	13.1	109	1231	6.5	27.8	129	1132	5.5	25.5	110
SPORT	701	543	1.1	77.5	137	*124	1.2	17.7	147	*141	0.7	20.1	93	*278	1.4	39.7	171
THE SPORTING NEWS	518	*299	0.6	57.7	102	*112	1.1	21.6	179	*106	0.6	20.5	95	*81	0.4	15.6	68
SPORTS AFIELD	523	334	0.7	63.9	113	**70	0.7	13.4	111	**97	0.5	18.5	86	*167	0.8	31.9	138
SPORTS ILLUSTRATED	3325	2095	4.2	63.0	111	451	4.2	13.6	112	700	3.7	21.1	98	944	4.6	28.4	123
STAR	8567	5643	11.2	65.9	116	1276	12.0	14.9	124	2377	12.5	27.7	129	1990	9.7	23.2	100
SUNDAY	27630	15188	30.3	55.0	97	3187	29.9	11.5	96	5757	30.2	20.8	97	6245	30.5	22.6	98
SUNSET	2219	1414	2.8	63.7	112	*229	2.1	10.3	86	460	2.4	20.7	96	725	3.5	32.7	141
TV GUIDE	24258	15153	30.2	62.5	110	3341	31.3	13.8	114	5794	30.4	23.9	111	6018	29.4	24.8	107
TENNIS	609	333	0.7	54.7	96	*447	0.4	7.7	64	*85	0.4	14.0	65	*201	1.0	33.0	143
TIME	9929	5665	11.3	57.1	101	1322	12.4	13.3	110	2052	10.8	20.7	96	2291	11.2	23.1	100
TOWN & COUNTRY	1062	695	1.4	65.4	115	*127	1.2	12.0	99	*216	1.1	20.3	94	351	1.7	33.1	143
TRAVEL & LEISURE	1051	559	1.1	53.2	94	*182	1.7	17.3	144	*161	0.8	15.3	71	*216	1.1	20.6	89
TRUE STORY	3946	2693	5.4	68.2	120	676	6.3	17.1	142	1115	5.8	28.3	131	902	4.4	22.9	99
U.S. NEWS & WORLD REPORT	3782	2429	4.8	64.2	113	541	5.1	14.3	119	851	4.5	22.5	104	1037	5.1	27.4	119
USA TODAY	1874	1193	2.4	63.7	112	*226	2.1	12.1	100	569	3.0	30.4	141	397	1.9	21.2	92
US	2213	1504	3.0	68.0	120	342	3.2	15.5	128	550	2.9	24.9	115	613	3.0	27.7	120
VOGUE	4792	2909	5.8	60.7	107	706	6.6	14.7	122	984	5.2	20.5	95	1218	6.0	25.4	110
MALL STREET JOURNAL	2045	1052	2.1	51.4	91	*300	2.8	14.7	122	322	1.7	15.7	73	430	2.1	21.0	91
WEIGHT WATCHERS	2364	1498	3.0	63.4	112	390	3.7	16.5	137	615	3.2	26.0	121	493	2.4	20.9	90
WOMAN'S DAY	15182	9095	18.1	59.9	106	2039	19.1	13.4	111	3605	18.9	23.7	110	3452	16.9	22.7	98
WORKING MOTHER	1198	870	1.7	72.6	128	*164	1.5	13.7	114	329	1.7	27.5	127	377	1.8	31.5	136
WORKING WOMAN	1523	928	1.8	60.9	107	*264	2.5	17.3	144	436	2.3	28.6	133	228	1.1	15.0	65
WORLD TENNIS	*183	*108	0.2	59.0	104	*330	0.3	16.4	136	*333	0.2	18.0	84	*445	0.2	24.6	106
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1798	3.6	64.8	114	551	5.2	19.8	165	620	3.3	22.3	104	628	3.1	22.6	98
BLAIR INSERTS	47909	26702	53.2	55.7	98	5740	53.8	12.0	99	9868	51.7	20.6	96	11094	54.2	23.2	100
DAILY NEWSPAPERS																	
READ ANY	56731	31924	63.6	56.3	99	6651	62.4	11.7	97	12185	63.9	21.5	100	13087	64.0	23.1	100
READ ONE	47696	26897	53.6	56.4	99	5701	53.5	12.0	99	10196	53.4	21.4	99	11000	53.8	23.1	100
READ TWO OR MORE	9034	5027	10.0	55.6	98	950	8.9	10.5	87	1990	10.4	22.0	102	2087	10.2	23.1	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	32495	64.7	56.3	99	6862	64.3	11.9	99	12228	64.1	21.2	98	13405	65.5	23.2	100
READ ONE	50513	28621	57.0	56.7	100	6206	58.2	12.3	102	10704	56.1	21.2	98	11711	57.2	23.2	100
READ TWO OR MORE	7219	3873	7.7	53.7	95	656	6.2	9.1	75	1524	8.0	21.1	98	1694	8.3	23.5	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.58				28.62				27.65				29.41			
30 DAY REACH	78184	44807	89.3	57.3	101	9593	89.9	12.3	102	16890	88.5	21.6	100	18324	89.6	23.4	101
50 SHWG - 30 DAY AV FREQ	14.80	15.04				15.14				14.53				15.47			
30 DAY REACH	74239	42643	84.9	57.4	101	9062	85.0	12.2	101	16131	84.6	21.7	101	17449	85.3	23.5	102
25 SHWG - 30 DAY AV FREQ	8.05	8.15				8.26				7.86				8.37			
30 DAY REACH	68254	39318	78.3	57.6	102	8314	77.9	12.2	101	14869	77.9	21.8	101	16135	78.9	23.6	102
CABLE TV: HOME WIRED	35215	20519	40.9	58.3	103	4429	41.5	12.6	104	7460	39.1	21.2	98	8630	42.2	24.5	106
HOME NOT WIRED	53250	29679	59.1	55.7	98	6237	58.5	11.7	97	11616	60.9	21.8	101	11827	57.8	22.2	96
HAVE PAY CABLE	17885	10494	20.9	58.7	103	2405	22.5	13.4	112	3703	19.4	20.7	96	4385	21.4	24.5	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	50198	100.0	56.7	100	10666	100.0	12.1	100	19076	100.0	21.6	100	20457	100.0	23.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	27740	55.3	57.8	102	6206	58.2	12.9	107	10369	54.4	21.6	100	11165	54.6	23.3	101
10:00 AM - 3:00 PM	33674	19716	39.3	58.5	103	4253	39.9	12.6	105	7263	38.1	21.6	100	8201	40.1	24.4	105
3:00 PM - 7:00 PM	34431	19942	39.7	57.9	102	4510	42.3	13.1	109	7323	38.4	21.3	99	8109	39.6	23.6	102
7:00 PM - MIDNIGHT	17761	10581	21.1	59.6	105	2401	22.5	13.5	112	3712	19.5	20.9	97	4468	21.8	25.2	109
MIDNIGHT - 6:00 AM	10087	6020	12.0	59.7	105	1387	13.0	13.8	114	2369	12.4	23.5	109	2264	11.1	22.4	97
6:00 AM - MIDNIGHT	64318	37385	74.5	58.1	102	8099	75.9	12.6	104	13947	73.1	21.7	101	15340	75.0	23.9	103
ENTIRE DAY	65181	37911	75.5	58.2	103	8209	77.0	12.6	104	14149	74.2	21.7	101	15554	76.0	23.9	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	10152	20.2	58.3	103	2220	20.8	12.8	106	3834	20.1	22.0	102	4098	20.0	23.5	102
ALL NEWS	2520	1237	2.5	49.1	87	*254	2.4	10.1	84	451	2.4	17.9	83	533	2.6	21.2	91
AOR/PROGRESSIVE	4419	2632	5.2	59.6	105	557	5.2	12.6	105	762	4.0	17.2	80	1313	6.4	29.7	128
BEAUTIFUL MUSIC	6119	3409	6.8	55.7	98	743	7.0	12.1	101	1252	6.6	20.5	95	1414	6.9	23.1	100
BLACK	2623	1537	3.1	58.6	103	387	3.6	14.8	122	596	3.1	22.7	105	554	2.7	21.1	91
CLASSICAL	1553	903	1.8	58.1	102	*207	1.9	13.3	111	342	1.8	22.0	102	354	1.7	22.8	99
CHR/ROCK	11282	6756	13.5	59.9	106	1521	14.3	13.5	112	2375	12.5	21.1	98	2860	14.0	25.4	110
COUNTRY	13343	8036	16.0	60.2	106	1853	17.4	13.9	115	3058	16.0	22.9	106	3124	15.3	23.4	101
GOLDEN OLDIES	1299	784	1.6	60.4	106	*128	1.2	9.9	82	423	2.2	32.6	151	*234	1.1	18.0	78
MOR/NOSTALGIA	5241	2807	5.6	53.6	94	584	5.5	11.1	92	959	5.0	18.3	85	1264	6.2	24.1	104
NEWS/TALK	4165	2114	4.2	50.8	89	509	4.8	12.2	101	854	4.5	20.5	95	750	3.7	18.0	78
RELIGIOUS	3324	1871	3.7	56.3	99	389	3.6	11.7	97	766	4.0	23.0	107	717	3.5	21.6	93
SOFT ROCK	609	459	0.9	75.4	133	**107	1.0	17.6	146	**148	0.8	24.3	113	*205	1.0	33.7	146
URBAN CONTEMPORARY	1853	1290	2.6	69.6	123	343	3.2	18.5	154	434	2.3	23.4	109	512	2.5	27.6	119
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2055	4.1	55.2	97	428	4.0	11.5	95	711	3.7	19.1	89	916	4.5	24.6	106
ABC DIRECTION	2488	1339	2.7	53.8	95	249	2.3	10.0	83	441	2.3	17.7	82	649	3.2	26.1	113
ABC ENTERTAINMENT	5129	2829	5.6	55.2	97	716	6.7	14.0	116	1087	5.7	21.2	98	1025	5.0	20.0	86
ABC FM	2498	1656	3.3	66.3	117	395	3.7	15.8	131	523	2.7	20.9	97	739	3.6	29.6	128
ABC INFORMATION	5721	3425	6.8	59.9	106	794	7.4	13.9	115	1312	6.9	22.9	106	1319	6.4	23.1	100
ABC ROCK	2021	1292	2.6	63.9	113	306	2.9	15.1	126	472	2.5	23.4	108	515	2.5	25.5	110
CBS	4756	2613	5.2	54.9	97	636	6.0	13.4	111	971	5.1	20.4	95	1007	4.9	21.2	92
MUTUAL	5272	2972	5.9	56.4	99	614	5.8	11.6	97	1171	6.1	22.2	103	1187	5.8	22.5	97
NBC	4964	2679	5.3	54.0	95	577	5.4	11.6	96	1002	5.3	20.2	94	1100	5.4	22.2	96
RADIO/ADIO	2218	1276	2.5	57.5	101	253	2.4	11.4	95	425	2.2	19.2	89	597	2.9	26.9	116
RKO ONE	2565	1604	3.2	62.5	110	407	3.8	15.9	132	495	2.6	19.3	89	702	3.4	27.4	118
RKO TWO	3640	2051	4.1	56.3	99	559	5.2	15.4	127	744	3.9	20.4	95	748	3.7	20.5	89
THE SOURCE	2467	1492	3.0	60.5	107	256	2.4	10.4	86	466	2.4	18.9	88	770	3.8	31.2	135
NON-WIRED : BLAIR	9466	5675	11.3	60.0	106	1294	12.1	13.7	113	2139	11.2	22.6	105	2242	11.0	23.7	102
INTERNET	13616	8326	16.6	61.1	108	1729	16.2	12.7	105	3357	17.6	24.7	114	3240	15.8	23.8	103
KATZ RADIO GROUP	16998	9374	18.7	55.1	97	2075	19.5	12.2	101	3444	18.1	20.3	94	3855	18.8	22.7	98
SUPERNET	11622	6625	13.2	57.0	100	1670	15.7	14.4	119	2080	10.9	17.9	83	2875	14.1	24.7	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	5464	10.9	58.0	102	1089	10.2	11.6	96	2148	11.3	22.8	106	2227	10.9	23.6	102
MKDAY 9:00 AM - 1:00 PM	13304	7703	15.3	57.9	102	1483	13.9	11.1	92	3009	15.8	22.6	105	3211	15.7	24.1	104
MKDAY 1:00 PM - 4:30 PM	17591	10226	20.4	58.1	102	1850	17.3	10.5	87	3997	21.0	22.7	105	4378	21.4	24.9	108
MKDAY 4:30 PM - 7:30 PM	24418	14033	28.0	57.5	101	2873	26.9	11.8	98	5629	29.5	23.1	107	5531	27.0	22.7	98
MKDAY 7:30 PM - 8:00 PM	34400	19491	38.8	56.7	100	4165	39.0	12.1	100	7652	40.1	22.2	103	7675	37.5	22.3	96
MKDAY 11:00 PM - 11:30 PM	26120	14921	29.7	57.1	101	3208	30.1	12.3	102	5530	29.0	21.2	98	6184	30.2	23.7	102
MKDAY 11:30 PM - 1:00 AM	8402	4967	9.9	59.1	104	1059	9.9	12.6	105	1760	9.2	20.9	97	2148	10.5	25.6	111
M-SAT 8-11 PM+SUN 7-11 PM	36828	21255	42.3	57.7	102	4517	42.3	12.3	102	8081	42.4	21.9	102	8657	42.3	23.5	102
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	4355	8.7	60.3	106	918	8.6	12.7	105	1696	8.9	23.5	109	1742	8.5	24.1	104
ANOTHER WORLD	N 4924	2866	5.7	58.2	103	493	4.6	10.0	83	1179	6.2	23.9	111	1193	5.8	24.2	105
AS THE WORLD TURNS	C 5966	3412	6.8	57.2	101	559	5.2	9.4	78	1405	7.4	23.6	109	1447	7.1	24.3	105
CAPITOL	C 3672	2137	4.3	58.2	103	324	3.0	8.8	73	893	4.7	24.3	113	920	4.5	25.1	108
CBS MORN. NEWS 1	C 1590	929	1.9	58.4	103	210	2.0	13.2	110	431	2.3	27.1	126	288	1.4	18.1	78
CBS MORN. NEWS 2	C 1298	775	1.5	59.7	105	149	1.4	11.5	95	358	1.9	27.6	128	268	1.3	20.6	89
DAYS OF OUR LIVES	N 6389	3894	7.8	60.9	107	799	7.5	12.5	104	1489	7.8	23.3	108	1606	7.9	25.1	109
FACTS OF LIFE - DAYTIME	N 2526	1450	2.9	57.4	101	295	2.8	11.7	97	660	3.5	26.1	121	495	2.4	19.6	85
FAMILY FEUD	A 3427	1987	4.0	58.0	102	384	3.6	11.2	93	740	3.9	21.6	100	863	4.2	25.2	109
GENERAL HOSPITAL	A 6870	4059	8.1	59.1	104	692	6.5	10.1	84	1540	8.1	22.4	104	1827	8.9	26.6	115
GOOD MORNING, AMERICA-730A	A 3767	2049	4.1	54.4	96	450	4.2	11.9	99	753	3.9	20.0	93	846	4.1	22.5	97
GOOD MORNING, AMERICA-830A	A 3076	1700	3.4	55.3	97	384	3.6	12.5	104	576	3.0	18.7	87	740	3.6	24.1	104
GUIDING LIGHT	C 5789	3257	6.5	56.3	99	503	4.7	8.7	72	1296	6.8	22.4	104	1458	7.1	25.2	109
ONE LIFE TO LIVE	A 4918	2940	5.9	59.8	105	500	4.7	10.2	84	1132	5.9	23.0	107	1309	6.4	26.6	115
PRESS YOUR LUCK	C 2367	1202	2.4	50.8	89	328	3.1	13.9	115	365	1.9	15.4	72	509	2.5	21.5	

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	TOTAL U.S. '000	SPRAY/DROPS				HARD/SOLID				GUM				LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	14575	100.0	8.7	100	41053	100.0	24.5	100	42173	100.0	25.1	100	10462	100.0	6.2	100
MALES	79263	6152	42.2	7.8	89	16941	41.3	21.4	87	17125	40.6	21.6	86	5030	48.1	6.3	102
FEMALES	88464	8423	57.8	9.5	110	24112	58.7	27.3	111	25049	59.4	28.3	113	5433	51.9	6.1	98
18 - 24	28671	3171	21.8	11.1	127	7331	17.9	25.6	104	10948	26.0	38.2	152	2178	20.8	7.6	122
25 - 34	39536	3290	22.6	8.3	96	10845	26.4	27.4	112	11829	28.0	29.9	119	1786	17.1	4.5	72
35 - 44	28978	2692	18.5	9.3	107	7918	19.3	27.3	112	7051	16.7	24.3	97	1663	15.9	5.7	92
45 - 54	22345	1935	13.3	8.7	100	5484	13.4	24.5	100	4440	10.5	19.9	79	980	9.4	4.4	70
55 - 64	22224	1590	10.9	7.2	82	4843	11.8	21.8	89	4022	9.5	18.1	72	1281	12.2	5.8	92
65 OR OLDER	25973	1896	13.0	7.3	84	4632	11.3	17.8	73	3884	9.2	15.0	59	2575	24.6	9.9	159
18 - 34	68207	6462	44.3	9.5	109	18176	44.3	26.6	109	22777	54.0	33.4	133	3964	37.9	5.8	99
18 - 49	108058	10220	70.1	9.5	109	28639	69.8	26.5	108	32110	76.1	29.7	118	6090	58.2	5.6	99
25 - 54	90859	7917	54.3	8.7	100	24247	59.1	26.7	109	23320	55.3	25.7	102	4429	42.3	4.9	78
35 - 49	39851	3758	25.8	9.4	109	10463	25.5	26.3	107	9333	22.1	23.4	93	2126	20.3	5.3	86
50 OR OLDER	59669	4355	29.9	7.3	84	12415	30.2	20.8	85	10063	23.9	16.9	67	4372	41.8	7.3	117
GRADUATED COLLEGE	28091	2773	19.0	9.9	114	7019	17.1	25.0	102	5446	12.9	19.4	77	1272	12.2	4.5	73
ATTENDED COLLEGE	28938	2820	19.3	9.7	112	8176	19.9	28.3	115	7517	17.8	26.0	103	1516	14.5	5.2	84
GRADUATED HIGH SCHOOL	65503	5784	39.7	8.8	102	16835	41.0	25.7	105	18100	42.9	27.6	110	3666	35.0	5.6	90
DID NOT GRADUATE HIGH SCHOOL	45195	3198	21.9	7.1	81	9024	22.0	20.0	82	11111	26.3	24.6	98	4009	38.3	8.9	142
EMPLOYED MALES	56429	4281	29.4	7.6	87	12992	31.6	23.0	94	12661	30.0	22.4	89	2865	27.4	5.1	81
EMPLOYED FEMALES	43971	4429	30.4	10.1	116	13499	32.9	30.7	125	13199	31.3	30.0	119	2303	22.0	5.2	84
EMPLOYED FULL-TIME	87773	7658	52.5	8.7	100	22782	55.5	26.0	106	21950	52.0	25.0	99	4641	44.4	5.3	85
EMPLOYED PART-TIME	12627	1051	7.2	8.3	96	3708	9.0	29.4	120	3910	9.3	31.0	123	*527	5.0	4.2	67
NOT EMPLOYED	67327	5865	40.2	8.7	100	14563	35.5	21.6	88	16313	38.7	24.2	96	5295	50.6	7.9	126
PROFESSIONAL/MANAGER	25845	2604	17.9	10.1	116	6923	16.9	26.8	109	5208	12.3	20.2	80	949	9.1	3.7	59
TECH/CLERICAL/SALES	30895	2935	20.1	9.5	109	9125	22.2	29.5	121	8915	21.1	28.9	115	1448	13.8	4.7	75
PRECISION/CRAFT	12629	759	5.2	6.0	69	3058	7.4	24.2	99	2951	7.0	23.4	93	546	5.2	4.3	69
OTHER EMPLOYED	31031	2412	16.5	7.8	89	7385	18.0	23.8	97	8786	20.8	28.3	113	2226	21.3	7.2	115
SINGLE	35557	3900	26.8	11.0	126	8398	20.5	23.6	96	11230	26.6	31.6	126	2655	25.4	7.5	120
MARRIED	103585	8009	55.0	7.7	89	25813	62.9	24.9	102	24170	57.3	23.3	93	5302	50.7	5.1	82
DIVORCED/SEPARATED/WIDOWED	28585	2666	18.3	9.3	107	6843	16.7	23.9	98	6773	16.1	23.7	94	2506	24.0	8.8	141
PARENTS	59295	4846	33.2	8.2	94	16269	39.6	27.4	112	17126	40.6	28.9	115	2681	25.6	4.5	72
WHITE	146081	12466	85.5	8.5	98	36529	89.0	25.0	102	35138	83.3	24.1	96	8418	80.5	5.8	92
BLACK	17974	1727	11.8	9.6	111	3656	8.9	20.3	83	6261	14.8	34.8	139	1729	16.5	9.6	154
OTHER	3672	**381	2.6	10.4	119	*869	2.1	23.7	97	*774	1.8	21.1	84	**316	3.0	8.6	138
NORTHEAST-CENSUS	37005	3008	20.6	8.1	94	8282	20.2	22.4	91	7561	17.9	20.4	81	1511	14.4	4.1	65
NORTH CENTRAL	42642	3321	22.8	7.8	90	10728	26.1	25.2	103	10820	25.7	25.4	101	2051	19.6	4.8	77
SOUTH	56777	4852	33.3	8.5	98	13938	34.0	24.5	100	15069	35.7	26.5	106	5354	51.2	9.4	151
WEST	31303	3395	23.3	10.8	125	8106	19.7	25.9	106	8723	20.7	27.9	111	1547	14.8	4.9	79
NORTHEAST-MKTG.	38125	3137	21.5	8.2	95	8360	20.4	21.9	90	7531	17.9	19.8	79	2208	21.1	5.8	93
EAST CENTRAL	24794	1806	12.4	7.3	84	6596	16.1	26.6	109	6441	15.3	26.0	103	1142	10.9	4.6	74
WEST CENTRAL	28511	2258	15.5	7.9	91	7006	17.1	24.6	100	7063	16.7	24.8	99	1542	14.7	5.4	87
SOUTH	48953	4285	29.4	8.8	101	12161	29.6	24.8	101	13590	32.2	27.8	110	4179	39.9	8.5	137
PACIFIC	27344	3090	21.2	11.3	130	6932	16.9	25.4	104	7549	17.9	27.6	110	1392	13.3	5.1	82
COUNTY SIZE A	69301	6682	45.8	9.6	111	16013	39.0	23.1	94	15870	37.6	22.9	91	4414	42.2	6.4	102
COUNTY SIZE B	50633	4576	31.4	9.0	104	12942	31.5	25.6	104	13646	32.4	27.0	107	3018	28.8	6.0	96
COUNTY SIZE C	26259	1828	12.5	7.0	80	6812	16.6	25.9	106	6733	16.0	25.6	102	1496	14.3	5.7	91
COUNTY SIZE D	21534	1489	10.2	6.9	80	5286	12.9	24.5	100	5924	14.0	27.5	109	1535	14.7	7.1	114
METRO CENTRAL CITY	50014	5235	35.9	10.5	120	11477	28.0	22.9	94	12571	29.8	25.1	100	3400	32.5	6.8	109
METRO SUBURBAN	76832	6414	44.0	8.3	96	19475	47.4	25.3	104	18732	44.4	24.4	97	3972	38.0	5.2	83
NON METRO	40881	2926	20.1	7.2	82	10101	24.6	24.7	101	10869	25.8	26.6	106	3091	29.5	7.6	121
TOP 5 ADI'S	39550	3955	27.1	10.0	115	8681	21.1	21.9	90	9016	21.4	22.8	91	2033	19.4	5.1	82
TOP 10 ADI'S	54877	5309	36.4	9.7	111	12058	29.4	22.0	90	11855	28.1	21.6	86	3538	33.8	6.4	103
TOP 20 ADI'S	77516	7129	48.9	9.2	106	17534	42.7	22.6	92	17706	42.0	22.8	91	4967	47.5	6.4	103
HSGLD INC. \$50,000 OR MORE	17257	1837	12.6	10.6	123	4319	10.5	25.0	102	3574	8.5	20.7	82	739	7.1	4.3	69
\$40,000 OR MORE	33235	3253	22.3	9.8	113	8549	20.8	25.7	105	7329	17.4	22.1	88	1547	14.8	4.7	75
\$30,000 OR MORE	59693	5954	40.9	10.0	115	15084	36.7	25.3	103	13687	32.5	22.9	91	2719	26.0	4.6	73
\$25,000 OR MORE	76275	7311	50.2	9.6	110	19839	48.3	26.0	106	17636	41.8	23.1	92	3536	33.8	4.6	74
\$20,000 - \$24,999	18607	1430	9.8	7.7	88	4648	11.3	25.0	102	4699	11.1	25.3	100	1113	10.6	6.0	96
\$15,000 - \$19,999	17175	1355	9.3	7.9	91	4437	10.8	25.8	106	4786	11.3	27.9	111	1025	9.8	6.0	96
\$10,000 - \$14,999	24569	2107	14.5	8.6	99	5519	13.4	22.5	92	6696	15.9	27.3	108	1813	17.3	7.4	118
UNDER \$10,000	31101	2372	16.3	7.6	88	6610	16.1	21.3	87	8357	19.8	26.9	107	2976	28.4	9.6	153
HOUSEHOLD OF 1 PERSON	19441	1930	13.2	9.9	114	4281	10.4	22.0	90	3322	7.9	17.2	68	1568	15.0	8.1	129
2 PEOPLE	5180																

BREATH FRESHENERS: TYPES
(ADULTS)

		TOTAL U.S. '000	SPRAY/DROPS				HARD/SOLID				GUM				LIQUID			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL ADULTS		167727	14575	100.0	8.7	100	41053	100.0	24.5	100	42173	100.0	25.1	100	10462	100.0	6.2	100
MAGAZINES	QUINTILE 1	34022	3846	26.4	11.3	130	9992	24.3	29.4	120	9858	23.4	29.0	115	2092	20.0	6.1	99
	QUINTILE 2	34800	3414	23.4	9.8	113	9524	23.2	27.4	112	8960	21.2	25.7	102	2067	19.8	5.9	95
	QUINTILE 3	30514	2531	17.4	8.3	95	7352	17.9	24.1	98	7210	17.1	23.6	94	1786	17.1	5.9	94
	QUINTILE 4	33324	2585	17.7	7.8	89	7287	17.8	21.9	89	7818	18.5	23.5	93	2136	20.4	6.4	103
	QUINTILE 5	35066	2199	15.1	6.3	72	6898	16.8	19.7	80	8328	19.7	23.7	94	2382	22.8	6.8	109
NEWSPAPERS	QUINTILE 1	29107	2667	18.3	9.2	105	7311	17.8	25.1	103	6133	14.5	21.1	84	1426	13.6	4.9	79
	QUINTILE 2	49095	4545	31.2	9.3	107	12152	29.6	24.8	101	11603	27.5	23.6	94	2875	27.5	5.9	99
	QUINTILE 3	23107	2087	14.3	9.0	104	5570	13.6	24.1	98	6437	15.3	27.9	111	1497	14.3	6.5	100
	QUINTILE 4	33556	2659	18.2	7.9	91	8867	21.6	26.4	108	9301	22.1	27.7	110	2152	20.6	6.4	103
	QUINTILE 5	32863	2617	18.0	8.0	92	7154	17.4	21.8	89	8699	20.6	26.5	105	2513	24.0	7.6	123
OUTDOOR	QUINTILE 1	33431	3036	20.8	9.1	105	8797	21.4	26.3	108	9116	21.6	27.3	108	2061	19.7	6.2	99
	QUINTILE 2	33478	2778	19.1	8.3	95	8072	19.7	24.1	99	8624	20.4	25.8	102	1995	19.1	6.0	96
	QUINTILE 3	33574	3160	21.7	9.4	108	8841	21.5	26.3	108	8385	19.9	25.0	99	2214	21.2	6.6	106
	QUINTILE 4	33935	2831	19.4	8.3	96	8404	20.5	24.8	101	8282	19.6	24.4	97	1934	18.5	5.7	91
	QUINTILE 5	33310	2770	19.0	8.3	96	6940	16.9	20.8	85	7767	18.4	23.3	93	2258	21.6	6.8	109
RADIO-DRIVE TIME	QUINTILE 1	33136	2892	19.8	8.7	100	8757	21.3	26.4	108	9109	21.6	27.5	109	1976	18.9	6.0	96
	QUINTILE 2	31658	2965	20.3	9.4	108	7648	18.6	24.2	99	8016	19.0	25.3	101	1577	15.1	5.0	80
	QUINTILE 3	32541	2887	19.8	8.9	102	8589	20.9	26.4	108	7846	18.6	24.1	96	1822	17.4	5.6	90
	QUINTILE 4	34247	2713	18.6	7.9	91	8308	20.2	24.3	99	9094	21.6	26.6	106	2478	23.7	7.2	116
	QUINTILE 5	36144	3118	21.4	8.6	99	7750	18.9	21.4	88	8108	19.2	22.4	89	2610	24.9	7.2	116
RADIO-MID- DAY	TERCILE 1	45037	3813	26.2	8.5	97	11632	28.3	25.8	106	12038	28.5	26.7	106	2776	26.5	6.2	99
	TERCILE 2	44819	3998	27.4	8.9	103	10804	26.3	24.1	98	11597	27.5	25.9	103	2838	27.1	6.3	102
	TERCILE 3	77872	6764	46.4	8.7	100	18617	45.3	23.9	98	18539	44.0	23.8	95	4849	46.3	6.2	100
RADIO-TOTAL	QUINTILE 1	33763	2797	19.2	8.3	95	8751	21.3	25.9	106	9369	22.2	27.7	110	2259	21.6	6.7	107
	QUINTILE 2	33240	2937	20.2	8.8	102	8615	21.0	25.9	106	8824	20.9	26.5	106	1736	16.6	5.2	84
	QUINTILE 3	33408	3291	22.6	9.9	113	8039	19.6	24.1	98	8331	19.8	24.9	99	1973	18.9	5.9	95
	QUINTILE 4	34792	2907	19.9	8.4	96	9027	22.0	25.9	106	8684	20.6	25.0	99	2366	22.6	6.8	109
	QUINTILE 5	32524	2643	18.1	8.1	94	6622	16.1	20.4	83	6966	16.5	21.4	85	2128	20.3	6.5	105
TV-PRIME TIME	QUINTILE 1	33090	3035	20.8	9.2	106	8092	19.7	24.5	100	7991	18.9	24.1	96	2249	21.5	6.8	109
	QUINTILE 2	33357	2894	19.9	8.7	100	8387	20.4	25.1	103	8831	20.9	26.5	105	2120	20.3	6.4	102
	QUINTILE 3	33980	2876	19.7	8.5	97	8769	21.4	25.8	105	8528	20.2	25.1	100	2079	19.9	6.1	98
	QUINTILE 4	33854	3011	20.7	8.9	102	8155	19.9	24.1	98	8367	19.8	24.7	98	1923	18.4	5.7	91
	QUINTILE 5	33444	2759	18.9	8.2	95	7651	18.6	22.9	93	8457	20.1	25.3	101	2092	20.0	6.3	100
TV-DAYTIME	TERCILE 1	49121	4111	28.2	8.4	96	11163	27.2	22.7	93	12423	29.5	25.3	101	3376	32.3	6.9	110
	TERCILE 2	48823	4315	29.6	8.8	102	12544	30.6	25.7	105	13025	30.9	26.7	106	2958	28.3	6.1	97
	TERCILE 3	69782	6149	42.2	8.8	101	17347	42.3	24.9	102	16725	39.7	24.0	95	4328	39.5	5.9	95
TV-TOTAL	QUINTILE 1	33584	3190	21.9	9.5	109	7374	18.0	22.0	90	8526	20.2	25.4	101	2632	25.2	7.8	126
	QUINTILE 2	33441	2609	17.9	7.8	90	8416	20.5	25.2	103	8048	19.1	24.1	96	1892	18.1	5.7	91
	QUINTILE 3	33505	2856	19.6	8.5	98	8220	20.0	24.5	100	8297	19.7	24.8	98	2166	20.7	6.5	104
	QUINTILE 4	33466	3200	22.0	9.6	110	8991	21.9	26.9	110	8169	19.4	24.4	97	1484	14.2	4.4	71
	QUINTILE 5	33731	2721	18.7	8.1	93	8054	19.6	23.9	98	9134	21.7	27.1	108	2288	21.9	6.8	109
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	4722	32.4	10.6	122	12211	29.7	27.4	112	11020	26.1	24.8	98	2501	23.9	5.6	90
		39363	3836	26.3	9.7	112	11133	27.1	28.3	116	11653	27.6	29.6	118	2758	26.4	7.0	112
		46441	3421	23.5	7.4	85	10055	24.5	21.7	88	10000	23.7	21.5	86	2622	25.1	5.6	91
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	3549	24.3	10.5	121	9996	24.3	29.6	121	9413	22.3	27.9	111	1901	18.2	5.6	90
		52846	5210	35.7	9.9	113	13831	33.7	26.2	107	13458	31.9	25.5	101	3388	32.4	6.4	103
		52140	3785	26.0	7.3	84	11335	27.6	21.7	89	12728	30.2	24.4	97	3266	31.2	6.3	100
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	3746	25.7	10.1	116	10325	25.2	27.8	114	10182	24.1	27.5	109	2227	21.3	6.0	96
		49747	4985	34.2	10.0	115	13424	32.7	27.0	110	12597	29.9	25.3	101	3029	29.0	6.1	98
		49208	3693	25.3	7.5	86	11077	27.0	22.5	92	12381	29.4	25.2	100	2950	28.2	6.0	96
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	3140	21.5	9.5	109	8941	21.8	27.0	110	8634	20.5	26.1	104	2068	19.8	6.2	100
		54575	5676	38.9	10.4	120	15239	37.1	27.9	114	14632	34.7	26.8	107	3032	29.0	5.6	89
		53249	3990	27.4	7.5	86	10977	26.7	20.6	84	12262	29.1	23.0	92	3668	35.1	6.9	110
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	3315	22.7	9.1	105	9327	22.7	25.7	105	9137	21.7	25.2	100	1881	18.0	5.2	83
		55591	5057	34.7	9.1	105	13428	32.7	24.2	99	12254	29.1	22.0	88	3383	32.3	6.1	98
		48319	4020	27.6	8.3	96	12133	29.6	25.1	103	13335	31.6	27.6	110	3368	32.2	7.0	112
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	3495	24.0	9.4	108	9438	23.0	25.3	104	9038	21.4	24.3	97	2137	20.4	5.7	92
		54423	4862	33.4	8.9	103	13135	32.0	24.1	99	12165	28.8	22.4	89	3086	29.5	5.7	91
		46650	4022	27.6	8.6	99	11887	29.0	25.5	104	13737	32.6	29.4	117	2972	28.4	6.4	102
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	3486	23.9	9.7	112	8966	21.8	24.9	102	8487	20.1	23.6	94	2119	20.3	5.9	94
		56095	5115	35.1	9.1	105	14026	34.2	25.0	102	13182	31.3	23.5	93	2975	28.4	5.3	85
		47170	3594	24.7	7.6	88	10894	26.5	23.1	94	12449	29.5	26.4	105	3650	34.9	7.7	124
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	2904	19.9	8.6	99	8952	21.8	26.5	108	9506	22.52						

	TOTAL U.S. '000	SPRAY/DROPS				HARD/SOLID				GUM				LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	14575	100.0	8.7	100	41053	100.0	24.5	100	42173	100.0	25.1	100	10462	100.0	6.2	100
ATLANTIC MONTHLY	867	**67	0.5	7.7	89	*165	0.4	19.0	78	*216	0.5	24.9	99	**89	0.9	10.3	165
BARRON'S	1580	*177	1.2	11.2	129	399	1.0	25.3	103	*271	0.6	17.2	68	**136	1.3	8.6	138
BETTER HOMES & GARDENS	22203	1891	13.0	8.5	98	7084	17.3	31.9	130	6011	14.3	27.1	108	1378	13.2	6.2	100
BON APPETIT	3810	578	4.0	15.2	175	1029	2.5	27.0	110	985	2.3	25.9	103	*346	3.3	9.1	146
BUSINESS WEEK	4663	458	3.1	9.8	113	1137	2.8	24.4	100	1098	2.6	23.5	94	353	3.4	7.6	121
CAR AND DRIVER	3102	330	2.3	10.6	122	779	1.9	25.1	103	877	2.1	28.3	112	**224	2.1	7.2	116
CBS MAGAZINE NETWORK (GROSS)	7311	953	6.5	13.0	150	1824	4.4	24.9	102	2255	5.3	30.8	123	575	5.5	7.9	126
CHANGING TIMES	3400	317	2.2	9.3	107	740	1.8	21.8	89	778	1.8	22.9	91	*235	2.2	6.9	111
COLONIAL HOMES	1796	*175	1.2	9.7	112	594	1.4	33.1	135	633	1.5	35.2	140	**190	1.8	10.6	170
CONDE NAST MAG. PKG. (GROSS)	19924	2560	17.6	12.8	148	5908	14.4	29.7	121	6214	14.7	31.2	124	1784	17.1	9.0	144
CONSUMERS DIGEST	3125	*321	2.2	10.3	118	899	2.2	28.8	118	670	1.6	21.4	85	*208	2.0	6.7	107
COSMOPOLITAN	10577	1326	9.1	12.5	144	3259	7.9	30.8	126	3564	8.5	33.7	134	786	7.5	7.4	119
COUNTRY LIVING	3746	282	1.9	7.5	87	1222	3.0	32.6	133	1130	2.7	30.2	120	*175	1.7	4.7	75
CUISINE	2214	330	2.3	14.9	172	588	1.4	26.6	109	504	1.2	22.8	91	**153	1.5	6.9	111
CYCLE WORLD	2394	*299	2.1	12.5	144	593	1.4	24.8	101	793	1.9	33.1	132	*157	1.5	6.6	105
DCI:CREATIVE IDEAS FOR LIV	3068	309	2.1	10.1	116	1210	2.9	39.4	161	949	2.3	30.9	123	*262	2.5	8.5	137
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1082	7.4	11.3	130	3511	8.6	36.7	150	2846	6.7	29.8	118	852	8.1	8.9	143
DISCOVER	2277	253	1.7	11.1	128	516	1.3	22.7	93	580	1.4	25.5	101	**279	2.7	12.3	196
EBONY	7187	863	5.9	12.0	138	1540	3.8	21.4	88	2534	6.0	35.3	140	625	6.0	8.7	139
ESQUIRE	2560	310	2.1	12.1	139	668	1.6	26.1	107	861	2.0	33.6	134	*264	2.5	10.3	165
ESSENCE	3242	356	2.4	11.0	126	770	1.9	23.8	97	1309	3.1	40.4	161	358	3.4	11.0	177
FAMILY CIRCLE	19639	1921	13.2	9.8	113	6327	15.4	32.2	132	5439	12.9	27.7	110	1101	10.5	5.6	90
THE FAMILY HANDYMAN	3540	239	1.6	6.8	78	1032	2.5	29.2	119	779	1.8	22.0	88	*187	1.8	5.3	85
FAMILY WEEKLY	23924	1804	12.4	7.5	87	6318	15.4	26.4	108	6207	14.7	25.9	103	1219	11.7	5.1	82
FIELD & STREAM	9883	658	4.5	6.7	77	2424	5.9	24.5	100	2846	6.7	28.8	115	691	6.6	7.0	112
FOOD & WINE	1030	*114	0.8	11.1	127	328	0.8	31.8	130	283	0.7	27.5	109	**126	1.2	12.2	196
FORBES	2679	355	2.4	13.3	152	539	1.3	20.1	82	466	1.1	17.4	69	*218	2.1	8.1	130
FORTUNE	2931	326	2.2	11.1	128	677	1.6	23.1	94	696	1.7	23.7	94	*192	1.8	6.6	105
GENTLEMEN'S QUARTERLY	3481	415	2.8	11.9	137	786	1.9	22.6	92	1174	2.8	33.7	134	*318	3.0	9.1	146
GLAMOUR	7163	909	6.2	12.7	146	2143	5.2	29.9	122	2352	5.6	32.8	131	566	5.4	7.9	127
GOLF DIGEST	2355	224	1.5	9.5	109	646	1.6	27.4	112	395	0.9	16.8	67	**131	1.3	5.6	89
GOLF DIGEST/TENNIS (GROSS)	3610	280	1.9	7.8	89	944	2.3	26.1	107	746	1.8	20.7	82	*252	2.4	7.0	112
GOLF MAGAZINE	2046	*241	1.7	11.8	136	653	1.6	31.9	130	314	0.7	15.3	61	**159	1.5	7.8	125
GOLF MAGAZINE/SKI (GROSS)	3547	406	2.8	11.4	132	1124	2.7	31.7	129	669	1.6	18.9	75	*222	2.1	6.3	100
GOOD HOUSEKEEPING	20353	1983	13.6	9.7	112	6429	15.7	31.6	129	5699	13.5	28.0	111	1035	9.9	5.1	82
HARPER'S BAZAAR	3362	439	3.0	13.1	150	999	2.4	29.7	121	1113	2.6	33.1	132	*373	3.6	11.1	178
HEALTH	2987	407	2.8	13.6	157	821	2.0	27.5	112	971	2.3	32.5	129	*298	2.8	10.0	160
HEARST MAG CORP. BUY (GROSS)	67928	6968	47.8	10.3	118	20935	51.0	30.8	126	19974	47.4	29.4	117	4294	41.0	6.3	101
HEARST MAN POWER (GROSS)	11282	966	6.6	8.6	99	2981	7.3	26.4	108	2790	6.6	24.7	98	771	7.4	6.8	110
HEARST WOMAN POWER (GROSS)	40514	4349	29.8	10.7	124	12854	31.3	31.7	130	12477	29.6	30.8	122	2229	21.3	5.5	88
HOUSE BEAUTIFUL	4885	523	3.6	10.7	123	1663	4.1	34.0	139	1283	3.0	26.3	104	348	3.3	7.1	114
INC.	1308	*150	1.0	11.5	132	361	0.9	27.6	113	*292	0.7	22.3	89	**130	1.2	9.9	159
JET	6498	721	4.9	11.1	128	1391	3.4	21.4	87	2447	5.8	37.7	150	639	6.1	9.8	158
LADIES' HOME JOURNAL	14797	1560	10.7	10.5	121	4886	11.9	33.0	135	4413	10.5	29.8	119	817	7.8	5.5	89
LHJ FAMILY GRP COMBO(GROSS)	21743	2351	16.1	10.8	124	7123	17.4	32.8	134	6631	15.7	30.5	121	1336	12.8	6.1	99
LIFE	9881	1071	7.3	10.8	125	2663	6.5	27.0	110	2778	6.6	28.1	112	972	9.3	9.8	158
L.A. TIMES HOME MAGAZINE	2775	382	2.6	13.8	158	695	1.7	25.0	102	649	1.5	23.4	93	*69	0.7	2.5	40
MADEMOISELLE	4219	492	3.4	11.7	134	1225	3.0	29.0	119	1300	3.1	30.8	123	443	4.2	10.5	168
MC CALL'S	16422	1714	11.8	10.4	120	5182	12.6	31.6	129	4779	11.3	29.1	116	1022	9.8	6.2	100
MC CALL'S/MRK MOTHER (GROSS)	17919	1894	13.0	10.6	122	5663	13.8	31.6	129	5339	12.7	29.8	118	1149	11.0	6.4	103
MECHANIX ILLUSTRATED	4433	357	2.4	8.1	93	1105	2.7	24.9	102	1075	2.5	24.2	96	*314	3.0	7.1	114
METROPOLITAN HOME	1504	*234	1.6	15.6	179	373	0.9	24.8	101	461	1.1	30.7	122	**154	1.5	10.2	164
MONEY	4723	459	3.1	9.7	112	1302	3.2	27.6	113	1158	2.7	24.5	98	*370	3.5	7.8	126
MOTHER EARTH NEWS	2325	*232	1.6	10.0	115	667	1.6	28.7	117	626	1.5	26.9	107	**170	1.6	7.3	117
MS.	1189	*191	1.3	16.1	185	268	0.7	22.5	92	440	1.0	37.0	147	**117	1.1	9.8	158
NATIONAL ENQUIRER	18892	1893	13.0	10.0	115	5315	12.9	28.1	115	5691	13.5	30.1	120	1399	13.4	7.4	119
NATIONAL GEOGRAPHIC	22129	2171	14.9	9.8	113	5898	14.4	26.7	109	5105	12.1	23.1	92	1319	12.6	6.0	96
NATIONAL SUNDAY MAGAZINE PKG	103750	9474	65.0	9.1	105	26177	63.8	25.2	103	25319	60.0	24.4	97	6072	58.0	5.9	94
NATURAL HISTORY	1379	*144	1.0	10.4	120	*151	0.4	10.9	45	*271	0.6	19.7	78	**174	1.7	12.6	202
NEW WOMAN	2289	*254	1.7	11.1	128	597	1.5	26.1	107	805	1.9	35.2	140	**190	1.8	8.3	133
NEW YORK INCLUDING CUE	1088	*170	1.2	15.6	180	*171	0.4	15.7	64	*176	0.4	16.2	64	**103	1.0	9.5	152
THE NEW YORKER	2459	266	1.8	10.8	124	580	1.4	23.6	96	577	1.4	23.5	93	*235	2.2	9.6	153
NEWSWEEK	16527	1735	11.9	10.5	121	4509	11.0	27.3	111	4441	10.5	26.9	107	1200	11.5	7.3	116
THE N.Y. TIMES DAILY EDITION	2739	400	2.7	14.6	168	603	1.5	22.0	90	436	1.0	15.9	63	*445	0.4	1.6	26
THE N.Y. TIMES MAGAZINE	4443	516	3.5	11.6	134	945	2.3	21.3	87	784	1.9	17.6	70	*179	1.7	4.0	65
OMNI	2799	520	3.6	18.6	214	666	1.6	23.8	97	834	2.0	29.8	119	*230	2.2	8.2	132
ON CABLE	2209	*295	2.0	13.4	154	513	1.2	23.2	95	562	1.3	25.4	101	*210	2.0	9.5	152
1001 HOME IDEAS	3959	385	2.6	9.7	112	1416	3.4	35.8	146	1247	3.0	31.5	125	*222	2.1	5.6	90
ORGANIC GARDENING	3111	*268	1.8	8.6	99	854	2.1	27.5	112	592	1.4	19.0	76	*274	2.6	8.8	141
OUTDOOR LIFE	5024	345	2.4	6.9	79	1217	3.0	24.2	99	1472	3.5	29.3	117	370	3.5	7.4	118
PARADE MAGAZINE	51292	4685	32.1	9.1	105	13117	32.0	25.6	104	12339	29.3	24.1	96	3370	32.2	6.6	105

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BREATH FRESHENERS: TYPES
(ADULTS)

	TOTAL U.S. '000	SPRAY/DROPS				HARD/SOLID				GUM				LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	14575	100.0	8.7	100	41053	100.0	24.5	100	42173	100.0	25.1	100	10462	100.0	6.2	100
PARENTS	5298	484	3.3	9.1	105	1527	3.7	28.8	118	1889	4.5	35.7	142	282	2.7	5.3	85
PENTHOUSE	5129	480	3.3	9.4	108	1184	2.9	23.1	94	1572	3.7	30.6	122	*323	3.1	6.3	101
PEOPLE	21070	2360	16.2	11.2	129	6281	15.3	29.8	122	6371	15.1	30.2	120	1371	13.1	6.5	104
PLAYBOY	10562	906	6.2	8.6	99	2599	6.3	24.6	101	2913	6.9	27.6	110	626	6.0	5.9	95
POPULAR HOT RODDING	2498	*161	1.1	6.4	74	577	1.4	23.1	94	785	1.9	31.4	125	*175	1.7	7.0	112
POPULAR MECHANICS	5887	515	3.5	8.7	101	1639	4.0	27.8	114	1242	2.9	21.1	84	396	3.8	6.7	108
POPULAR SCIENCE	4317	354	2.4	8.2	94	1138	2.8	26.4	108	958	2.3	22.2	88	*274	2.6	6.3	102
PREVENTION	5792	577	4.0	10.0	115	1405	3.4	24.3	99	1286	3.0	22.2	88	510	4.9	8.8	141
PSYCHOLOGY TODAY	3284	514	3.5	15.7	180	941	2.3	28.7	117	832	2.0	25.3	101	*254	2.4	7.7	124
READER'S DIGEST	40046	3770	25.9	9.4	108	11193	27.3	28.0	114	9570	22.7	23.9	95	2598	24.8	6.5	104
REDBOOK	9584	1040	7.1	10.9	125	3166	7.7	33.0	135	3214	7.6	33.5	133	408	3.9	4.3	68
ROAD & TRACK	2590	*313	2.1	12.1	139	676	1.6	26.1	107	721	1.7	27.8	111	*170	1.6	6.6	105
ROLLING STONE	3302	504	3.5	15.3	176	953	2.3	28.9	118	1212	2.9	36.7	146	*231	2.2	7.0	112
RUNNER'S WORLD	1229	*147	1.0	12.0	138	381	0.9	31.0	127	*324	0.8	26.4	105	*112	1.1	9.1	146
SATURDAY EVENING POST	2119	*194	1.3	9.2	106	495	1.2	23.5	96	625	1.5	24.6	118	*249	2.4	11.8	189
SCIENCE 84	1543	*144	1.0	9.3	107	365	0.9	23.7	97	301	0.7	19.5	78	*67	0.6	4.3	70
SCIENCE DIGEST	1747	*188	1.3	10.8	124	441	1.1	25.2	103	522	1.2	29.9	119	*101	1.0	5.8	93
SCIENTIFIC AMERICAN	1994	*203	1.4	10.2	117	297	0.7	14.9	61	414	1.0	20.8	83	*135	1.3	6.8	109
SELF	3119	376	2.6	12.1	139	1010	2.5	32.4	132	1125	2.7	36.1	143	*300	2.9	9.6	154
SEVENTEEN	3923	498	3.4	12.7	146	1193	2.9	30.4	124	1313	3.1	33.5	133	*270	2.6	6.9	110
SKI	1501	*165	1.1	11.0	127	470	1.1	31.3	128	355	0.8	23.7	94	*63	0.6	4.2	67
SMITHSONIAN	5976	611	4.2	10.2	118	1418	3.5	23.7	97	1335	3.2	22.3	89	452	4.3	7.6	121
SOAP OPERA DIGEST	4228	554	3.8	13.1	151	1134	2.8	26.8	110	1405	3.3	33.2	132	*268	2.6	6.3	102
SOUTHERN LIVING	6488	773	5.3	11.9	137	2301	5.6	35.5	145	1898	4.5	29.3	116	590	5.6	9.1	146
SPORT	3500	301	2.1	8.6	99	1013	2.5	28.9	118	939	2.2	26.8	107	*326	3.1	9.3	149
THE SPORTING NEWS	2456	*198	1.4	8.1	93	650	1.6	26.5	108	803	1.9	32.7	130	*275	2.6	11.2	180
SPORTS AFIELD	3648	*263	1.8	7.2	83	901	2.2	24.7	101	1026	2.4	28.1	112	*274	2.6	7.5	120
SPORTS ILLUSTRATED	14484	1336	9.2	9.2	106	3726	9.1	25.7	105	3778	9.0	26.1	104	1033	9.9	7.1	114
STAR	12661	1194	8.2	9.4	109	3617	8.8	28.6	117	3850	9.1	30.4	121	979	9.4	7.7	124
SUNDAY	52799	4938	33.9	9.4	108	12828	31.2	24.3	99	12800	30.4	24.2	96	3362	32.1	6.4	102
SUNSET	3513	381	2.6	10.8	125	1178	2.9	33.5	137	920	2.2	26.2	104	*245	2.3	7.0	112
TV GUIDE	42766	4627	31.7	10.8	125	11287	27.5	26.4	108	12245	29.0	28.6	114	2748	26.3	6.4	103
TENNIS	1254	*56	0.4	4.5	51	299	0.7	23.8	97	351	0.8	28.0	111	*121	1.2	9.6	155
TIME	22054	2250	15.4	10.2	117	5615	13.7	25.5	104	4728	11.2	21.4	85	1608	15.4	7.3	117
TOWN & COUNTRY	1555	*175	1.2	11.3	130	463	1.1	29.8	122	396	0.9	25.5	101	*156	1.5	10.0	161
TRAVEL & LEISURE	2173	226	1.6	10.4	120	559	1.4	25.7	105	367	0.9	16.9	67	*162	1.5	7.5	120
TRUE STORY	4636	529	3.6	11.4	131	1314	3.2	28.3	116	1732	4.1	37.4	149	401	3.8	8.6	139
U.S. NEWS & WORLD REPORT	10353	1053	7.2	10.2	117	2836	6.9	27.4	112	2507	5.9	24.2	96	794	7.6	7.7	123
USA TODAY	4994	444	3.0	8.9	102	1345	3.3	26.9	110	1144	2.7	22.9	91	274	2.6	5.5	88
US	3528	434	3.0	12.3	142	1164	2.8	33.0	135	1241	2.9	35.2	140	*267	2.6	7.6	121
VOGUE	5424	783	5.4	14.4	166	1529	3.7	28.2	115	1437	3.4	26.5	105	474	4.5	8.7	140
MALL STREET JOURNAL	6292	624	4.3	9.9	114	1422	3.5	22.6	92	1245	3.0	19.8	79	*201	1.9	3.2	51
WEIGHT WATCHERS	2762	362	2.5	13.1	151	933	2.3	33.8	138	973	2.3	35.2	140	*215	2.1	7.8	125
WOMAN'S DAY	16320	1820	12.5	11.2	128	5369	13.1	32.9	134	4287	10.2	26.3	104	795	7.6	4.9	78
WORKING MOTHER	1496	*180	1.2	12.0	138	481	1.2	32.2	131	560	1.3	37.4	149	*126	1.2	8.4	135
WORKING WOMAN	1851	*251	1.7	13.6	156	494	1.2	26.7	109	637	1.5	34.4	137	*132	1.3	7.1	114
WORLD TENNIS	580	*40	0.3	6.9	79	*147	0.4	25.3	104	*160	0.4	27.6	110	*82	0.8	14.1	227
ZIFF-DAVIS MAG NETWORK (GROSS)	12412	1132	7.8	9.1	105	3039	7.4	24.5	100	3465	8.2	27.9	111	978	9.3	7.9	126
BLAIR INSERTS	91671	8630	59.2	9.4	108	22787	55.5	24.9	102	21983	52.1	24.0	95	5374	51.4	5.9	94
DAILY NEWSPAPERS																	
READ ANY	109190	9794	67.2	9.0	103	27133	66.1	24.8	102	26053	61.8	23.9	95	6384	61.0	5.8	94
READ ONE	89587	7944	54.5	8.9	102	22244	54.2	24.8	101	21949	52.0	24.5	97	5415	51.8	6.0	97
READ TWO OR MORE	19602	1850	12.7	9.4	109	4890	11.9	24.9	102	4104	9.7	20.9	83	969	9.3	4.9	79
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10104	69.3	9.2	106	27438	66.8	25.0	102	26705	63.3	24.4	97	6386	61.0	5.8	93
READ ONE	95074	8729	59.9	9.2	106	23581	57.4	24.8	101	23712	56.2	24.9	99	5646	54.0	5.9	95
READ TWO OR MORE	14588	1376	9.4	9.4	109	3857	9.4	26.4	108	2992	7.1	20.5	82	740	7.1	5.1	81
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.00				29.71				30.03				29.09			
30 DAY REACH	149706	13072	89.7	8.7	100	37629	91.7	25.1	103	38120	90.4	25.5	101	9352	89.4	6.2	100
50 SHWG - 30 DAY AV FREQ	15.16	15.20			15.63					15.79				15.29			
30 DAY REACH	142406	12501	85.8	8.8	101	35801	87.2	25.1	103	36280	86.0	25.5	101	8920	85.3	6.3	100
25 SHWG - 30 DAY AV FREQ	8.23	8.25			8.42					8.50				8.53			
30 DAY REACH	131152	11529	79.1	8.8	101	33207	80.9	25.3	103	33696	79.9	25.7	102	8009	76.6	6.1	98
CABLE TV: HOME HIRED	66879	6112	41.9	9.1	105	17914	43.6	26.8	109	16887	40.0	25.3	100	3532	33.8	5.3	85
HOME NOT HIRED	100848	8463	58.1	8.4	97	23139	56.4	22.9	94	25286	60.0	25.1	100	6930	66.2	6.9	110
HAVE PAY CABLE	35024	3599	24.7	10.3	118	9615	23.4	27.5	112	9501	22.5	27.1	108	1578	15.1	4.5	72

	TOTAL U.S. '000	SPRAY/DROPS				HARD/SOLID				GUM				LIQUID				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS	167727	14575	100.0	8.7	100	41053	100.0	24.5	100	42173	100.0	25.1	100	10462	100.0	6.2	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	8339	57.2	8.7	100	24816	60.4	26.0	106	24479	58.0	25.6	102	5400	51.6	5.6	91	
10:00 AM - 3:00 PM	63599	5565	38.2	8.8	101	16255	39.6	25.6	104	16816	39.9	26.4	105	3843	36.7	6.0	97	
3:00 PM - 7:00 PM	72097	6412	44.0	8.9	102	18286	44.5	25.4	104	18984	45.0	26.3	105	4171	39.9	5.8	93	
7:00 PM - MIDNIGHT	36670	3058	21.0	8.3	96	9088	22.1	24.8	101	10263	24.3	28.0	111	2292	21.9	6.3	100	
MIDNIGHT - 6:00 AM	21908	2008	13.8	9.2	105	5802	14.1	26.5	108	5958	14.1	27.2	108	1383	13.2	6.3	101	
6:00 AM - MIDNIGHT	127571	11185	76.7	8.8	101	32470	79.1	25.5	104	33038	78.3	25.9	103	7644	73.1	6.0	96	
ENTIRE DAY	129239	11363	78.0	8.8	101	32900	80.1	25.5	104	33439	79.3	25.9	103	7735	73.9	6.0	96	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	2888	19.8	8.5	98	9380	22.8	27.6	113	8748	20.7	25.7	102	1639	15.7	4.8	77	
ALL NEWS	6062	566	3.9	9.3	107	1212	3.0	20.0	82	1250	3.0	20.6	82	287	2.7	4.7	76	
AOR/PROGRESSIVE	11884	1155	7.9	9.7	112	3087	7.5	26.0	106	3588	8.5	30.2	120	659	6.3	5.5	89	
BEAUTIFUL MUSIC	11180	986	6.8	8.8	101	2914	7.1	26.1	106	2661	6.3	23.8	95	640	6.1	5.7	92	
BLACK	4538	440	3.0	9.7	112	1118	2.7	24.6	101	1518	3.6	33.5	133	466	4.5	10.3	165	
CLASSICAL	3857	329	2.3	8.5	98	853	2.1	22.1	90	802	1.9	20.8	83	*249	2.4	6.5	103	
CHR/ROCK	21946	2094	14.4	9.5	110	6157	15.0	28.1	115	6381	15.1	29.1	116	1223	11.7	5.6	89	
COUNTRY	27262	1993	13.7	7.3	84	7005	17.1	25.7	105	7147	16.9	26.2	104	1865	17.8	6.8	110	
GOLDEN OLDIES	3339	352	2.4	10.5	121	764	1.9	22.9	93	895	2.1	26.8	107	*205	2.0	6.1	98	
MOR/NOSTALGIA	10346	836	5.7	8.1	93	2325	5.7	22.5	92	2144	5.1	20.7	82	642	6.1	6.2	99	
NEWS/TALK	8929	641	4.4	7.2	83	1978	4.8	22.2	91	1798	4.3	20.1	80	424	4.1	4.7	76	
RELIGIOUS	5488	635	4.4	11.6	133	1346	3.3	24.5	100	1495	3.5	27.2	108	412	3.9	7.5	120	
SOFT ROCK	1232	**95	0.7	7.7	89	433	1.1	35.1	144	411	1.0	33.4	133	**30	0.3	2.4	39	
URBAN CONTEMPORARY	3184	403	2.8	12.7	146	573	1.4	18.0	74	1160	2.8	36.4	145	322	3.1	10.1	162	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	640	4.4	9.3	107	1933	4.7	28.0	114	2023	4.8	29.3	116	346	3.3	5.0	80	
ABC DIRECTION	5212	435	3.0	8.3	96	1275	3.1	24.5	100	1178	2.8	22.6	90	323	3.1	6.2	99	
ABC ENTERTAINMENT	10385	873	6.0	8.4	97	2451	6.0	23.6	96	2627	6.2	25.3	101	713	6.8	6.9	110	
ABC FM	4762	550	3.8	11.5	133	1274	3.1	26.8	109	1531	3.6	32.2	128	*277	2.6	5.8	93	
ABC INFORMATION	11339	828	5.7	7.3	84	2795	6.8	24.6	101	2873	6.8	25.3	101	735	7.0	6.5	104	
ABC ROCK	4878	475	3.3	9.7	112	1335	3.3	27.4	112	1446	3.4	29.6	118	388	3.7	8.0	128	
CBS	10709	906	6.2	8.5	97	2553	6.2	23.8	97	2125	5.0	19.8	79	644	6.2	6.0	96	
MUTUAL	10251	711	4.9	6.9	80	2672	6.5	26.1	106	2386	5.7	23.3	93	582	5.6	5.7	91	
NBC	12243	944	6.5	7.7	89	2906	7.1	23.7	97	2825	6.7	23.1	92	629	6.0	5.1	82	
RACIORADIO	4606	447	3.1	9.7	112	1183	2.9	25.7	105	1305	3.1	28.3	113	*262	2.5	5.7	91	
RKO ONE	5148	484	3.3	9.4	108	1559	3.8	30.3	124	1397	3.3	27.1	108	*282	2.7	5.5	88	
RKO TWO	7313	457	3.1	6.2	72	1678	4.1	22.9	94	1912	4.5	26.1	104	379	3.6	5.2	83	
THE SOURCE	5981	486	3.3	8.1	94	1628	4.0	27.2	111	1755	4.2	29.3	117	291	2.8	4.9	78	
NON-WIRED : BLAIR	19329	1858	12.7	9.6	111	5133	12.5	26.6	108	5082	12.1	26.3	105	1367	13.1	7.1	113	
INTERNET	27139	2550	17.5	9.4	108	6938	16.9	25.6	104	7514	17.8	27.7	110	1622	15.5	6.0	96	
KATZ RADIO GROUP	36319	3046	20.9	8.4	97	8977	21.9	24.7	101	8651	20.5	23.8	95	2056	19.7	5.7	91	
SUPERNET	22361	1844	12.7	8.2	95	5550	13.5	24.8	101	6325	15.0	28.3	112	1241	11.9	5.5	89	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	1398	9.6	9.6	111	3555	8.7	24.5	100	3756	8.9	25.8	103	1117	10.7	7.7	123	
WKDAY 9:00 AM - 1:00 PM	18688	1654	11.3	8.9	102	4277	10.4	22.9	94	5161	12.2	27.6	110	1346	12.9	7.2	115	
WKDAY 1:00 PM - 4:30 PM	24061	2133	14.6	8.9	102	5646	13.8	23.5	96	6590	15.6	27.4	109	1661	15.9	6.9	111	
WKDAY 4:30 PM - 7:30 PM	44079	4112	28.2	9.3	107	10300	25.1	23.4	95	10899	25.8	24.7	98	3026	28.9	6.9	110	
WKDAY 7:30 PM - 8:00 PM	61979	5323	36.5	8.6	99	14623	35.6	23.6	96	15101	35.8	24.4	97	4202	40.2	6.8	109	
WKDAY 11:00 PM - 11:30 PM	49084	4514	31.0	9.2	106	11961	29.1	24.4	100	12098	28.7	24.6	98	3137	30.0	6.4	102	
WKDAY 11:30 PM - 1:00 AM	16560	1595	10.9	9.6	111	4025	9.8	24.3	99	4184	9.9	25.3	100	1070	10.2	6.5	104	
M-SAT 8-11 PM-SUN 7-11 PM	66967	6007	41.2	9.0	103	16655	40.6	24.9	102	16785	39.8	25.1	100	4286	41.0	6.4	103	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	833	5.7	9.0	103	2450	6.0	26.4	108	2743	6.5	29.6	118	673	6.4	7.3	116
ANOTHER WORLD	N	6138	487	3.3	7.9	91	1416	3.4	23.1	94	1685	4.0	27.5	109	520	5.0	8.5	136
AS THE WORLD TURNS	C	7707	646	4.4	8.4	96	1666	4.1	21.6	88	2000	4.7	26.0	103	472	4.5	6.1	98
CAPITOL	C	4688	414	2.8	8.8	102	985	2.4	21.0	86	1261	3.0	26.9	107	275	2.6	5.9	94
CBS MORN. NEWS 1	C	2792	226	1.6	8.1	93	680	1.7	24.4	100	658	1.6	23.6	94	210	2.0	7.5	121
CBS MORN. NEWS 2	C	2071	210	1.4	10.1	117	519	1.3	25.1	102	458	1.1	22.1	88	139	1.3	6.7	108
DAYS OF OUR LIVES	N	8018	677	4.6	8.4	97	2010	4.9	25.1	102	2347	5.6	29.3	116	582	5.6	7.3	116
FACTS OF LIFE - DAYTIME	N	3487	345	2.4	9.9	114	671	1.6	19.2	79	1087	2.6	31.2	124	224	2.1	6.4	103
FAMILY FEUD	A	4817	345	2.4	7.2	82	1082	2.6	22.5	92	1407	3.3	29.2	116	279	2.7	5.8	93
GENERAL HOSPITAL	A	8333	810	5.6	9.7	112	2206	5.4	26.5	108	2506	5.9	30.1	120	614	5.9	7.4	118
GOOD MORNING, AMERICA-730A	A	5472	510	3.5	9.3	107	1255	3.1	22.9	94	1407	3.3	25.7	102	465	4.4	8.5	136
GOOD MORNING, AMERICA-830A	A	3965	347	2.4	8.8	101	960	2.3	24.2	99	1007	2.4	25.4	101	361	3.5	9.1	146
GUIDING LIGHT	C	7542	581	4.0	7.7	89	1643	4.0	21.8	89	1963	4.7	26.0	104	458	4.4	6.1	97
ONE LIFE TO LIVE	A	6018	575	3.9	9.6	110	1681	4.1	27.9	114	1792	4.2	29.8	118	427	4.1	7.1	114
PRESS YOUR LUCK	C	3589	416	2.9	11.6	133	815	2.0	22.7	93	724	1.7	20.2	80	249	2.4	6.9	111
PRICE IS RIGHT 1	C	7418	570	3.9	7.7													

BREATH FRESHENERS: TYPES
(ADULTS)

	TOTAL U.S. '000	SPRAY/DROPS				HARD/SOLID				GUM				LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	14575	100.0	8.7	100	41053	100.0	24.5	100	42173	100.0	25.1	100	10462	100.0	6.2	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4407	30.2	8.4	97	12314	30.0	23.5	96	12473	29.6	23.9	95	3631	34.7	6.9	111
NETWORK AFFILIATES - LATE	39164	3608	24.8	9.2	106	9587	23.4	24.5	100	9503	22.5	24.3	97	2531	24.2	6.5	104
INDEPENDENTS - LATE	5133	520	3.6	10.1	117	1238	3.0	24.1	99	1147	2.7	22.3	89	344	3.3	6.7	107
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 22825	1832	12.6	8.0	92	5436	13.2	23.8	97	6017	14.3	26.4	105	1640	15.7	7.2	115
ABC MONDAY NIGHT MOVIE	A 11258	957	6.6	8.5	98	2764	6.7	24.6	100	2829	6.7	25.1	100	664	6.3	5.9	95
ABC SUNDAY NIGHT MOVIE	A 23600	2126	14.6	9.0	104	6147	15.0	26.0	106	5864	13.9	24.8	99	1517	14.5	6.4	103
ABC WORLD NEWS TONIGHT	A 12801	1032	7.1	8.1	93	3134	7.6	24.5	100	2935	7.0	22.9	91	840	8.0	6.6	105
AFTERMASH	C 10966	857	5.9	7.8	90	2763	6.7	25.2	103	2833	6.7	25.8	103	721	6.9	6.6	105
ALICE	C 17050	1360	9.3	8.0	92	4267	10.4	25.0	102	4207	10.0	24.7	98	1008	9.6	5.9	95
AMERICAN PARADE	C 11998	1046	7.2	8.7	100	2887	7.0	24.1	98	2819	6.7	23.5	93	930	8.9	7.8	124
BENSON	A 19258	1718	11.8	8.9	103	4777	11.6	24.8	101	4549	10.8	23.6	94	1199	11.5	6.2	100
BLUE THUNDER	A 11478	946	6.5	8.2	95	2831	6.9	24.7	101	2613	6.2	22.8	91	751	7.2	6.5	105
CAGNEY & LACEY	C 18263	1644	11.3	9.0	104	4590	11.2	25.1	103	4561	10.8	25.0	99	987	9.4	5.4	87
CBS EVENING NEWS-DEAN	C 7733	644	4.4	8.3	96	1689	4.1	21.8	89	1514	3.6	19.6	78	571	5.5	7.4	118
CBS EVENING NEWS-RATHER	C 15653	1271	8.7	8.1	93	3723	9.1	23.8	97	3449	8.2	22.0	88	1024	9.8	6.5	105
CBS SAT. NEWS-SCHIEFFER	C 8744	751	5.2	8.6	99	2037	5.0	23.3	95	1881	4.5	21.5	86	646	6.2	7.4	118
CBS SATURDAY NIGHT MOVIE	C 12000	1062	7.3	8.8	102	2903	7.1	24.2	99	2803	6.6	23.4	93	907	8.7	7.6	121
CBS WEDNESDAY NIGHT MOVIE	C 11522	919	6.3	8.0	92	3013	7.3	26.1	107	2876	6.8	25.0	99	604	5.8	5.2	84
CHEERS	N 16818	1287	8.8	7.7	88	4689	11.4	27.9	114	4540	10.8	27.0	107	1007	9.6	6.0	96
DALLAS	C 37510	3263	22.4	8.7	100	9563	23.3	25.5	104	9837	23.3	26.2	104	2810	26.9	7.5	120
DIFF'RENT STROKES	M 11258	874	6.0	7.8	89	2541	6.2	22.6	92	2820	6.7	25.0	100	663	6.3	5.9	94
DOUBLE TROUBLE	N 12248	1179	8.1	9.6	111	3130	7.6	25.6	104	3281	7.8	26.8	107	939	9.0	7.7	123
DUCK FACTORY	N 11100	826	5.7	7.4	86	2939	7.2	26.5	108	3031	7.2	27.3	109	700	6.7	6.3	101
DUKES OF HAZZARD	C 12353	897	6.2	7.3	84	2900	7.1	23.5	96	3009	7.1	24.4	97	1005	9.6	8.1	130
DYNASTY	A 33279	2978	20.4	8.9	103	8754	21.3	26.3	107	9153	21.7	27.5	109	2306	22.0	6.9	111
FACTS OF LIFE	N 13410	1188	8.2	8.9	102	3552	8.7	26.5	108	3418	8.1	25.5	101	945	9.0	7.0	113
FALCON CREST	C 31093	2814	19.3	9.1	104	8017	19.5	25.8	105	8123	19.3	26.1	104	2166	20.7	7.0	112
FALL GUY	A 18649	1664	11.4	8.9	103	4786	11.7	25.7	105	5035	11.9	27.0	107	1275	12.2	6.8	110
FAMILY TIES	N 13101	949	6.5	7.2	83	3277	8.0	25.0	102	3617	8.6	27.6	110	928	8.9	7.1	114
FANTASY ISLAND	A 13069	1204	8.3	9.2	106	3081	7.5	23.6	96	3286	7.8	25.1	100	888	8.5	6.8	109
FOULUPS, BLEEPERS & BLUNDERS	A 16588	1660	11.4	10.0	115	4342	10.6	26.2	107	4224	10.0	25.5	101	1039	9.9	6.3	100
FOUR SEASONS	C 9302	719	4.9	7.7	89	2391	5.8	25.7	105	2264	5.4	24.3	97	616	5.9	6.6	106
GINME A BREAK	N 13955	1147	7.9	8.2	95	3364	8.2	24.1	98	3987	9.5	28.6	114	1079	10.3	7.7	124
HART TO HART	A 15735	1298	8.9	8.2	95	3983	9.7	25.3	103	4182	9.9	26.6	106	1058	10.1	6.7	108
HILL STREET BLUES	N 18257	1549	10.6	8.5	98	4697	11.4	25.7	105	4645	11.0	25.4	101	1110	10.6	6.1	97
HOTEL	A 24236	2029	13.9	8.4	96	6082	14.8	25.1	103	6147	14.6	25.4	101	1654	15.8	6.8	109
JEFFERSONS	C 17010	1392	9.6	8.2	94	4190	10.2	24.6	101	4258	10.1	25.0	100	1192	11.4	7.0	112
JENNIFER SLEPT HERE	N 9397	786	5.4	8.4	96	2198	5.4	23.4	96	2348	5.6	25.0	99	507	4.8	5.4	86
KATE & ALLIE	C 16762	1394	9.6	8.3	96	4300	10.5	25.7	105	3897	9.2	23.2	92	919	8.8	5.5	88
KNIGHT RIDER	N 13164	1063	7.3	8.1	93	3374	8.2	25.6	105	3412	8.1	25.9	103	846	8.1	6.4	103
LOVE BOAT	A 20400	1966	13.5	9.6	111	4807	11.7	23.6	96	5087	12.1	24.9	99	1406	13.4	6.9	110
MAGNUM PI	C 22543	2166	14.9	9.6	111	5618	13.7	24.9	102	5599	13.3	24.8	99	1447	13.8	6.4	103
MAMA'S FAMILY	N 9852	735	5.0	7.5	86	2622	6.4	26.6	109	2229	5.3	22.6	90	444	4.2	4.5	72
MASTER, THE	N 8082	726	5.0	9.0	103	1888	4.6	23.4	95	1943	4.6	24.0	96	520	5.0	6.4	103
MATT HOUSTON	A 12881	1254	8.6	9.7	112	3110	7.6	24.1	99	3115	7.4	24.2	96	768	7.3	6.0	96
NBC MONDAY NIGHT MOVIE	N 23889	2033	13.9	8.5	98	5965	14.5	25.0	102	6501	15.4	27.2	108	1491	14.3	6.2	100
NBC NIGHTLY NEWS	N 11156	935	6.4	8.4	96	2579	6.3	23.1	94	2667	6.3	23.9	95	804	7.7	7.2	116
NBC NIGHTLY NEWS-SAT	N 7363	660	4.5	9.0	103	1605	3.9	21.8	89	1689	4.0	22.9	91	587	5.6	8.0	128
NBC NIGHTLY NEWS-SUN	N 6214	626	4.3	10.1	116	1492	3.6	24.0	98	1541	3.7	24.8	99	417	4.0	6.7	108
NBC SUNDAY NIGHT MOVIE	M 17590	1824	12.5	10.4	119	4446	10.8	25.3	103	5021	11.9	28.5	114	964	9.2	5.5	88
NEWMART	C 16740	1378	9.5	8.2	95	4167	10.2	24.9	102	4128	9.8	24.7	98	845	8.1	5.0	81
ONE DAY AT A TIME	C 11820	1037	7.1	8.8	101	3097	7.5	26.2	107	3252	7.7	27.5	109	690	6.6	5.8	94
PEOPLE ARE FUNNY	N 9138	696	4.8	7.6	88	2362	5.8	25.8	106	1976	4.7	21.6	86	408	3.9	4.5	72
REAL PEOPLE	N 15979	1295	8.9	8.1	93	4044	9.9	25.3	103	4023	9.5	25.2	100	1305	12.5	8.2	131
REMINGTON STEELE	N 14395	1375	9.4	9.6	110	3735	9.1	25.9	106	3771	8.9	26.2	104	946	9.0	6.6	105
RIPLY'S BELIEVE IT - NOT	A 11362	895	6.1	7.9	91	2639	6.4	23.2	95	3025	7.2	26.6	106	553	5.3	4.9	78
RIPIDE	N 13920	1133	7.8	8.1	94	3553	8.7	25.5	104	3718	8.8	26.7	106	818	7.8	5.9	94
SCARECROW & MRS. KING	C 17571	1665	11.4	9.5	109	3991	9.7	22.7	93	4213	10.0	24.0	95	1085	10.4	6.2	99
SIMON & SIMON	C 20208	1838	12.6	9.1	105	4796	11.7	23.7	97	5124	12.1	25.4	101	1347	12.9	6.7	107
60 MINUTES	C 27668	2535	17.4	9.2	105	6830	16.6	24.7	101	6124	14.5	22.1	88	1966	18.8	7.1	114
ST. ELSEWHERE	N 13699	1453	10.0	10.6	122	3850	9.4	28.1	115	3545	8.4	25.9	103	1064			



DENTURE CLEANSERS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-1

4A. DO YOU YOURSELF USE THEM?

	'000	%	UNWEIGHTED	
YES	36390	21.7	4225	
NO	131337	78.3	14885	
	ALL		SOLE	
	'000	%	'000	%
			PRIMARY	
	'000	%	'000	%
			SECONDARY	
	'000	%	'000	%
			UNWEIGHTED	

IF YOU DO

4B. WHAT TYPES DO YOU USE?

LIQUID	2835	1.7	2028	1.2	537	.3	270	.2	282
PASTE	7765	4.6	4944	2.9	2191	1.3	630	.4	916
POWDER	4560	2.7	3079	1.8	997	.6	484	.3	587
TABLETS	24534	14.6	20876	12.4	2640	1.6	1018	.6	2834
OTHER	1000	.6	706	.4	196	.1	99	.1	133
DO NOT KNOW	396	.2							49

4C. ABOUT HOW MANY TIMES DID YOU USE DENTURE CLEANSERS IN THE LAST 7 DAYS?

		'000	%	UNWEIGHTED
EIGHT OR MORE	H	4391	2.6	521
SEVEN	H	14514	8.7	1665
SIX	L	1653	1.0	185
FIVE	L	1804	1.1	235
FOUR	L	2520	1.5	308
THREE	L	3137	1.9	358
TWO	L	4048	2.4	455
ONE	L	3095	1.8	341
NONE	L	1227	.7	157

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	36390	100.0	21.7	100	4391	100.0	2.6	100	14514	100.0	8.7	100	17485	100.0	10.4	100
MALES	79263	15157	41.7	19.1	88	1206	27.5	1.5	58	6159	42.4	7.8	90	7791	44.6	9.8	94
FEMALES	88464	21233	58.3	24.0	111	3185	72.5	3.6	138	8355	57.6	9.4	109	9693	55.4	11.0	105
18 - 24	28671	2439	6.7	8.5	39	**309	7.0	1.1	41	*748	5.2	2.6	30	1383	7.9	4.8	46
25 - 34	39536	2902	8.0	7.3	34	*349	7.9	0.9	34	944	6.5	2.4	28	1609	9.2	4.1	35
35 - 44	28978	4509	12.4	15.6	72	664	15.1	2.3	88	1464	10.1	5.1	58	2382	13.6	8.2	79
45 - 54	22345	5977	16.4	26.7	123	578	13.2	2.6	99	2680	18.5	12.0	139	2720	15.6	12.2	117
55 - 64	22224	8253	22.7	37.1	171	1110	25.3	5.0	191	3654	25.2	16.4	190	3488	19.9	15.7	151
65 OR OLDER	25973	12309	33.8	47.4	218	1383	31.5	5.3	203	5024	34.6	19.3	224	5902	33.8	22.7	218
18 - 34	68207	5341	14.7	7.8	36	657	15.0	1.0	37	1691	11.7	2.5	29	2992	17.1	4.4	42
18 - 49	108058	12462	34.2	11.5	53	1531	34.9	1.4	54	4402	30.3	4.1	47	6530	37.3	6.0	58
25 - 54	90859	13388	36.8	14.7	68	1590	36.2	1.7	67	5088	35.1	5.6	65	6711	38.4	7.4	71
35 - 49	39851	7121	19.6	17.9	82	873	19.9	2.2	84	2711	18.7	6.8	79	3537	20.2	8.9	85
50 OR OLDER	59669	23928	65.8	40.1	185	2861	65.2	4.8	183	10112	69.7	16.9	196	10955	62.7	18.4	176
GRADUATED COLLEGE	28091	2758	7.6	9.8	45	*262	6.0	0.9	36	1099	7.6	3.9	45	1397	8.0	5.0	48
ATTENDED COLLEGE	28938	3553	9.8	12.3	57	*401	9.1	1.4	53	1568	10.8	5.4	63	1585	9.1	5.5	53
GRADUATED HIGH SCHOOL	65503	13662	37.5	20.9	96	1836	41.8	2.8	107	5598	38.6	8.5	99	6228	35.6	9.5	91
DID NOT GRADUATE HIGH SCHOOL	45195	16417	45.1	36.3	167	1893	43.1	4.2	160	6249	43.1	13.8	160	8275	47.3	18.3	176
EMPLOYED MALES	56429	7667	21.1	13.6	63	722	16.4	1.3	49	3109	21.4	5.5	64	3836	21.9	6.8	65
EMPLOYED FEMALES	43971	6951	19.1	15.8	73	1105	25.2	2.5	96	2970	20.5	6.8	78	2876	16.4	6.5	63
EMPLOYED FULL-TIME	87773	12758	35.1	14.5	67	1557	35.5	1.8	68	5270	36.3	6.0	69	5931	33.9	6.8	65
EMPLOYED PART-TIME	12627	1860	5.1	14.7	68	*271	6.2	2.1	82	809	5.6	6.4	74	781	4.5	6.2	59
NOT EMPLOYED	67327	21771	59.8	32.3	149	2563	58.4	3.8	145	8436	58.1	12.5	145	10772	61.6	16.0	153
PROFESSIONAL/MANAGER	25845	2470	6.8	9.6	44	*289	6.6	1.1	43	839	5.8	3.2	38	1343	7.7	5.2	50
TECH/CLERICAL/SALES	30895	4097	11.3	13.3	61	528	12.0	1.7	65	2056	14.2	6.7	77	1513	8.7	4.9	47
PRECISION/CRAFT	12629	1889	5.2	15.0	69	**150	3.4	1.2	45	849	5.8	6.7	78	890	5.1	7.0	68
OTHER EMPLOYED	31031	6162	16.9	19.9	92	861	19.6	2.8	106	2335	16.1	7.5	87	2967	17.0	9.6	92
SINGLE	35557	3787	10.4	10.7	49	*441	10.0	1.2	47	1329	9.2	3.7	43	2017	11.5	5.7	54
MARRIED	103585	22503	61.8	21.7	100	2785	63.4	2.7	103	9165	63.1	8.8	102	10552	60.3	10.2	98
DIVORCED/SEPARATED/WIDOWED	28585	10100	27.8	35.3	163	1165	26.5	4.1	156	4020	27.7	14.1	163	4915	28.1	17.2	165
PARENTS	59295	7478	20.5	12.6	58	982	22.4	1.7	63	2480	17.1	4.2	48	4016	23.0	6.8	65
WHITE	146081	31017	85.2	21.2	98	3785	86.2	2.6	99	12768	88.0	8.7	101	14464	82.7	9.9	95
BLACK	17974	4827	13.3	26.9	124	524	11.9	2.9	111	1524	10.5	8.5	98	2779	15.9	15.5	148
OTHER	3672	*545	1.5	14.8	68	**82	1.9	2.2	85	**222	1.5	6.0	70	**242	1.4	6.6	63
NORTHEAST-CENSUS	37005	8380	23.0	22.6	104	951	21.7	2.6	98	3616	24.9	9.8	113	3813	21.8	10.3	99
NORTH CENTRAL	42642	9410	25.9	22.1	102	987	22.5	2.3	88	3852	26.5	9.0	104	4571	26.1	10.7	103
SOUTH	56777	13937	38.3	24.5	113	1858	42.3	3.3	125	5049	34.8	8.9	103	7031	40.2	12.4	119
WEST	31303	4662	12.8	14.9	69	595	13.6	1.9	73	1997	13.8	6.4	74	2070	11.8	6.6	63
NORTHEAST-MKTG.	38125	7912	21.7	20.8	96	897	20.4	2.4	90	3450	23.8	9.0	105	3565	20.4	9.4	90
EAST CENTRAL	24794	6018	16.5	24.3	112	806	18.4	3.3	124	2337	16.1	9.4	109	2875	16.4	11.6	111
WEST CENTRAL	28511	6006	16.5	21.1	97	512	11.7	1.8	69	2515	17.3	8.8	102	2979	17.0	10.4	100
SOUTH	48953	12491	34.3	25.5	118	1645	37.5	3.4	128	4519	31.1	9.2	107	6326	36.2	12.9	124
PACIFIC	27344	3963	10.9	14.5	67	*530	12.1	1.9	74	1692	11.7	6.2	72	1740	10.0	6.4	61
COUNTY SIZE A	69301	12119	33.3	17.5	81	1448	33.0	2.1	80	4722	32.5	6.8	79	5949	34.0	8.6	82
COUNTY SIZE B	50633	11778	32.4	23.3	107	1440	32.8	2.8	109	5019	34.6	9.9	115	5319	30.4	10.5	101
COUNTY SIZE C	26259	6525	17.9	24.8	115	783	17.8	3.0	114	2529	17.4	9.6	111	3213	18.4	12.2	117
COUNTY SIZE D	21534	5968	16.4	27.7	128	719	16.4	3.3	128	2245	15.5	10.4	120	3003	17.2	13.9	134
METRO CENTRAL CITY	50014	10309	28.3	20.6	95	1253	28.5	2.5	96	4376	30.2	8.7	101	4680	26.8	9.4	90
METRO SUBURBAN	76832	14813	40.7	19.3	89	1780	40.5	2.3	88	5813	40.1	7.6	87	7220	41.3	9.4	90
NON METRO	40881	11267	31.0	27.6	127	1357	30.9	3.3	127	4325	29.8	10.6	122	5585	31.9	13.7	131
TOP 5 ADI'S	39550	7002	19.2	17.7	82	746	17.0	1.9	72	2816	19.4	7.1	82	3439	19.7	8.7	83
TOP 10 ADI'S	54877	9627	26.5	17.5	81	1042	23.7	1.9	73	3974	27.4	7.2	84	4612	26.4	8.4	81
TOP 20 ADI'S	77516	14200	39.0	18.3	84	1645	37.5	2.1	81	5687	39.2	7.3	85	6869	39.3	8.9	85
MSHLD INC. \$50,000 OR MORE	17257	2022	5.6	11.7	54	**213	4.9	1.2	47	782	5.4	4.5	52	1028	5.9	6.0	57
\$40,000 OR MORE	33235	4027	11.1	12.1	56	*375	8.5	1.1	43	1504	10.4	4.5	52	2148	12.3	6.5	62
\$30,000 OR MORE	59693	8028	22.1	13.4	62	831	18.9	1.4	53	3136	21.6	5.3	61	4061	23.2	6.8	65
\$25,000 OR MORE	76275	10568	29.0	13.9	64	1130	25.7	1.5	57	4280	29.5	5.6	65	5158	29.5	6.8	65
\$20,000 - \$24,999	18607	3683	10.1	19.8	91	*474	10.8	2.5	97	1442	9.9	7.7	90	1768	10.1	9.5	91
\$15,000 - \$19,999	17175	3917	10.8	22.8	105	*428	9.7	2.5	95	1682	11.6	9.8	113	1807	10.3	10.5	101
\$10,000 - \$14,999	24569	7185	19.7	29.2	135	1074	24.5	4.4	167	2789	19.2	11.4	131	3322	19.0	13.5	130
UNDER \$10,000	31101	11037	30.3	35.5	164	1286	29.3	4.1	158	4321	29.8	13.9	161	5430	31.1	17.5	167
HOUSEHOLD OF 1 PERSON	19441	6246	17.2	32.1	148	764	17.4	3.9	150	2492	17.2	12.8	148	2990	17.1	15.4	148
2 PEOPLE	51803	14948	41.1	28.9	133	2019	46.0	3.9	149	5997	41.3	11.6	134	5932	39.6	13.4	128
3 OR 4 PEOPLE	66933	10236	28.1	15.3	70	1102	25.1	1.6	63	4417	30.4	6.6	76	4716	27.0	7.0	68
5 OR MORE PEOPLE	29550	4960	13.6	16.8	77	*506	11.5	1.7	65	1608	11.1	5.4	63	2846	16.3	9.6	92
NO CHILD IN HSHLD	96587	26886	73.9	27.8	128	3211	73.1	3.3	127	11320	78.0	11.7	135	12355	70.7	12.8	123
CHILD(REN) UNDER 2 YRS	10844	825	2.3	7.6	35	**95	2.2	0.9	33	**203	1.4	1.9	22	*527	3.0	4.9	47
2 - 5 YEARS	26358	2433	6.7	9.2	43	*246	5.6	0.9	36	*641	4.4	2.4	28	1545	8.8	5.9	56
6 - 11 YEARS	30453	4169	11.5	13.7	63	*544	12.4	1.8	68	1429	9.8	4.7	54	2197	12.6	7.2	69
12 - 17 YEARS	36575	6312	17.3	17.3	80	802	18.3	2.2	84	2207	15.2	6.0	70	3303	18.9	9.0	87
RESIDENCE OWNED	117770	27315	75.1	23.2	107	3205	73.0	2.7	104	11053	76.2	9.4	108	13057	74.7	11.1	106
VALUE: \$50,000 OR MORE	70166	12860	35.3	18.3	84	1395	31.8	2.0	76	5471	37.7	7.8	90	5994	34.3	8.5	82
VALUE: UNDER \$50,000	47604	14455	39.7	30.4	140	1810	41.2	3.8	145	5582	38.5	11.7	136	7064	40.4	14.8	142

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BE

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	36390	100.0	21.7	100	4391	100.0	2.6	100	14514	100.0	8.7	100	17485	100.0	10.4	100
MAGAZINES	QUINTILE 1	34022	6042	16.6	17.8	82	595	13.6	1.7	67	2561	17.6	7.5	87	2886	16.5	8.5	81
	QUINTILE 2	34800	6492	17.8	18.7	86	836	19.0	2.4	92	2485	17.1	7.1	83	3171	18.1	9.1	87
	QUINTILE 3	30514	5814	16.0	19.1	88	653	14.9	2.1	82	2389	16.5	7.8	90	2772	15.9	9.1	87
	QUINTILE 4	33324	7567	20.8	22.7	105	875	19.9	2.6	100	3010	20.7	9.0	104	3682	21.1	11.0	106
	QUINTILE 5	35066	10474	28.8	29.9	138	1432	32.6	4.1	156	4069	28.0	11.6	134	4973	28.4	14.2	136
NEWSPAPERS	QUINTILE 1	29107	6120	16.8	21.0	97	606	13.8	2.1	80	2781	19.2	9.6	110	2733	15.6	9.4	90
	QUINTILE 2	49095	10453	28.7	21.3	98	1289	29.4	2.6	100	4227	29.1	8.6	99	4937	28.2	10.1	96
	QUINTILE 3	23107	4939	13.6	21.4	99	596	13.6	2.6	99	2047	14.1	8.9	102	2297	13.1	9.9	99
	QUINTILE 4	33556	6992	19.2	20.8	96	897	20.4	2.7	102	2643	18.2	7.9	91	3452	19.7	10.3	99
	QUINTILE 5	32863	7886	21.7	24.0	111	1004	22.9	3.1	117	2816	19.4	8.6	99	4065	23.2	12.4	119
OUTDOOR	QUINTILE 1	33431	5198	14.3	15.5	72	511	11.6	1.5	58	2207	15.2	6.6	76	2480	14.2	7.4	71
	QUINTILE 2	33478	6657	18.3	19.9	92	840	19.1	2.5	96	2471	17.0	7.4	85	3347	19.1	10.0	96
	QUINTILE 3	33574	7377	20.3	22.0	101	757	17.2	2.3	86	2947	20.3	8.8	101	3672	21.0	10.9	105
	QUINTILE 4	33935	8217	22.6	24.2	112	1083	24.7	3.2	122	3363	23.2	9.9	115	3772	21.6	11.1	107
	QUINTILE 5	33310	8940	24.6	26.8	124	1200	27.3	3.6	138	3526	24.3	10.6	122	4214	24.1	12.7	121
RADIO-DRIVE TIME	QUINTILE 1	33136	6927	19.0	20.9	96	776	17.7	2.3	89	2866	19.7	8.6	100	3286	18.8	9.9	95
	QUINTILE 2	31658	6088	16.7	19.2	89	753	17.1	2.4	91	2567	17.7	8.1	94	2767	15.8	8.7	84
	QUINTILE 3	32541	6298	17.3	19.4	89	858	19.5	2.6	101	2408	16.6	7.4	86	3032	17.3	9.3	89
	QUINTILE 4	34247	6746	18.5	19.7	91	757	17.2	2.2	84	2564	17.7	7.5	87	3425	19.6	10.0	96
	QUINTILE 5	36144	10331	28.4	28.6	132	1247	28.4	3.5	132	4110	28.3	11.4	131	4974	28.4	13.8	132
RADIO-MID- DAY	TERCILE 1	45037	8661	23.8	19.2	89	1003	22.8	2.2	85	3529	24.3	7.8	91	4129	23.6	9.2	88
	TERCILE 2	44819	9999	27.5	22.3	103	1345	30.6	3.0	115	3571	24.6	8.0	92	5083	29.1	11.3	109
	TERCILE 3	77872	17729	48.7	22.8	105	2043	46.5	2.6	100	7414	51.1	9.5	110	8272	47.3	10.6	102
RADIO-TOTAL	QUINTILE 1	33763	6559	18.0	19.4	90	746	17.0	2.2	84	2743	18.9	8.1	94	3070	17.6	9.1	87
	QUINTILE 2	33240	6901	19.0	20.8	96	824	18.8	2.5	95	2715	18.7	8.2	94	3363	19.2	10.1	97
	QUINTILE 3	33408	6436	17.7	19.3	89	786	17.9	2.4	90	2594	17.9	7.8	90	3057	17.5	9.2	88
	QUINTILE 4	34792	7041	19.3	20.2	93	913	20.8	2.6	100	2627	18.1	7.6	87	3501	20.0	10.1	97
	QUINTILE 5	32524	9452	26.0	29.1	134	1123	25.6	3.5	132	3836	26.4	11.8	136	4494	25.7	13.8	133
TV-PRIME TIME	QUINTILE 1	33090	8850	24.3	26.7	123	933	21.2	2.8	108	3490	24.0	10.5	122	4427	25.3	13.4	128
	QUINTILE 2	33357	7109	19.5	21.3	98	1004	22.9	3.0	115	2711	18.7	8.1	94	3394	19.4	10.2	98
	QUINTILE 3	33980	7184	19.7	21.1	97	867	19.7	2.6	97	2727	18.8	8.0	93	3591	20.5	10.6	101
	QUINTILE 4	33854	6422	17.6	19.0	87	818	18.6	2.4	92	2732	18.8	8.1	93	2873	16.4	8.5	81
	QUINTILE 5	33444	6824	18.8	20.4	94	769	17.5	2.3	88	2855	19.7	8.5	99	3200	18.3	9.6	92
TV-DAYTIME	TERCILE 1	49121	13583	37.3	27.7	127	1539	35.0	3.1	120	5037	34.7	10.3	119	7008	40.1	14.3	137
	TERCILE 2	48823	10421	28.6	21.3	98	1425	32.5	2.9	111	4424	30.5	9.1	105	4572	26.1	9.4	90
	TERCILE 3	69782	12386	34.0	17.7	82	1427	32.5	2.0	78	5054	34.8	7.2	84	5906	33.8	8.5	81
TV-TOTAL	QUINTILE 1	33584	9936	27.3	29.6	136	1167	26.6	3.5	133	3661	25.2	10.9	126	5108	29.2	15.2	146
	QUINTILE 2	33441	8411	23.1	25.2	116	888	20.2	2.7	101	3432	23.6	10.3	119	4090	23.4	12.2	117
	QUINTILE 3	33505	6535	18.0	19.5	90	878	20.0	2.6	100	2738	18.9	8.2	94	2919	16.7	8.7	84
	QUINTILE 4	33466	5862	16.1	17.5	81	874	19.9	2.6	100	2329	16.0	7.0	80	2659	15.2	7.9	76
	QUINTILE 5	33731	5647	15.5	16.7	77	584	13.3	1.7	66	2355	16.2	7.0	81	2708	15.5	8.0	77
MAGAZINES-NEWSPAPERS: DUAL		44503	8309	22.8	18.7	86	1002	22.8	2.3	86	3393	23.4	7.6	88	3914	22.4	8.8	84
MAGAZINE IMPERATIVE		39363	7070	19.4	18.0	83	857	19.5	2.2	83	2737	18.9	7.0	80	3477	19.9	8.8	85
NEWSPAPER IMPERATIVE		46441	11261	30.9	24.2	112	1246	28.4	2.7	102	4929	34.0	10.6	123	5087	29.1	11.0	105
MAGAZINES-OUTDOOR: DUAL		33726	5134	14.1	15.2	70	665	15.1	2.0	75	2149	14.8	6.4	74	2319	13.3	6.9	66
MAGAZINE IMPERATIVE		52846	11343	31.2	21.5	99	1272	29.0	2.4	92	4442	30.6	8.4	97	5630	32.2	10.7	102
OUTDOOR IMPERATIVE		52140	11309	31.1	21.7	100	1203	27.4	2.3	88	4415	30.4	8.5	98	5692	32.6	10.9	105
MAGAZINES-RADIO: DUAL		37081	6931	19.0	18.7	86	909	20.7	2.5	94	2720	18.7	7.3	85	3302	18.9	8.9	85
MAGAZINE IMPERATIVE		49747	9209	25.3	18.5	85	935	21.3	1.9	72	3763	25.9	7.6	87	4511	25.8	9.1	87
RADIO IMPERATIVE		49208	10705	29.4	21.8	100	1177	26.8	2.4	91	4393	30.3	8.9	103	5136	29.4	10.4	100
MAGAZINES-TELEVISION: DUAL		33103	7454	20.5	22.5	104	785	17.9	2.4	91	2937	20.2	8.9	103	3732	21.3	11.3	108
MAGAZINE IMPERATIVE		54575	8017	22.0	14.7	68	950	21.6	1.7	66	3335	23.0	6.1	71	3731	21.3	6.8	66
TELEVISION IMPERATIVE		53249	15023	41.3	28.2	130	1855	42.2	3.5	133	5807	40.0	10.9	126	7361	42.1	13.8	133
NEWSPAPERS-OUTDOOR: DUAL		36255	6658	18.3	18.4	85	756	17.2	2.1	80	2738	18.9	7.6	87	3164	18.1	8.7	84
NEWSPAPER IMPERATIVE		55591	13144	36.1	23.6	109	1508	34.3	2.7	104	5530	38.1	9.9	115	6106	34.9	11.0	105
OUTDOOR IMPERATIVE		48319	9108	25.0	18.8	87	1056	24.0	2.2	83	3446	23.7	7.1	82	4606	26.3	9.5	91
NEWSPAPERS-RADIO: DUAL		37242	7679	21.1	20.6	95	1018	23.2	2.7	104	3241	22.3	8.7	101	3420	19.6	9.2	88
NEWSPAPER IMPERATIVE		54423	11817	32.5	21.7	100	1233	28.1	2.3	87	5058	34.8	9.3	107	5525	31.6	10.2	97
RADIO IMPERATIVE		46650	9179	25.2	19.7	91	993	22.6	2.1	81	3535	24.4	7.6	88	4651	26.6	10.0	96
NEWSPAPERS-TELEVISION: DUAL		35974	9409	25.9	26.2	121	947	21.6	2.6	101	3732	25.7	10.4	120	4730	27.1	13.1	126
NEWSPAPER IMPERATIVE		56095	9733	26.7	17.4	80	1230	28.0	2.2	84	4409	30.4	7.9	91	4094			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
			DOWN	%			DOWN	%			DOWN	%			DOWN	%	
TOTAL ADULTS	167727	36390	100.0	21.7	100	4391	100.0	2.6	100	14514	100.0	8.7	100	17485	100.0	10.4	100
ATLANTIC MONTHLY	867	**88	0.2	10.1	47	**8	0.2	0.9	35	**40	0.3	4.6	53	**40	0.2	4.6	44
BARRON'S	1580	*188	0.5	11.9	55	**0	0.0	0.0	0	**58	0.4	3.7	42	**130	0.7	8.2	79
BETTER HOMES & GARDENS	22203	4935	13.6	22.2	102	582	13.3	2.6	100	1992	13.7	9.0	104	2361	13.5	10.6	102
BON APPETIT	3810	664	1.8	17.4	80	*141	3.2	3.7	141	*253	1.7	6.6	77	270	1.5	7.1	68
BUSINESS WEEK	4663	728	2.0	15.6	72	**51	1.2	1.1	42	317	2.2	6.8	79	360	2.1	7.7	74
CAR AND DRIVER	3102	*324	0.9	10.4	48	**30	0.7	1.0	37	**88	0.6	2.8	33	*205	1.2	6.6	63
CBS MAGAZINE NETWORK (GROSS)	7311	921	2.5	12.6	58	**105	2.4	1.4	55	296	2.0	4.0	47	520	3.0	7.1	68
CHANGING TIMES	3400	690	1.9	20.3	94	**73	1.7	2.1	82	240	1.7	7.1	82	377	2.2	11.1	106
COLONIAL HOMES	1796	385	1.1	21.4	99	**24	0.5	1.3	51	*130	0.9	7.2	84	*232	1.3	12.9	124
CONDE NAST MAG. PKG. (GROSS)	19924	2559	7.0	12.8	59	422	9.6	2.1	81	1102	7.6	5.5	64	1036	5.9	5.2	50
CONSUMERS DIGEST	3125	812	2.2	26.0	120	**75	1.7	2.4	92	338	2.3	10.8	125	399	2.3	12.8	122
COSMOPOLITAN	10577	1465	4.0	13.9	64	*244	5.6	2.3	88	644	4.4	6.1	70	577	3.3	5.5	52
COUNTRY LIVING	3746	621	1.7	16.6	76	**65	1.5	1.7	66	*253	1.7	6.8	78	303	1.7	8.1	78
CUISINE	2214	514	1.4	23.2	107	**73	1.7	3.3	126	*253	1.7	11.4	132	*188	1.1	8.5	81
CYCLE WORLD	2394	311	0.9	13.0	60	**35	0.8	1.5	56	*55	0.4	2.3	27	*221	1.3	9.2	89
DCI:CREATIVE IDEAS FOR LIV	3068	600	1.6	19.6	90	**94	2.1	3.1	117	*201	1.4	6.6	76	305	1.7	9.9	95
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2096	5.8	21.9	101	293	6.7	3.1	117	901	6.2	9.4	109	901	5.2	9.4	90
DISCOVER	2277	*272	0.7	11.9	55	**44	1.0	1.9	74	**83	0.6	3.6	42	**146	0.8	6.4	62
EBONY	7187	1536	4.2	21.4	99	177	4.0	2.5	94	505	3.5	7.0	81	854	4.9	11.9	114
ESQUIRE	2560	520	1.4	20.3	94	**17	0.4	0.7	25	*226	1.6	8.8	102	276	1.6	10.8	103
ESSENCE	3242	716	2.0	22.1	102	**62	1.4	1.9	73	*270	1.9	8.3	96	383	2.2	11.8	113
FAMILY CIRCLE	19639	4338	11.9	22.1	102	661	15.1	3.4	129	1852	12.8	9.4	109	1825	10.4	9.3	89
THE FAMILY HANDYMAN	3540	949	2.6	26.8	124	**102	2.3	2.9	110	363	2.5	10.3	119	484	2.8	13.7	131
FAMILY WEEKLY	23924	5733	15.8	24.0	110	869	19.8	3.6	139	2475	17.1	10.3	120	2389	13.7	10.0	96
FIELD & STREAM	9883	2068	5.7	20.9	96	*184	4.2	1.9	71	836	5.8	8.5	98	1049	6.0	10.6	102
FOOD & WINE	1030	186	0.5	18.1	83	**11	0.3	1.1	41	**111	0.8	10.8	125	**65	0.4	6.3	61
FORBES	2679	366	1.0	13.7	63	**4	0.1	0.1	6	*130	0.9	4.9	56	*232	1.3	8.7	83
FORTUNE	2931	298	0.8	10.2	47	**20	0.5	0.7	26	**96	0.7	3.3	38	*183	1.0	6.2	60
GENTLEMAN'S QUARTERLY	3481	405	1.1	11.6	54	**9	0.2	0.3	10	*166	1.1	4.8	55	*231	1.3	6.6	64
GLAMOUR	7163	834	2.3	11.6	54	*166	3.8	2.3	89	399	2.7	5.6	64	269	1.5	3.8	36
GOLF DIGEST	2355	431	1.2	18.3	84	**42	1.0	1.8	68	*170	1.2	7.2	83	*219	1.3	9.3	89
GOLF DIGEST/TENNIS (GROSS)	3610	614	1.7	17.0	78	**46	1.0	1.3	49	258	1.8	7.1	83	311	1.8	8.6	83
GOLF MAGAZINE	2046	339	0.9	16.6	76	**22	0.5	1.1	41	*152	1.0	7.4	86	*164	0.9	8.0	77
GOLF MAGAZINE/SKI (GROSS)	3547	418	1.1	11.8	54	**41	0.9	1.2	44	*195	1.3	5.5	64	*282	1.0	5.1	49
GOOD HOUSEKEEPING	20353	4662	12.8	22.9	106	625	14.2	3.1	117	2013	13.9	9.9	114	2025	11.6	9.9	95
HARPER'S BAZAAR	3362	472	1.3	14.0	65	**58	1.3	1.7	66	*190	1.3	5.7	65	*224	1.3	6.7	64
HEALTH	2987	717	2.0	24.0	111	**71	1.6	2.4	91	368	2.5	12.3	142	278	1.6	9.3	89
HEARST MAG CORP. BUY (GROSS)	67928	12955	35.6	19.1	88	1653	37.6	2.4	93	5517	38.0	8.1	94	5786	33.1	8.5	82
HEARST MAN POWER (GROSS)	11282	2113	5.8	18.7	86	*194	4.4	1.7	66	890	6.1	7.9	91	1029	5.9	9.1	87
HEARST WOMAN POWER (GROSS)	40514	8106	22.3	20.0	92	1166	26.6	2.9	110	3494	24.1	8.6	100	3447	19.7	8.5	82
HOUSE BEAUTIFUL	4885	849	2.3	17.4	80	**121	2.8	2.5	95	355	2.4	7.3	84	373	2.1	7.6	73
INC.	1308	*234	0.6	17.9	82	**14	0.3	1.1	41	**103	0.7	7.9	91	**117	0.7	8.9	86
JET	6498	1431	3.9	22.0	102	*156	3.6	2.4	92	415	2.9	6.4	74	861	4.9	13.3	127
LADIES' HOME JOURNAL	14797	3216	8.8	21.7	100	433	9.9	2.9	112	1362	9.4	9.2	106	1422	8.1	9.6	92
LHJ FAMILY GRP COMBO(GROSS)	21743	4778	13.1	22.0	101	618	14.1	2.8	109	2153	14.8	9.9	114	2007	11.5	9.2	89
LIFE	9881	1706	4.7	17.3	80	234	5.3	2.4	90	600	4.1	6.1	70	872	5.0	8.8	85
L.A. TIMES HOME MAGAZINE	2775	261	0.7	9.4	43	**17	0.4	0.6	23	*124	0.9	4.5	52	*121	0.7	4.4	42
MADEMOISELLE	4219	531	1.5	12.6	58	**97	2.2	2.3	88	*304	2.1	7.2	83	*130	0.7	3.1	30
MC CALL'S	16422	3910	10.7	23.8	110	564	12.8	3.4	131	1627	11.2	9.9	114	1718	9.8	10.5	100
MC CALL'S/WRK MOTHER (GROSS)	17919	4221	11.6	23.6	109	573	13.0	3.2	122	1712	11.8	9.6	110	1937	11.1	10.8	104
MECHANIX ILLUSTRATED	4433	870	2.4	19.6	90	**82	1.9	1.8	71	358	2.5	8.1	93	430	2.5	9.7	93
METROPOLITAN HOME	1504	*315	0.9	20.9	97	**23	0.5	1.5	58	**136	0.9	9.0	104	*155	0.9	10.3	99
MONEY	4723	717	2.0	15.2	70	**35	0.8	0.7	28	306	2.1	6.5	75	376	2.2	8.0	76
MOTHER EARTH NEWS	2325	310	0.9	13.3	61	**15	0.3	0.6	25	*143	1.0	6.2	71	*151	0.9	6.5	62
MS.	1189	*186	0.5	15.6	72	**30	0.7	2.5	96	**92	0.6	7.7	89	*64	0.4	5.4	52
NATIONAL ENQUIRER	18892	4572	12.6	24.2	112	523	11.9	2.8	106	1868	12.9	9.9	114	2181	12.5	11.5	111
NATIONAL GEOGRAPHIC	22129	3769	10.4	17.0	79	407	9.3	1.8	70	1491	10.3	6.7	78	1870	10.7	8.5	81
NATIONAL SUNDAY MAGAZINE PKG	103750	21337	58.6	20.6	95	2549	58.1	2.5	94	8901	61.3	8.6	99	9887	56.5	9.5	91
NATURAL HISTORY	1379	*228	0.6	16.5	76	**27	0.6	2.0	75	*440	0.3	2.9	34	*161	0.9	11.7	112
NEW WOMAN	2289	315	0.9	13.8	63	**63	1.4	2.8	105	*122	0.8	5.3	62	*130	0.7	5.7	54
NEW YORK INCLUDING CUE	1088	*150	0.4	13.8	64	**14	0.3	1.3	49	*84	0.6	7.7	89	**52	0.3	4.8	46
THE NEW YORKER	2459	386	1.1	15.7	72	**42	1.0	1.7	65	*198	1.4	8.1	93	*146	0.8	5.9	57
NEWSWEEK	16527	2442	6.7	14.8	68	233	5.3	1.4	54	887	6.1	5.4	62	1322	7.6	8.0	77
THE N.Y. TIMES DAILY EDITION	2739	372	1.0	13.6	63	**59	1.3	2.2	82	*181	1.2	6.6	76	*132	0.8	4.8	46
THE N.Y. TIMES MAGAZINE	4443	583	1.6	13.1	60	**57	1.3	1.3	49	271	1.9	6.1	70	256	1.5	5.8	55
OMNI	2799	337	0.9	12.0	55	**13	0.3	0.5	18	**89	0.6	3.2	37	*235	1.3	8.4	81
ON CABLE	2209	358	1.0	16.2	75	**52	1.2	2.4	90	**85	0.6	3.8	44	*221	1.3	10.0	96
1001 HOME IDEAS	3959	846	2.3	21.4	98	**114	2.6	2.9	110	424	2.9	10.7	124	308	1.8	7.8	75
ORGANIC GARDENING	3111	857	2.4	27.5	127	**62	1.4	2.0	76	415	2.9	13.3	154	380	2.2	12.2	117
OUTDOOR LIFE	5024	960	2.6	19.1	88	**48	1.1	1.0	36	311	2.1	6.2	72	602	3.4	12.0	115
PARADE MAGAZINE	51292	10430	28.7	20.3	94	1156	26.3	2.3	86	4242	29.2	8.3	96	5032	28.8	9.8	94

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	36390	100.0	21.7	100	4391	100.0	2.6	100	14514	100.0	8.7	100	17485	100.0	10.4	100
PARENTS	5298	526	1.4	9.9	46	**68	1.5	1.3	49	*149	1.0	2.8	33	*309	1.8	5.8	56
PENTHOUSE	5129	717	2.0	14.0	64	**15	0.3	0.3	11	*239	1.6	4.7	54	*462	2.6	9.0	86
PEOPLE	21070	3444	9.5	16.3	75	483	11.0	2.3	88	1250	8.6	5.9	69	1711	9.8	8.1	78
PLAYBOY	10562	1504	4.1	14.2	66	*102	2.5	1.0	37	586	4.0	5.5	64	816	4.7	7.7	74
POPULAR HOT RODDING	2498	*281	0.8	11.2	52	**19	0.4	0.8	29	*60	0.4	2.4	28	*202	1.2	8.1	78
POPULAR MECHANICS	5887	1239	3.4	21.0	97	**136	3.1	2.3	88	490	3.4	8.3	96	613	3.5	10.4	100
POPULAR SCIENCE	4317	816	2.2	18.9	87	**113	2.6	2.6	100	312	2.1	7.2	84	392	2.2	9.1	87
PREVENTION	5792	1542	4.2	26.6	123	*180	4.1	3.1	119	667	4.6	11.5	133	694	4.0	12.0	115
PSYCHOLOGY TODAY	3284	494	1.4	15.0	69	*60	1.4	1.8	70	*232	1.6	7.1	82	*203	1.2	6.2	59
READER'S DIGEST	40046	10095	27.7	25.2	116	1130	25.7	2.8	108	4417	30.4	11.0	127	4547	26.0	11.4	109
REDBOOK	9584	1978	5.4	20.6	95	297	6.8	3.1	118	837	5.8	8.7	101	845	4.8	8.8	85
ROAD & TRACK	2590	*261	0.7	10.1	46	*51	1.2	2.0	75	*72	0.5	2.8	32	*137	0.8	5.3	51
ROLLING STONE	3302	*211	0.6	6.4	29	*24	0.5	0.7	28	*123	0.8	3.7	43	*64	0.4	1.9	19
RUNNER'S WORLD	1229	*127	0.3	10.3	48	*9	0.2	0.7	28	*67	0.5	5.5	63	*51	0.3	4.1	40
SATURDAY EVENING POST	2110	522	1.4	24.7	114	*46	1.0	2.2	83	*217	1.5	10.3	119	259	1.5	12.3	118
SCIENCE 84	1543	*95	0.3	6.2	28	*16	0.4	1.0	40	*43	0.3	2.8	32	*35	0.2	2.3	22
SCIENCE DIGEST	1747	*207	0.6	11.8	55	*13	0.3	0.7	28	*115	0.8	6.6	76	*78	0.4	4.5	43
SCIENTIFIC AMERICAN	1994	*159	0.4	8.0	37	*16	0.4	0.8	31	*50	0.3	2.5	29	*93	0.5	4.7	45
SELF	3119	346	1.0	11.1	51	*36	0.8	1.2	44	*105	0.7	3.4	39	*205	1.2	6.6	63
SEVENTEEN	3923	662	1.8	16.9	78	*80	1.8	2.0	78	*209	1.4	5.3	62	*373	2.1	9.5	91
SKI	1501	*79	0.2	5.3	24	*19	0.4	1.3	48	*43	0.3	2.9	33	*17	0.1	1.1	11
SMITHSONIAN	5976	917	2.5	15.3	71	*80	1.8	1.3	51	333	2.3	5.6	64	505	2.9	8.5	81
SOAP OPERA DIGEST	4228	1130	3.1	26.7	123	*140	3.2	3.3	126	477	3.3	11.3	130	513	2.9	12.1	116
SOUTHERN LIVING	6488	1496	4.1	23.1	106	*200	4.6	3.1	118	700	4.8	10.8	125	596	3.4	9.2	88
SPORT	3500	626	1.7	17.9	82	*25	0.6	0.7	27	*221	1.5	6.3	73	380	2.2	10.9	104
THE SPORTING NEWS	2456	416	1.1	16.9	78	*10	0.2	0.4	16	*101	0.7	4.1	48	*305	1.7	12.4	119
SPORTS AFIELD	3648	667	1.8	18.3	84	*44	1.0	1.2	46	284	2.0	7.8	90	338	1.9	9.3	89
SPORTS ILLUSTRATED	14484	1966	5.4	13.6	63	*177	4.0	1.2	47	808	5.6	5.6	64	981	5.6	6.8	65
STAR	12661	3221	8.9	25.4	117	321	7.3	2.5	97	1455	10.0	11.5	133	1445	8.3	11.4	109
SUNDAY	52799	10578	29.1	20.0	92	1145	26.1	2.2	83	4341	29.9	8.2	95	5093	29.1	9.6	93
SUNSET	3513	537	1.5	15.3	70	*47	1.1	1.3	51	*267	1.8	7.6	88	*222	1.3	6.3	61
TV GUIDE	42766	8857	24.3	20.7	95	1019	23.2	2.4	91	3534	24.3	8.3	95	4304	24.6	10.1	97
TENNIS	1254	*183	0.5	14.6	67	*4	0.1	0.3	12	*88	0.6	7.0	81	*92	0.5	7.3	70
TIME	22054	3553	9.8	16.1	74	355	8.1	1.6	61	1335	9.2	6.1	70	1864	10.7	8.5	81
TOWN & COUNTRY	1555	275	0.8	17.7	82	*17	0.4	1.1	42	*134	0.9	8.6	100	*124	0.7	8.0	76
TRAVEL & LEISURE	2173	488	1.3	22.5	104	*64	1.5	2.9	113	*207	1.4	9.5	110	*217	1.2	10.0	96
TRUE STORY	4636	1676	4.6	36.2	167	*167	3.8	3.6	138	687	4.7	14.8	171	823	4.7	17.8	170
U.S. NEWS & WORLD REPORT	10353	1722	4.7	16.6	77	*168	3.8	1.6	62	722	5.0	7.0	81	832	4.8	8.0	77
USA TODAY	4994	839	2.3	16.8	77	*28	0.6	0.6	21	392	2.7	7.8	91	419	2.4	8.4	80
US	3528	558	1.5	15.8	73	*35	0.8	1.0	38	*217	1.5	6.2	71	*307	1.8	8.7	83
VOGUE	5424	848	2.3	15.6	72	*124	2.8	2.3	87	294	2.0	5.4	63	431	2.5	7.9	76
WALL STREET JOURNAL	6292	846	2.3	13.4	62	*76	1.7	1.2	46	291	2.0	4.6	53	478	2.7	7.6	73
WEIGHT WATCHERS	2762	675	1.9	24.4	113	*77	1.8	2.8	106	*312	2.1	11.3	131	287	1.6	10.4	100
WOMAN'S DAY	16320	3895	10.7	23.9	110	638	14.5	3.9	149	1593	11.0	9.8	113	1664	9.5	10.2	98
WORKING MOTHER	1496	312	0.9	20.9	96	*9	0.2	0.6	23	*85	0.6	5.7	66	*218	1.2	14.6	140
WORKING WOMAN	1851	341	0.9	18.4	85	*17	0.4	0.9	35	*119	0.8	6.4	74	*205	1.2	11.1	106
WORLD TENNIS	580	*109	0.3	18.8	87	*7	0.2	1.2	46	*64	0.4	11.0	128	*38	0.2	6.6	63
ZIFF-DAVIS MAG METHK (GROSS)	12412	1556	4.3	12.5	58	*117	2.7	0.9	36	610	4.2	4.9	57	829	4.7	6.7	64
BLAIR INSERTS	91671	18009	49.5	19.6	91	2070	47.1	2.3	86	7555	52.1	8.2	95	8383	47.9	9.1	88
DAILY NEWSPAPERS																	
READ ANY	109190	23674	65.1	21.7	100	2736	62.3	2.5	96	9786	67.4	9.0	104	11151	63.8	10.2	98
READ ONE	89587	19500	53.6	21.8	100	2333	53.1	2.6	99	7901	54.4	8.8	102	9266	53.0	10.3	99
READ TWO OR MORE	19602	4174	11.5	21.3	98	403	9.2	2.1	79	1885	13.0	9.6	111	1886	10.8	9.6	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22427	61.6	20.5	94	2704	61.6	2.5	94	9397	64.7	8.6	99	10326	59.1	9.4	90
READ ONE	95074	19538	53.7	20.6	95	2453	55.9	2.6	99	8061	55.5	8.5	98	9024	51.6	9.5	91
READ TWO OR MORE	14588	2889	7.9	19.8	91	251	5.7	1.7	66	1336	9.2	9.2	106	1301	7.4	8.9	86
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	24.27				20.15				24.30				25.29			
30 DAY REACH	149706	31457	86.4	21.0	97	3879	88.3	2.6	99	12480	86.0	8.3	96	15098	86.3	10.1	97
50 SHWG - 30 DAY AV FREQ	15.16	12.85				10.92				12.81				13.38			
30 DAY REACH	142406	29747	81.7	20.9	96	3595	81.9	2.5	96	11860	81.7	8.3	96	14292	81.7	10.0	96
25 SHWG - 30 DAY AV FREQ	8.23	7.14				6.21				7.04				7.45			
30 DAY REACH	131152	26738	73.5	20.4	94	3108	70.8	2.4	91	10770	74.2	8.2	95	12860	73.5	9.8	94
CABLE TV: HOME WIRED	66879	14085	38.7	21.1	97	1721	39.2	2.6	98	5992	41.3	9.0	104	6372	36.4	9.5	91
HOME NOT WIRED	100848	22305	61.3	22.1	102	2670	60.8	2.6	101	8522	58.7	8.5	98	11113	63.6	11.0	106
HAVE PAY CABLE	35024	6012	16.5	17.2	79	718	16.4	2.1	78	2508	17.3	7.2	83	2786	15.9	8.0	76

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	36390	100.0	21.7	100	4391	100.0	2.6	100	14514	100.0	8.7	100	17485	100.0	10.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18881	51.9	19.7	91	2214	50.4	2.3	88	7768	53.5	8.1	94	8899	50.9	9.3	89
10:00 AM - 3:00 PM	63599	12998	35.7	20.4	94	1669	38.0	2.6	100	4835	33.3	7.6	88	6494	37.1	10.2	98
3:00 PM - 7:00 PM	72097	12621	34.7	17.5	81	1418	32.3	2.0	75	5056	34.8	7.0	81	6147	35.2	8.5	82
7:00 PM - MIDNIGHT	36670	6739	18.5	18.4	85	633	14.4	1.7	66	2599	17.9	7.1	82	3506	20.1	9.6	92
MIDNIGHT - 6:00 AM	21908	4351	12.0	19.9	92	591	13.5	2.7	103	1686	11.6	7.7	89	2075	11.9	9.5	91
6:00 AM - MIDNIGHT	127571	25164	69.2	19.7	91	2971	67.7	2.3	89	10024	69.1	7.9	91	12170	69.6	9.5	92
ENTIRE DAY	129239	25530	70.2	19.8	91	3023	68.8	2.3	89	10165	70.0	7.9	91	12342	70.6	9.5	92
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6619	18.2	19.5	90	645	14.7	1.9	72	2601	17.9	7.6	88	3373	19.3	9.9	95
ALL NEWS	6062	1260	3.5	20.8	96	*107	2.4	1.8	67	532	3.7	8.8	101	621	3.6	10.2	98
AOR/PROGRESSIVE	11884	1366	3.8	11.5	53	*139	3.2	1.2	45	460	3.2	3.9	45	767	4.4	6.5	62
BEAUTIFUL MUSIC	11180	2348	6.5	21.0	97	347	7.9	3.1	119	877	6.0	7.8	91	1124	6.4	10.1	96
BLACK	4538	939	2.6	20.7	95	*997	2.2	2.1	82	253	1.7	5.6	64	589	3.4	13.0	125
CLASSICAL	3857	597	1.6	15.5	71	*334	0.8	0.9	34	*240	1.7	6.2	72	323	1.8	8.4	80
CHR/ROCK	21946	2553	7.0	11.6	54	282	6.4	1.3	49	919	6.3	4.2	48	1353	7.7	6.2	59
COUNTRY	27262	6468	17.8	23.7	109	837	19.1	3.1	117	2578	17.8	9.5	109	3053	17.5	11.2	107
GOLDEN OLDIES	3339	657	1.8	19.7	91	*559	1.3	1.8	67	*241	1.7	7.2	83	358	2.0	10.7	103
MOR/NOSTALGIA	10346	2332	6.4	22.5	104	257	5.9	2.5	95	1090	7.5	10.5	122	984	5.6	9.5	91
NEWS/TALK	8929	2045	5.6	22.9	106	294	6.7	3.3	126	887	6.1	9.9	115	865	4.9	9.7	93
RELIGIOUS	5488	1293	3.6	23.6	109	*154	3.5	2.8	107	499	3.4	9.1	105	641	3.7	11.7	112
SOFT ROCK	1232	*169	0.5	13.7	63	*117	0.4	1.4	53	*668	0.5	5.5	64	*85	0.5	6.9	66
URBAN CONTEMPORARY	3184	645	1.8	20.3	93	*70	1.6	2.2	84	*265	1.8	8.3	96	310	1.8	9.7	93
MIXED NETWORKS:																	
ABC CONTEMPORARY	6911	1098	3.0	15.9	73	*135	3.1	2.0	75	376	2.6	5.4	63	587	3.4	8.5	81
ABC DIRECTION	5212	1369	3.8	26.3	121	*154	3.5	3.0	113	483	3.3	9.3	107	732	4.2	14.0	135
ABC ENTERTAINMENT	10385	2295	6.3	22.1	102	283	6.4	2.7	104	807	5.6	7.8	90	1205	6.9	11.6	111
ABC FM	4762	730	2.0	15.3	71	*126	2.9	2.6	101	*224	1.5	4.7	54	381	2.2	8.0	77
ABC INFORMATION	11339	2407	6.6	21.2	98	417	9.5	3.7	140	924	6.4	8.1	94	1066	6.1	9.4	90
ABC ROCK	4878	486	1.3	10.0	46	*25	0.6	0.5	20	*239	1.6	4.9	57	*223	1.3	4.6	44
CBS	10709	2689	7.4	25.1	116	302	6.9	2.8	108	1123	7.7	10.5	121	1265	7.2	11.8	113
MUTUAL	10251	2609	7.2	25.5	117	234	5.3	2.3	87	1078	7.4	10.5	122	1297	7.4	12.7	121
NBC	12243	2978	8.2	24.3	112	266	6.1	2.2	83	1349	9.3	11.0	127	1363	7.8	11.1	107
RADIORADIO	4606	618	1.7	13.4	62	*78	1.8	1.7	65	*265	1.8	5.8	66	275	1.6	6.0	57
RKO ONE	5148	714	2.0	13.9	64	*89	2.0	1.7	66	*247	1.7	4.8	55	379	2.2	7.4	71
RKO TWO	7313	1276	3.5	17.4	80	223	5.1	3.0	116	515	3.5	7.0	81	539	3.1	7.4	71
THE SOURCE	5981	931	2.6	15.6	72	*130	3.0	2.2	83	*233	1.6	3.9	45	568	3.2	9.5	91
NON-WIRED : BLAIR	19329	3612	9.9	18.7	86	463	10.5	2.4	91	1280	8.8	6.6	77	1869	10.7	9.7	93
INTERNET	27139	4268	11.7	15.7	72	605	13.8	2.2	85	1669	11.5	6.1	71	1994	11.4	7.3	70
KATZ RADIO GROUP	36319	6872	18.9	18.9	87	783	17.8	2.2	82	2860	19.7	7.9	91	3229	18.5	8.9	85
SUPERNET	22361	4198	11.5	18.8	87	408	9.3	1.8	70	1681	11.6	7.5	87	2109	12.1	9.4	90
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4161	11.4	28.6	132	495	11.3	3.4	130	1775	12.2	12.2	141	1891	10.8	13.0	125
MKDAY 9:00 AM - 1:00 PM	18688	5486	15.1	29.4	135	722	16.4	3.9	148	2149	14.8	11.5	133	2615	15.0	14.0	134
MKDAY 1:00 PM - 4:30 PM	24061	6724	18.5	27.9	129	836	19.0	3.5	133	2502	17.2	10.4	120	3386	19.4	14.1	135
MKDAY 4:30 PM - 7:30 PM	44079	11765	32.3	26.7	123	1401	31.9	3.2	121	4606	31.7	10.4	121	5759	32.9	13.1	125
MKDAY 7:30 PM - 8:00 PM	61979	16158	44.4	26.1	120	1941	44.2	3.1	120	6358	43.8	10.3	119	7859	44.9	12.7	122
MKDAY 11:00 PM - 11:30 PM	49084	11835	32.5	24.1	111	1458	33.2	3.0	113	4531	31.2	9.2	107	5846	33.4	11.9	114
MKDAY 11:30 PM - 1:00 AM	16560	3903	10.7	23.6	109	487	11.1	2.9	112	1436	9.9	8.7	100	1980	11.3	12.0	115
M-SAT 8-11 PM-SUN 7-11 PM	66967	15553	42.7	23.2	107	1905	43.4	2.8	109	6074	41.8	9.1	105	7575	43.3	11.3	109
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2198	6.0	23.7	109	325	7.4	3.5	134	955	6.6	10.3	119	918	5.3	9.9	95
ANOTHER WORLD	N 6138	2007	5.5	32.7	151	263	6.0	4.3	164	682	4.7	11.1	128	1062	6.1	17.3	166
AS THE WORLD TURNS	C 7707	2375	6.5	30.8	142	226	5.1	2.9	112	888	6.1	11.5	133	1262	7.2	16.4	157
CAPITOL	C 4688	1446	4.0	30.8	142	*135	3.1	2.9	110	504	3.5	10.8	124	807	4.6	17.2	165
CBS MORN. NEWS 1	C 2792	796	2.2	28.5	131	*79	1.8	2.8	108	371	2.6	13.3	154	346	2.0	12.4	119
CBS MORN. NEWS 2	C 2071	655	1.8	31.6	146	*44	1.0	2.1	81	305	2.1	14.7	170	306	1.8	14.8	142
DAYS OF OUR LIVES	N 8018	2614	7.2	32.6	150	319	7.3	4.0	152	971	6.7	12.1	140	1324	7.6	16.5	158
FACTS OF LIFE - DAYTIME	N 3487	970	2.7	27.8	128	138	3.1	4.0	151	352	2.4	10.1	117	481	2.8	13.8	132
FAMILY FEUD	A 4817	1452	4.0	30.1	139	212	4.8	4.4	168	432	3.0	9.0	104	808	4.6	16.8	161
GENERAL HOSPITAL	A 8333	2090	5.7	25.1	116	225	5.1	2.7	103	849	5.8	10.2	118	1017	5.8	12.2	117
GOOD MORNING, AMERICA-730	A 5472	1642	4.5	30.0	138	269	6.1	4.9	188	730	5.0	13.3	154	643	3.7	11.8	113
GOOD MORNING, AMERICA-830	A 3965	1162	3.2	29.3	135	172	3.9	4.3	166	481	3.3	12.1	140	508	2.9	12.8	123
GUIDING LIGHT	C 7542	2319	6.4	30.7	142	214	4.9	2.8	108	863	5.9	11.4	132	1242	7.1	16.5	158
ONE LIFE TO LIVE	A 6018	1492	4.1	24.8	114	187	4.3	3.1	119	629	4.3	10.5	121	676	3.9	11.2	108
PRESS YOUR LUCK	C 3589	986	2.7	27.5	127	161	3.7	4.5	171	409	2.8	11.4	132	416	2.4	11.6	111
PRICE IS RIGHT 1	C 7418	2443	6.7	32.9	152	274	6.2	3.7	141	1014	7.0	13.7	158	1155	6.6	15.6	149
PRICE IS RIGHT 2	C 8276	2678	7.4	32.4													

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	36390	100.0	21.7	100	4391	100.0	2.6	100	14514	100.0	8.7	100	17485	100.0	10.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	15137	41.6	28.9	133	1801	41.0	3.4	132	6058	41.7	11.6	134	7279	41.6	13.9	134
NETWORK AFFILIATES - LATE	39164	9696	26.6	24.8	114	1243	28.3	3.2	121	3724	25.7	9.5	110	4730	27.1	12.1	116
INDEPENDENTS - LATE	5133	1124	3.1	41.9	101	136	3.1	2.6	101	447	3.1	8.7	101	541	3.1	10.5	101
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	5169	14.2	22.6	104	604	13.8	2.6	101	2046	14.1	9.0	104	2518	14.4	11.0	106
ABC MONDAY NIGHT MOVIE	A 11258	2501	6.9	22.2	102	323	7.4	2.9	110	1012	7.0	9.0	104	1166	6.7	10.4	99
ABC SUNDAY NIGHT MOVIE	A 23600	5323	14.6	22.6	104	653	14.9	2.8	106	2006	13.8	8.5	98	2665	15.2	11.3	108
ABC WORLD NEWS TONIGHT	A 12801	3631	10.0	28.4	131	493	11.2	3.9	147	1528	10.5	11.9	138	1610	9.2	12.6	121
AFTERMASH	C 10966	2865	7.9	26.1	120	426	9.7	3.9	148	1006	6.9	9.2	106	1433	8.2	13.1	125
ALICE	C 17050	4249	11.7	24.9	115	570	13.0	3.3	128	1544	10.6	9.1	105	2134	12.2	12.5	120
AMERICAN PARADE	C 11998	3406	9.4	28.4	131	353	8.0	2.9	112	1290	8.9	10.8	124	1764	10.1	14.7	141
BENSON	A 19258	5052	13.9	26.2	121	662	15.1	3.4	131	1915	13.2	9.9	115	2475	14.2	12.9	123
BLUE THUNDER	A 11478	2751	7.6	24.0	110	302	6.9	2.6	101	1061	7.3	9.2	107	1389	7.9	12.1	116
CAGNEY & LACEY	C 18263	4166	11.4	22.8	105	475	10.8	2.6	99	1710	11.8	9.4	108	1981	11.3	10.8	104
CBS EVENING NEWS-DEAN	C 7733	2395	6.6	31.0	143	268	6.1	3.5	132	877	6.0	11.3	131	1251	7.2	16.2	155
CBS EVENING NEWS-RATHER	C 15653	4425	12.2	28.3	130	391	8.9	2.5	95	1797	12.4	11.5	133	2238	12.8	14.3	137
CBS SAT. NEWS-SCHIEFFER	C 8744	2585	7.1	29.6	136	294	6.7	3.4	128	973	6.7	11.1	129	1318	7.5	15.1	145
CBS SATURDAY NIGHT MOVIE	C 12000	2426	6.7	20.2	93	244	5.6	2.0	78	1090	7.5	9.1	105	1092	6.2	9.1	87
CBS WEDNESDAY NIGHT MOVIE	C 11522	3050	8.4	26.5	122	327	7.4	2.8	108	1250	8.6	10.8	125	1474	8.4	12.8	123
CHEERS	N 16818	2987	8.2	17.8	82	492	11.2	2.9	112	1068	7.4	6.4	73	1428	8.2	8.5	81
DALLAS	C 37510	9640	26.5	25.7	118	999	22.8	2.7	102	3883	26.8	10.4	120	4758	27.2	12.7	122
DIFF'RENT STROKES	N 11258	3250	8.9	28.9	133	417	9.5	3.7	141	1255	8.6	11.1	129	1577	9.0	14.0	134
DOUBLE TROUBLE	N 12248	2819	7.7	23.0	106	356	8.1	2.9	111	1046	7.2	8.5	99	1418	8.1	11.6	111
DUCK FACTORY	N 11100	1969	5.4	17.7	82	293	6.7	2.6	101	593	4.1	5.3	62	1083	6.2	9.8	94
DUKES OF HAZZARD	C 12353	3344	9.2	27.1	125	387	8.8	3.1	120	1435	9.9	11.6	134	1522	8.7	12.3	118
DYNASTY	A 33279	8264	22.7	24.8	114	1226	27.9	3.7	141	3051	21.0	9.2	106	3987	22.8	12.0	115
FACTS OF LIFE	N 13410	3331	9.2	24.8	114	425	9.7	3.2	121	1253	8.6	9.3	108	1653	9.5	12.3	118
FALCON CREST	C 31093	8198	22.5	26.4	122	986	22.5	3.2	121	3141	21.6	10.1	117	4071	23.3	13.1	126
FALL GUY	A 18649	4694	12.9	25.2	116	581	13.2	3.1	119	1736	12.0	9.3	108	2377	13.6	12.7	122
FAMILY TIES	N 13101	3156	8.7	24.1	111	488	11.1	3.7	142	1037	7.1	7.9	91	1630	9.3	12.4	119
FANTASY ISLAND	A 13069	3476	9.6	26.6	123	515	11.7	3.9	151	1200	8.3	9.2	106	1761	10.1	13.5	129
FOULUPS, BLEEPES & BLUNDERS	A 16588	3818	10.5	23.0	106	379	8.6	2.3	87	1521	10.5	9.2	106	1917	11.0	11.6	111
FOUR SEASONS	C 9302	2499	6.9	26.9	124	344	7.8	3.7	141	865	6.0	9.3	107	1290	7.4	13.9	133
GIMME A BREAK	N 13955	3880	10.7	27.8	128	575	13.1	4.1	157	1256	8.7	9.0	104	2050	11.7	14.7	141
HART TO HART	A 15735	3704	10.2	23.5	108	535	12.2	3.4	130	1408	9.7	8.9	103	1761	10.1	11.2	107
HILL STREET BLUES	N 18257	3111	8.5	17.0	79	381	8.7	2.1	80	1137	7.8	6.2	72	1593	9.1	8.7	84
HOTEL	A 24236	6473	17.8	26.7	123	897	20.4	3.7	141	2423	16.7	10.0	116	3153	18.0	13.0	125
JEFFERSONS	C 17010	4508	12.4	26.5	122	585	13.3	3.4	131	1626	11.2	9.6	110	2297	13.1	13.5	130
JENNIFER SLEPT HERE	N 9397	2499	6.9	26.6	123	313	7.1	3.3	127	1034	7.1	11.0	127	1152	6.6	12.3	118
KATE & ALLIE	C 16762	3638	10.0	21.7	100	421	9.6	2.5	96	1541	10.6	9.2	106	1677	9.6	10.0	96
KNIGHT RIDER	N 13164	2877	7.9	21.9	101	354	8.1	2.7	103	1234	8.5	9.4	108	1289	7.4	9.8	94
LOVE BOAT	A 20400	5771	15.9	28.3	130	836	19.0	4.1	157	1998	13.8	9.8	113	2937	16.8	14.4	138
MAGNUM PI	C 22543	5156	14.2	22.9	105	593	13.5	2.6	100	2006	13.8	8.9	103	2557	14.6	11.3	109
MAMA'S FAMILY	N 9852	2792	7.7	28.3	131	415	9.5	4.2	161	1163	8.0	11.8	136	1213	6.9	12.3	118
MASTER, THE	N 8082	1975	5.4	24.4	113	208	4.7	2.6	98	718	4.9	8.9	103	1049	6.0	13.0	125
MATT HOUSTON	A 12881	2720	7.5	21.1	97	281	6.4	2.2	83	985	6.8	7.6	88	1454	8.3	11.3	108
NBC MONDAY NIGHT MOVIE	N 23889	4606	12.7	19.3	89	509	11.6	2.1	81	1707	11.8	7.1	83	2390	13.7	10.0	96
NBC NIGHTLY NEWS	N 11156	3338	9.2	29.9	138	380	8.7	3.4	130	1296	8.9	11.6	134	1662	9.5	14.9	143
NBC NIGHTLY NEWS-SAT	N 7363	2345	6.4	31.8	147	248	5.6	3.4	129	1016	7.0	13.8	159	1082	6.2	14.7	141
NBC NIGHTLY NEWS-SUN	N 6214	1934	5.3	31.1	143	183	4.2	2.9	112	750	5.2	12.1	139	1001	5.7	16.1	155
NBC SUNDAY NIGHT MOVIE	N 17590	3417	9.4	19.4	90	499	11.4	2.8	108	1365	9.4	7.8	90	1553	8.9	8.8	85
NEWMART	C 16740	3997	11.0	23.9	110	463	10.5	2.8	106	1577	10.9	9.4	109	1957	11.2	11.7	112
ONE DAY AT A TIME	C 11820	2509	6.9	21.2	98	292	6.6	2.5	94	993	6.8	8.4	97	1224	7.0	10.4	99
PEOPLE ARE FUNNY	N 9138	2342	6.4	25.6	118	296	6.7	3.2	124	1039	7.2	11.4	131	1007	5.8	11.0	106
REAL PEOPLE	N 15979	4351	12.0	27.2	126	482	11.0	3.0	115	1661	11.4	10.4	120	2208	12.6	13.8	133
REMINGTON STEELE	N 14395	2872	7.9	20.0	92	310	7.1	2.2	82	1198	8.3	8.3	96	1364	7.8	9.5	91
RIPLEY'S BELIEVE IT - NOT	N 11362	2411	6.6	21.2	98	302	6.9	2.7	102	1005	6.9	8.8	102	1104	6.3	9.7	93
RIP TIDE	N 13920	2838	7.8	20.4	94	251	5.7	1.8	69	1195	8.2	8.6	99	1392	8.0	10.0	96
SCARECROW & MRS. KING	C 17571	4290	11.8	24.4	113	502	11.4	2.9	109	1895	13.1	10.8	125	1892	10.8	10.8	103
SIMON & SIMON	C 20208	4624	12.7	22.9	105	589	13.4	2.9	111	1802	12.4	8.9	103	2232	12.8	11.0	106
60 MINUTES	C 27668	7671	21.1	27.7	128	911	20.7	3.3	126	3003	20.7	10.9	125	3757	21.5	13.6	130
ST. ELSEWHERE	N 13699	2639	7.3	19.3	89	321	7.3	2.3	90	987	6.8	7.2	8				

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	15157	100.0	19.1	100	1206	100.0	1.5	100	6159	100.0	7.8	100	7791	100.0	9.8	100
HOUSEHOLD HEADS	66405	13473	88.9	20.3	106	1136	94.2	1.7	112	5555	90.2	8.4	108	6782	87.0	10.2	104
18 - 24	13945	1278	8.4	9.2	48	**101	8.4	0.7	48	**301	4.9	2.2	28	876	11.2	6.3	64
25 - 34	19334	1289	8.5	6.7	35	**72	6.0	0.4	24	*487	7.9	2.5	32	730	9.4	3.8	38
35 - 44	14196	1981	13.1	14.0	73	**241	20.0	1.7	112	626	10.2	4.4	57	1114	14.3	7.8	80
45 - 54	10896	2586	17.1	23.7	124	**128	10.6	1.2	77	1351	21.9	12.4	160	1107	14.2	10.2	103
55 - 64	10378	3450	22.8	33.2	174	*221	18.3	2.1	140	1512	24.5	14.6	187	1717	22.0	16.5	168
65 OR OLDER	10514	4573	30.2	43.5	227	*443	36.7	4.2	277	1881	30.5	17.9	230	2249	28.9	21.4	218
18 - 34	33279	2567	16.9	7.7	40	**173	14.3	0.5	34	788	12.8	2.4	30	1605	20.6	4.8	49
18 - 49	52904	5737	37.9	10.8	57	*468	38.8	0.9	58	2074	33.7	3.9	50	3196	41.0	6.0	61
25 - 54	44426	5856	38.6	13.2	69	*441	36.6	1.0	65	2465	40.0	5.5	71	2950	37.9	6.6	68
35 - 49	19625	3170	20.9	16.2	84	**294	24.4	1.5	98	1286	20.9	6.6	84	1591	20.4	8.1	82
50 OR OLDER	26359	9419	62.1	35.7	187	738	61.2	2.8	184	4085	66.3	15.5	199	4596	59.0	17.4	177
GRADUATED COLLEGE	15982	1690	11.1	10.6	55	**85	7.0	0.5	35	716	11.6	4.5	58	889	11.4	5.6	57
ATTENDED COLLEGE	13629	1416	9.3	10.4	54	**99	8.2	0.7	48	602	9.8	4.4	57	715	9.2	5.2	53
GRADUATED HIGH SCHOOL	28591	5281	34.8	18.5	97	*397	32.9	1.4	91	2206	35.8	7.7	99	2678	34.4	9.4	95
DID NOT GRADUATE HIGH SCHOOL	21061	6769	44.7	32.1	168	625	51.8	3.0	195	2635	42.8	12.5	161	3509	45.0	16.7	170
EMPLOYED FULL-TIME	52316	7068	46.6	13.5	71	633	52.5	1.2	80	2857	46.4	5.5	70	3578	45.9	6.8	70
EMPLOYED PART-TIME	4113	599	4.0	14.6	76	**89	7.4	2.2	142	**252	4.1	6.1	79	**258	3.3	6.3	64
NOT EMPLOYED	22834	7489	49.4	32.8	172	484	40.1	2.1	139	3050	49.5	13.4	172	3955	50.8	17.3	176
PROFESSIONAL/MANAGER	15034	1424	9.4	9.5	50	**92	7.6	0.6	40	449	7.3	3.0	38	882	11.3	5.9	60
TECH/CLERICAL/SALES	11255	1343	8.9	11.9	62	**94	7.8	0.8	55	640	10.4	5.7	73	609	7.8	5.4	55
PRECISION/CRAFT	11607	1715	11.3	14.8	77	**114	9.5	1.0	65	778	12.6	6.7	86	823	10.6	7.1	72
OTHER EMPLOYED	18534	3186	21.0	17.2	90	*423	35.1	2.3	150	1241	20.1	6.7	86	1522	19.5	8.2	84
SINGLE	19562	1960	12.9	10.0	52	**189	15.7	1.0	63	*593	9.6	3.0	39	1179	15.1	6.0	61
MARRIED	51896	11208	73.9	21.6	113	918	76.1	1.8	116	4661	75.7	9.0	116	5629	72.3	10.8	110
DIVORCED/SEPARATED/WIDOWED	7804	1989	13.1	25.5	133	**100	8.3	1.3	84	906	14.7	11.6	149	984	12.6	12.6	128
PARENTS	25372	3012	19.9	11.9	62	**252	20.9	1.0	65	1137	18.5	4.5	58	1624	20.8	6.4	65
WHITE	69658	13046	86.1	18.7	98	1074	89.1	1.5	101	5439	88.3	7.8	100	6532	83.8	9.4	95
BLACK	7909	1807	11.9	22.8	119	**110	9.1	1.4	91	*552	9.0	7.0	90	1145	14.7	14.5	147
OTHER	1696	**304	2.0	17.9	94	**22	1.8	1.3	85	**168	2.7	9.9	127	**114	1.5	6.7	68
NORTHEAST-CENSUS	17202	3513	23.2	20.4	107	*245	20.3	1.4	94	1603	26.0	9.3	120	1665	21.4	9.7	98
NORTH CENTRAL	20461	4048	26.7	19.8	103	*231	19.2	1.1	74	1641	26.6	8.0	103	2176	27.9	10.6	108
SOUTH	26695	5501	36.3	20.6	108	*573	47.5	2.1	141	2023	32.8	7.6	98	2906	37.3	10.9	111
WEST	14906	2095	13.8	14.1	73	**158	13.1	1.1	70	892	14.5	6.0	77	1045	13.4	7.0	71
NORTHEAST-MKTG.	17962	3342	22.0	18.6	97	*218	18.1	1.2	80	1512	24.5	8.4	108	1613	20.7	9.0	91
EAST CENTRAL	11741	2601	17.2	22.2	116	*244	20.2	2.1	137	1064	17.3	9.1	117	1294	16.6	11.0	112
WEST CENTRAL	13518	2496	16.5	18.5	97	**104	8.6	0.8	51	1017	16.5	7.5	97	1375	17.6	10.2	103
SOUTH	23168	4931	32.5	21.3	111	*497	41.2	2.1	141	1821	29.6	7.9	101	2613	33.5	11.3	115
PACIFIC	12874	1788	11.8	13.9	73	**144	11.9	1.1	74	747	12.1	5.8	75	897	11.5	7.0	71
COUNTY SIZE A	32596	5078	33.5	15.6	81	388	32.2	1.2	78	1959	31.8	6.0	77	2732	35.1	8.4	85
COUNTY SIZE B	23814	4593	30.3	19.3	101	*313	26.0	1.3	86	2088	33.9	8.8	113	2193	28.1	9.2	94
COUNTY SIZE C	12663	2927	19.3	23.1	121	**273	22.6	2.2	142	1203	19.5	9.5	122	1452	18.6	11.5	117
COUNTY SIZE D	10190	2558	16.9	25.1	131	**233	19.3	2.3	150	910	14.8	8.9	115	1415	18.2	13.9	141
METRO CENTRAL CITY	23190	4150	27.4	17.9	94	*340	28.2	1.5	96	1678	27.2	7.2	93	2132	27.4	9.2	94
METRO SUBURBAN	36920	6184	40.8	16.7	88	428	35.5	1.2	76	2595	42.1	7.0	90	3161	40.6	8.6	87
NON METRO	19152	4823	31.8	25.2	132	*439	36.4	2.3	151	1886	30.6	9.8	127	2498	32.1	13.0	133
TOP 5 ADI'S	18703	3071	20.3	16.4	86	*199	16.5	1.1	70	1318	21.4	7.0	91	1554	19.9	8.3	85
TOP 10 ADI'S	26158	4127	27.2	15.8	83	*222	18.4	0.8	56	1751	28.4	6.7	86	2154	27.6	8.2	84
TOP 20 ADI'S	36612	5970	39.4	16.3	85	424	35.2	1.2	76	2489	40.4	6.8	87	3057	39.2	8.3	85
HSOLD INC. \$50,000 OR MORE	9326	1125	7.4	12.1	63	**68	5.6	0.7	48	*404	6.6	4.3	56	654	8.4	7.0	71
\$40,000 OR MORE	18002	2256	14.9	12.5	66	**115	9.5	0.6	42	804	13.1	4.5	57	1337	17.2	7.4	76
\$30,000 OR MORE	31361	4025	26.6	12.8	67	*212	17.6	0.7	44	1605	26.1	5.1	66	2208	28.3	7.0	72
\$25,000 OR MORE	39858	5188	34.2	13.0	68	*283	23.5	0.7	47	2189	35.5	5.5	71	2716	34.9	6.8	69
\$20,000 - \$24,999	8664	1804	11.9	20.8	109	**141	11.7	1.6	107	754	12.2	8.7	112	908	11.7	10.5	107
\$15,000 - \$19,999	7964	1884	12.4	23.7	124	**162	13.4	2.0	134	704	11.4	8.8	114	1018	13.1	12.8	130
\$10,000 - \$14,999	11093	3219	21.2	29.0	152	*340	28.2	3.1	201	1336	21.7	12.0	155	1543	19.8	13.9	142
UNDER \$10,000	11683	3063	20.2	26.2	137	*280	23.2	2.4	158	1176	19.1	10.1	130	1607	20.6	13.8	140
HOUSEHOLD OF 1 PERSON	7453	1321	8.7	17.7	93	*196	16.3	2.6	173	513	8.3	6.9	89	613	7.9	8.2	84
2 PEOPLE	24757	6935	45.8	28.0	146	609	50.5	2.5	162	2757	44.8	11.1	143	3569	45.8	14.4	147
3 OR 4 PEOPLE	32682	4634	30.6	14.2	74	**268	22.2	0.8	54	2087	33.9	6.4	82	2279	29.3	7.0	71
5 OR MORE PEOPLE	14370	2267	15.0	15.8	82	**133	11.0	0.9	61	*803	13.0	5.6	72	1331	17.1	9.3	94
NO CHILD IN HSOLD	46768	10978	72.4	23.5	123	940	77.9	2.0	132	4645	75.4	9.9	128	5393	69.2	11.5	117
CHILD(REN) UNDER 2 YRS	4799	*373	2.5	7.8	41	**9	0.7	0.2	12	**114	1.9	2.4	31	**250	3.2	5.2	53
2 - 5 YEARS	11125	909	6.0	8.2	43	**21	1.7	0.2	12	**217	3.5	2.0	25	672	8.6	6.0	61
6 - 11 YEARS	14193	1746	11.5	12.3	64	**179	14.8	1.3	83	653	10.6	4.6	59	914	11.7	6.4	66
12 - 17 YEARS	17402	2850	18.8	16.4	86	**204	16.9	1.2	77	1067	17.3	6.1	79	1578	20.3	9.1	92
RESIDENCE OWNED	56398	11723	77.3	20.8	109	891	73.9	1.6	104	4885	79.3	8.7	111	5948	76.3	10.5	107
VALUE: \$50,000 OR MORE	34811	6072	40.1	17.4	91	*422	35.0	1.2	80	2728	44.3	7.8	101	2921	37.5	8.4	85
VALUE: UNDER \$50,000	21587	5652	37.3	26.2	137	*468	38.8	2.2	142	2156	35.0	10.0	129	3027	38.9	14.0	143

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	15157	100.0	19.1	100	1206	100.0	1.5	100	6159	100.0	7.8	100	7791	100.0	9.8	100
MAGAZINES	QUINTILE 1	16033	2464	16.3	15.4	80	**70	5.8	0.4	29	944	15.3	5.9	76	1450	18.6	9.0	92
	QUINTILE 2	15354	2440	16.1	15.9	83	**215	17.8	1.4	92	1003	16.3	6.5	84	1222	15.7	8.0	81
	QUINTILE 3	15888	2895	19.1	18.2	95	**203	16.8	1.3	84	1295	21.0	8.2	105	1397	17.9	8.8	89
	QUINTILE 4	17310	3639	24.0	21.0	110	*326	27.0	1.9	124	1414	23.0	8.2	105	1900	24.4	11.0	112
	QUINTILE 5	14677	3719	24.5	25.3	133	*391	32.4	2.7	175	1505	24.4	10.3	132	1823	23.4	12.4	126
NEWSPAPERS	QUINTILE 1	15277	2812	18.6	18.4	96	**130	10.8	0.9	56	1347	21.9	8.8	113	1335	17.1	8.7	89
	QUINTILE 2	22745	4542	30.0	20.0	104	*428	35.5	1.9	124	1700	27.6	7.5	96	2414	31.0	10.6	108
	QUINTILE 3	10692	1903	12.6	17.8	93	**128	10.6	1.2	79	879	14.3	8.2	106	896	11.5	8.4	85
	QUINTILE 4	11646	2125	14.0	18.2	95	**192	15.9	1.6	108	818	13.3	7.0	90	1116	14.3	9.6	97
	QUINTILE 5	18903	3775	24.9	20.0	104	*328	27.2	1.7	114	1416	23.0	7.5	96	2031	26.1	10.7	109
OUTDOOR	QUINTILE 1	16620	2426	16.0	14.6	76	**207	17.2	1.2	82	1149	18.7	6.9	89	1069	13.7	6.4	65
	QUINTILE 2	16377	2694	17.8	16.4	86	*229	19.0	1.4	92	1095	17.8	6.7	86	1370	17.6	8.4	85
	QUINTILE 3	15995	3390	22.4	21.2	111	**211	17.5	1.3	87	1338	21.7	8.4	108	1841	23.6	11.5	117
	QUINTILE 4	15592	3317	21.9	21.3	111	*269	22.3	1.7	113	1441	23.4	9.2	119	1607	20.6	10.3	105
	QUINTILE 5	14679	3330	22.0	22.7	119	*289	24.0	2.0	129	1136	18.4	7.7	100	1906	24.5	13.0	132
RADIO-DRIVE TIME	QUINTILE 1	15746	2564	16.9	16.3	85	**179	14.8	1.1	75	1046	17.0	6.6	85	1340	17.2	8.5	87
	QUINTILE 2	15067	2466	16.3	16.4	86	**189	15.7	1.3	82	941	15.3	6.2	80	1336	17.1	8.9	90
	QUINTILE 3	15631	2847	18.8	18.2	95	*371	30.8	2.4	156	1140	18.5	7.3	94	1336	17.1	8.5	87
	QUINTILE 4	16245	2909	19.2	17.9	94	**198	16.4	1.2	80	1172	19.0	7.2	93	1540	19.8	9.5	96
	QUINTILE 5	16573	4371	28.8	26.4	138	*270	22.4	1.6	107	1861	30.2	11.2	145	2240	28.8	13.5	138
RADIO-MID- DAY	TERCILE 1	21788	3511	23.2	16.1	84	*255	21.1	1.2	77	1461	23.7	6.7	86	1796	23.1	8.2	84
	TERCILE 2	21151	4301	28.4	20.3	106	*308	25.5	1.5	96	1614	26.2	7.6	98	2378	30.5	11.2	114
	TERCILE 3	36323	7345	48.5	20.2	106	643	53.3	1.8	116	3084	50.1	8.5	109	3618	46.4	10.0	101
RADIO-TOTAL	QUINTILE 1	15977	2490	16.4	15.6	82	**180	14.9	1.1	74	1015	16.5	6.4	82	1296	16.6	8.1	83
	QUINTILE 2	15923	2744	18.1	17.2	90	**176	14.6	1.1	73	1110	18.0	7.0	90	1457	18.7	9.2	93
	QUINTILE 3	14980	2565	16.9	17.1	90	**199	16.5	1.3	87	1055	17.1	7.0	91	1311	16.8	8.8	89
	QUINTILE 4	17123	3403	22.5	19.9	104	*393	32.6	2.3	151	1279	20.8	7.5	96	1732	22.2	10.1	103
	QUINTILE 5	15260	3954	26.1	25.9	136	*259	21.5	1.7	112	1700	27.6	11.1	143	1995	25.6	13.1	133
TV-PRIME TIME	QUINTILE 1	15674	3912	25.8	25.0	131	*281	23.3	1.8	118	1531	24.9	9.8	126	2100	27.0	13.4	136
	QUINTILE 2	15944	2901	19.1	18.2	95	**189	15.7	1.2	78	1288	20.9	8.1	104	1425	18.3	8.9	91
	QUINTILE 3	16037	2924	19.3	18.2	95	**220	18.2	1.4	90	1120	18.2	7.0	90	1585	20.3	9.9	101
	QUINTILE 4	15412	2724	18.0	17.7	92	*267	22.1	1.7	114	1204	19.5	7.8	101	1254	16.1	8.1	83
	QUINTILE 5	16194	2695	17.8	16.6	87	**250	20.7	1.5	101	1017	16.5	6.3	81	1429	18.3	8.8	90
TV-DAYTIME	TERCILE 1	19156	4921	32.5	25.7	134	*421	34.9	2.2	144	1883	30.6	9.8	127	2617	33.6	13.7	139
	TERCILE 2	19343	3727	24.6	19.3	101	*270	22.4	1.4	92	1597	25.9	8.3	106	1861	23.9	9.6	98
	TERCILE 3	40764	6508	42.9	16.0	83	515	42.7	1.3	83	2680	43.5	6.6	85	3314	42.5	8.1	83
TV-TOTAL	QUINTILE 1	15844	4327	28.5	27.3	143	*322	26.7	2.0	134	1681	27.3	10.6	137	2324	29.8	14.7	149
	QUINTILE 2	15767	3345	22.1	21.2	111	**141	11.7	0.9	59	1476	24.0	9.4	120	1728	22.2	11.0	111
	QUINTILE 3	15775	2511	16.6	15.9	83	*276	22.9	1.7	115	978	15.9	6.2	80	1258	16.1	8.0	81
	QUINTILE 4	15903	2569	16.9	16.2	84	**296	24.5	1.9	122	1097	17.8	6.9	89	1176	15.1	7.4	75
	QUINTILE 5	15974	2405	15.9	15.1	79	**171	14.2	1.1	70	928	15.1	5.8	75	1306	16.8	8.2	83
MAGAZINES-NEWSPAPERS: DUAL		21225	3485	23.0	16.4	86	*232	19.2	1.1	72	1453	23.6	6.8	88	1801	23.1	8.5	86
	MAGAZINE IMPERATIVE	17728	2884	19.0	16.3	85	**195	16.2	1.1	72	1134	18.4	6.4	82	1555	20.0	8.8	89
	NEWSPAPER IMPERATIVE	22987	5124	33.8	22.3	117	*432	35.8	1.9	124	2246	36.5	9.8	126	2447	31.4	10.6	108
MAGAZINES-OUTDOOR: DUAL		16244	2164	14.3	13.3	70	**124	10.3	0.8	50	979	15.9	6.0	78	1061	13.6	6.5	66
	MAGAZINE IMPERATIVE	24016	4605	30.4	19.2	100	*306	25.4	1.3	84	1736	28.2	7.2	93	2563	32.9	10.7	109
	OUTDOOR IMPERATIVE	26020	5081	33.5	19.5	102	*500	41.5	1.9	126	2098	34.1	8.1	104	2483	31.9	9.5	97
MAGAZINES-RADIO: DUAL		16918	2545	16.8	15.0	79	**198	16.4	1.2	77	942	15.3	5.6	72	1404	18.0	8.3	84
	MAGAZINE IMPERATIVE	23456	4193	27.7	17.9	93	*249	20.6	1.1	70	1774	28.8	7.6	97	2170	27.9	9.3	94
	RADIO IMPERATIVE	23900	4403	29.0	18.4	96	*293	24.3	1.2	81	1869	30.3	7.8	101	2240	28.8	9.4	95
MAGAZINES-TELEVISION: DUAL		15791	3009	19.9	19.1	100	**113	9.4	0.7	47	1263	20.5	8.0	103	1633	21.0	10.3	105
	MAGAZINE IMPERATIVE	25476	3381	22.3	13.3	69	*277	23.0	1.1	71	1361	22.1	5.3	69	1743	22.4	6.8	70
	TELEVISION IMPERATIVE	25744	6509	42.9	25.3	132	577	47.8	2.2	147	2611	42.4	10.1	131	3320	42.6	12.9	131
NEWSPAPERS-OUTDOOR: DUAL		17628	3069	20.2	17.4	91	*290	24.0	1.6	108	1315	21.4	7.5	96	1464	18.8	8.3	84
	NEWSPAPER IMPERATIVE	26414	5540	36.6	21.0	110	*372	30.8	1.4	93	2233	36.3	8.5	109	2935	37.7	11.1	113
	OUTDOOR IMPERATIVE	23059	3622	23.9	15.7	82	*288	23.9	1.2	82	1488	24.2	6.5	83	1846	23.7	8.0	81
NEWSPAPERS-RADIO: DUAL		17996	3012	19.9	16.7	88	*219	18.2	1.2	80	1253	20.3	7.0	90	1541	19.8	8.6	87
	NEWSPAPER IMPERATIVE	26269	5590	36.9	21.3	111	*439	36.4	1.7	110	2391	38.8	9.1	117	2760	35.4	10.5	107
	RADIO IMPERATIVE	21342	3444	22.7	16.1	84	**222	18.4	1.0	68	1399	22.7	6.6	84	1822	23.4	8.5	87
NEWSPAPERS-TELEVISION: DUAL		17359	3943	26.0	22.7	119	**180	14.9	1.0	68	1648	26.8	9.5	122	2115	27.1	12.2	124
	NEWSPAPER IMPERATIVE	26889	4291	28.3	16.0	83	*409	33.9	1.5	100	1840	29.9	6.8	88	2042	26.2	7.6	77
	TELEVISION IMPERATIVE	21698	4791	31.6	22.1	115	*431	35.7	2.0	131	1874	30.4	8.6	111	2486	31.9	11.5	117
OUTDOOR-RADIO: DUAL		16456	2575	17.0	15.6	82	**147	12.2	0.9	59	1124	18.2	6.8	88	1304	16.7	7.9	81
	OUTDOOR IMPERATIVE	25870	4744	31.3	18.3	96	*459	38.1	1.8	117	1995	32.4	7.7	99	2290	29.4	8.9	90
	RADIO IMPERATIVE	23943	4527	29.9	18													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL MALES	79263	15157	100.0	19.1	100	1206	100.0	1.5	100	6159	100.0	7.8	100	7791	100.0	9.8	100
ATLANTIC MONTHLY	452	**52	0.3	11.5	60	**5	0.4	1.1	73	**29	0.5	6.4	83	**19	0.2	4.2	43
BARRON'S	1058	**104	0.7	9.8	51	**0	0.0	0.0	0	**30	0.5	2.8	36	**73	0.9	6.9	70
BETTER HOMES & GARDENS	4773	957	6.3	20.1	105	**49	4.1	1.0	67	393	6.4	8.2	106	515	6.6	10.8	110
BON APPETIT	1037	196	1.3	18.9	99	**20	1.7	1.9	127	**77	1.3	7.4	96	**98	1.3	9.5	96
BUSINESS WEEK	3193	496	3.3	15.5	81	**23	1.9	0.7	47	**219	3.6	6.9	88	**254	3.3	8.0	81
CAR AND DRIVER	2705	**250	1.6	9.2	48	**0	0.0	0.0	0	**78	1.3	2.9	37	**172	2.2	6.4	65
CBS MAGAZINE NETWORK (GROSS)	5678	567	3.7	10.0	52	**31	2.6	0.5	36	**193	3.1	3.4	44	342	4.4	6.0	61
CHANGING TIMES	1847	342	2.3	18.5	97	**2	0.2	0.1	7	**127	2.1	6.9	88	**214	2.7	11.6	118
COLONIAL HOMES	492	**92	0.6	18.7	98	**0	0.0	0.0	0	**38	0.6	7.7	99	**53	0.7	10.8	110
CONDE NAST MAG. PKG. (GROSS)	2066	302	2.0	14.6	76	**21	1.7	1.0	67	**119	1.9	5.8	74	**162	2.1	7.8	80
CONSUMERS DIGEST	1719	469	3.1	27.3	143	**29	2.4	1.7	111	**196	3.2	11.4	147	**244	3.1	14.2	144
COSMOPOLITAN	1762	**234	1.5	13.3	69	**1	0.1	0.1	4	**74	1.2	4.2	54	**159	2.0	9.0	92
COUNTRY LIVING	1110	**177	1.2	15.9	83	**0	0.0	0.0	0	**90	1.5	8.1	104	**87	1.1	7.8	80
CUISINE	660	**104	0.7	15.8	82	**0	0.0	0.0	0	**34	0.6	5.2	66	**70	0.9	10.6	108
CYCLE WORLD	1924	**211	1.4	11.0	57	**21	1.7	1.1	72	**31	0.5	1.6	21	**159	2.0	8.3	84
DCI:CREATIVE IDEAS FOR LIV	437	**82	0.5	18.8	98	**5	0.4	1.1	75	**27	0.4	6.2	80	**49	0.6	11.2	114
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	452	3.0	18.1	95	**31	2.6	1.2	82	**206	3.3	8.3	106	**214	2.7	8.6	87
DISCOVER	1279	**146	1.0	11.4	60	**11	0.9	0.9	57	**35	0.6	2.7	35	**100	1.3	7.8	80
EBONY	2898	595	3.9	20.5	107	**47	3.9	1.6	107	**172	2.8	5.9	76	376	4.8	13.0	132
ESQUIRE	1384	**201	1.3	14.5	76	**5	0.4	0.4	24	**65	1.1	4.7	60	**131	1.7	9.5	96
ESSENCE	850	**199	1.3	23.4	122	**18	1.5	2.1	139	**72	1.2	8.5	109	**109	1.4	12.8	130
FAMILY CIRCLE	2430	586	3.9	24.1	126	**26	2.2	1.1	70	305	5.0	12.6	162	**255	3.3	10.5	107
THE FAMILY HANDYMAN	2356	575	3.8	24.4	128	**52	4.3	2.2	145	**223	3.6	9.5	122	300	3.9	12.7	130
FAMILY WEEKLY	11533	2323	15.3	20.1	105	**261	21.6	2.3	149	1112	18.1	9.6	124	949	12.2	8.2	84
FIELD & STREAM	7444	1493	9.9	20.1	105	**132	10.9	1.8	117	547	8.9	7.3	95	814	10.4	10.9	111
FOOD & WINE	416	**43	0.3	10.3	54	**0	0.0	0.0	0	**28	0.5	6.7	87	**15	0.2	3.6	37
FORBES	1865	280	1.8	15.0	79	**4	0.3	0.2	14	**82	1.3	4.4	57	**193	2.5	10.3	105
FORTUNE	1849	214	1.4	11.6	61	**8	0.7	0.4	28	**60	1.0	3.2	42	**147	1.9	8.0	81
GENTLEMEN'S QUARTERLY	2284	**263	1.7	11.5	60	**6	0.5	0.3	17	**96	1.6	4.2	54	**162	2.1	7.1	72
GLAMOUR	538	**36	0.2	6.7	35	**8	0.7	1.5	98	**17	0.3	3.2	41	**12	0.2	2.2	23
GOLF DIGEST	1649	330	2.2	20.0	105	**29	2.4	1.8	116	**134	2.2	8.1	105	**167	2.1	10.1	103
GOLF DIGEST/TENNIS (GROSS)	2294	409	2.7	17.8	93	**29	2.4	1.3	83	**181	2.9	7.9	102	**200	2.6	8.7	89
GOLF MAGAZINE	1577	268	1.8	17.0	89	**19	1.6	1.2	79	**120	1.9	7.6	98	**129	1.7	8.2	83
GOLF MAGAZINE/SKI (GROSS)	2487	305	2.0	12.3	64	**28	2.3	1.1	74	**136	2.2	5.5	70	**141	1.8	5.7	58
GOOD HOUSEKEEPING	2569	493	3.3	19.2	100	**17	1.4	0.7	43	**239	3.9	9.3	120	237	3.0	9.2	94
HARPER'S BAZAAR	431	**38	0.3	8.8	46	**7	0.6	1.6	107	**11	0.2	2.6	33	**20	0.3	4.6	47
HEALTH	788	**125	0.8	15.9	83	**8	0.7	1.0	67	**37	0.6	4.7	60	**81	1.0	10.3	105
HEARST MAG CORP. BUY (GROSS)	18781	3191	21.1	17.0	89	**176	14.6	0.9	62	1397	22.7	7.4	96	1618	20.8	8.6	88
HEARST MAN POWER (GROSS)	9169	1642	10.8	17.9	94	**113	9.4	1.2	81	695	11.3	7.6	98	835	10.7	9.1	93
HEARST WOMAN POWER (GROSS)	5452	977	6.4	17.9	94	**41	3.4	0.8	49	429	7.0	7.9	101	506	6.5	9.3	94
HOUSE BEAUTIFUL	1020	**119	0.8	11.7	61	**6	0.5	0.6	39	**65	1.1	6.4	82	**48	0.6	4.7	48
INC.	993	**177	1.2	17.8	93	**0	0.0	0.0	0	**71	1.2	7.2	92	**106	1.4	10.7	109
JET	2808	474	3.1	16.9	88	**47	3.9	1.7	110	**92	1.5	3.3	42	335	4.3	11.9	121
LADIES' HOME JOURNAL	1868	411	2.7	22.0	115	**45	3.7	2.4	158	**161	2.6	8.6	111	**205	2.6	11.0	112
LHJ FAMILY GRP COMBO(GROSS)	3582	727	4.8	20.3	106	**75	6.2	2.1	138	297	4.8	8.3	107	356	4.6	9.9	101
LIFE	4817	825	5.4	17.1	90	**78	6.5	1.6	106	308	5.0	6.4	82	439	5.6	9.1	93
L.A. TIMES HOME MAGAZINE	1465	**159	1.0	10.9	57	**9	0.7	0.6	40	**78	1.3	5.3	69	**72	0.9	4.9	50
MADEMOISELLE	460	**56	0.4	12.2	64	**0	0.0	0.0	0	**48	0.8	10.4	134	**8	0.1	1.7	18
MC CALL'S	1764	520	3.4	29.5	154	**45	3.7	2.6	168	**217	3.5	12.3	158	258	3.3	14.6	149
MC CALL'S/MRK MOTHER (GROSS)	2062	613	4.0	29.7	155	**45	3.7	2.2	143	**217	3.5	10.5	135	351	4.5	17.0	173
MECHANIX ILLUSTRATED	3625	699	4.6	19.3	101	**72	6.0	2.0	131	287	4.7	7.9	102	**341	4.4	9.4	96
METROPOLITAN HOME	495	**50	0.3	10.1	53	**3	0.2	0.6	40	**30	0.5	6.1	78	**16	0.2	3.2	33
MONEY	3017	433	2.9	14.4	75	**16	1.3	0.5	35	**140	2.3	4.6	60	277	3.6	9.2	93
MOTHER EARTH NEWS	1203	**123	0.8	10.2	53	**7	0.6	0.6	38	**65	1.1	5.4	70	**51	0.7	4.2	43
MS.	**257	**25	0.2	9.7	51	**0	0.0	0.0	0	**9	0.1	3.5	45	**16	0.2	6.2	63
NATIONAL ENQUIRER	6921	1423	9.4	20.6	108	**85	7.0	1.2	81	545	8.8	7.9	101	793	10.2	11.5	117
NATIONAL GEOGRAPHIC	11626	1783	11.8	15.3	80	**11	9.2	1.0	63	655	10.6	5.6	73	1017	13.1	8.7	89
NATIONAL SUNDAY MAGAZINE PKG	49424	9003	59.4	18.2	95	653	54.1	1.3	87	3792	61.6	7.7	99	4558	58.5	9.2	94
NATURAL HISTORY	753	**120	0.8	15.9	83	**13	1.1	1.7	113	**7	0.1	0.9	12	**101	1.3	13.4	136
NEW WOMAN	**296	**47	0.3	15.9	83	**8	0.7	2.7	178	**5	0.1	1.7	22	**35	0.4	11.8	120
NEW YORK INCLUDING CUE	541	**40	0.3	7.4	39	**0	0.0	0.0	0	**22	0.4	4.1	52	**18	0.2	3.3	34
THE NEW YORKER	1078	**174	1.1	16.1	84	**3	0.2	0.3	18	**118	1.9	10.9	141	**52	0.7	4.8	49
NEWSWEEK	9602	1326	8.7	13.8	72	**73	6.1	0.8	50	383	6.2	4.0	51	869	11.2	9.1	92
THE N.Y. TIMES DAILY EDITION	1376	181	1.2	13.2	69	**17	1.4	1.2	81	**116	1.9	8.4	108	**48	0.6	3.5	35
THE N.Y. TIMES MAGAZINE	2110	279	1.8	13.2	69	**21	1.7	1.0	65	**149	2.4	7.1	91	**109	1.4	5.2	53
OMNI	1927	**202	1.3	10.5	55	**12	1.0	0.6	41	**56	0.9	2.9	37	**134	1.7	7.0	71
ON CABLE	911	**145	1.0	15.9	83	**26	2.2	2.9	188	**31	0.5	3.4	44	**88	1.1	9.7	98
1001 HOME IDEAS	927	**191	1.3	20.6	108	**22	1.8	2.4	156	**99	1.6	10.7	137	**70	0.9	7.6	77
ORGANIC GARDENING	1430	323	2.1	22.6	118	**0	0.0	0.0	0	**196	3.2	13.7	176	**127	1.6	8.9	90
OUTDOOR LIFE	4064	735	4.8	18.1	95	**29	2.4	0.7	47	**196	3.2	4.8	62	510	6.5	12.5	128
PARADE MAGAZINE	24538	4528	29.9	18.5	96	264	21.9	1.1	71	1782	28.9	7.3	93	2482	31.9	10.1	103

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	15157	100.0	19.1	100	1206	100.0	1.5	100	6159	100.0	7.8	100	7791	100.0	9.8	100
PARENTS	1126	**121	0.8	10.7	56	**0	0.0	0.0	0	**42	0.7	3.7	48	**79	1.0	7.0	71
PENTHOUSE	4157	559	3.7	13.4	70	**13	1.1	0.3	21	*174	2.8	4.2	54	372	4.8	8.9	91
PEOPLE	7591	1018	6.7	13.4	70	**20	1.7	0.3	17	337	5.5	4.4	57	661	8.5	8.7	89
PLAYBOY	8379	1153	7.6	13.8	72	**50	4.1	0.6	39	440	7.1	5.3	68	664	8.5	7.9	81
POPULAR HOT RODDING	2110	*260	1.7	12.3	64	**19	1.6	0.9	59	**48	0.8	2.3	29	**193	2.5	9.1	93
POPULAR MECHANICS	4850	966	6.4	19.9	104	**75	6.2	1.5	102	374	6.1	7.7	99	517	6.6	10.7	108
POPULAR SCIENCE	3397	568	3.7	16.7	87	**42	3.5	1.2	81	*199	3.2	5.9	75	327	4.2	9.6	98
PREVENTION	1720	373	2.5	21.7	113	**35	2.9	2.0	134	*138	2.2	8.0	103	*201	2.6	11.7	119
PSYCHOLOGY TODAY	1344	*185	1.2	13.8	72	**2	0.2	0.1	10	**64	1.0	4.8	61	**118	1.5	8.8	89
READER'S DIGEST	16016	3916	25.8	24.5	128	*212	17.6	1.3	87	1760	28.6	11.0	141	1944	25.0	12.1	123
REDBOOK	1121	*250	1.6	22.3	117	**23	1.9	2.1	135	**116	1.9	10.3	133	**111	1.4	9.9	101
ROAD & TRACK	2161	*165	1.1	7.6	40	**3	0.2	0.1	9	**63	1.0	2.9	38	**99	1.3	4.6	47
ROLLING STONE	1948	**77	0.5	4.0	21	**13	1.1	0.7	44	**35	0.6	1.8	23	**29	0.4	1.5	15
RUNNER'S WORLD	899	**66	0.4	7.3	38	**9	0.7	1.0	66	**12	0.2	1.3	17	**45	0.6	5.0	51
SATURDAY EVENING POST	841	215	1.4	25.6	134	**10	0.8	1.2	78	**77	1.3	9.2	118	*129	1.7	15.3	156
SCIENCE 84	841	**46	0.3	5.5	29	**7	0.6	0.8	55	**15	0.2	1.8	23	**24	0.3	2.9	29
SCIENCE DIGEST	1194	**142	0.9	11.9	62	**8	0.7	0.7	44	**87	1.4	7.3	94	**47	0.6	3.9	40
SCIENTIFIC AMERICAN	1379	**59	0.4	4.3	22	**4	0.3	0.3	19	**30	0.5	2.2	28	**24	0.3	1.7	18
SELF	436	**96	0.6	22.0	115	**8	0.7	1.8	121	**12	0.2	2.8	35	**76	1.0	17.4	177
SEVENTEEN	614	**112	0.7	18.2	95	**11	0.9	1.8	118	**41	0.7	6.7	86	**61	0.8	9.9	101
SKI	910	**37	0.2	4.1	21	**9	0.7	1.0	65	**17	0.3	1.9	24	**12	0.2	1.3	13
SMITHSONIAN	2937	443	2.9	15.1	79	**18	1.5	0.6	40	*168	2.7	5.7	74	257	3.3	8.8	89
SOAP OPERA DIGEST	545	**102	0.7	18.7	98	**18	1.5	3.3	217	**23	0.4	4.2	54	**60	0.8	11.0	112
SOUTHERN LIVING	2054	370	2.4	18.0	94	**26	2.2	1.3	83	*179	2.9	8.7	112	*165	2.1	8.0	82
SPORT	2799	504	3.3	18.0	94	**19	1.6	0.7	45	*175	2.8	6.3	80	310	4.0	11.1	113
THE SPORTING NEWS	1938	308	2.0	15.9	83	**5	0.4	0.3	17	**80	1.3	4.1	53	*223	2.9	11.5	117
SPORTS AFIELD	3125	534	3.5	17.1	89	**30	2.5	1.0	63	*233	3.8	7.5	96	*271	3.5	8.7	88
SPORTS ILLUSTRATED	11159	1531	10.1	13.7	72	**100	8.3	0.9	59	625	10.1	5.6	72	806	10.3	7.2	73
STAR	4095	873	5.8	21.3	111	**54	4.5	1.3	87	359	5.8	8.8	113	460	5.9	11.2	114
SUNDAY	25169	4550	30.0	18.1	95	287	23.8	1.1	75	1799	29.2	7.1	92	2465	31.6	9.8	100
SUNSET	1294	*224	1.5	17.3	91	**10	0.8	0.8	51	**100	1.6	7.7	99	**113	1.5	8.7	89
TV GUIDE	18508	3339	22.0	18.0	94	*214	17.7	1.2	76	1284	20.8	6.9	89	1841	23.6	9.9	101
TENNIS	645	**80	0.5	12.4	65	**0	0.0	0.0	0	*47	0.8	7.3	94	**33	0.4	5.1	52
TIME	12124	1843	12.2	15.2	79	**59	4.9	0.5	32	759	12.3	6.3	81	1025	13.2	8.5	86
TOWN & COUNTRY	493	**66	0.4	13.4	70	**1	0.1	0.2	13	*23	0.4	4.7	60	**41	0.5	8.3	85
TRAVEL & LEISURE	1122	*193	1.3	17.2	90	**11	0.9	1.0	64	**78	1.3	7.0	89	**104	1.3	9.3	94
TRUE STORY	690	*252	1.7	36.5	191	**7	0.6	1.0	67	**89	1.4	12.9	166	**156	2.0	22.6	230
U.S. NEWS & WORLD REPORT	6571	1025	6.8	15.6	82	*47	3.9	0.7	47	417	6.8	6.3	82	561	7.2	8.5	87
USA TODAY	3120	527	3.5	16.9	88	**6	0.5	0.2	13	239	3.9	7.7	99	283	3.6	9.1	92
US	1315	*172	1.1	13.1	68	**8	0.7	0.6	40	*47	0.8	3.6	46	**117	1.5	8.9	91
VOGUE	632	**114	0.8	18.0	94	**6	0.5	0.9	62	*42	0.7	6.6	86	**67	0.9	10.6	108
MALL STREET JOURNAL	4247	559	3.7	13.2	69	**24	2.0	0.6	37	176	2.9	4.1	53	359	4.6	8.5	86
WEIGHT WATCHERS	398	**125	0.8	31.4	164	**1	0.1	0.3	17	*37	0.6	9.3	120	**88	1.1	22.1	225
WOMAN'S DAY	1139	270	1.8	23.7	124	**11	0.9	1.0	63	**98	1.6	8.6	111	*161	2.1	14.1	144
WORKING MOTHER	*298	**93	0.6	31.2	163	**0	0.0	0.0	0	**0	0.0	0.0	0	**93	1.2	31.2	318
WORKING WOMAN	327	**78	0.5	23.9	125	**0	0.0	0.0	0	**14	0.2	4.3	55	**64	0.8	19.6	199
WORLD TENNIS	397	**72	0.5	18.1	95	**3	0.2	0.8	50	*52	0.8	13.1	169	**16	0.2	4.0	41
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1006	6.6	10.4	55	**32	2.7	0.3	22	381	6.2	4.0	51	593	7.6	6.2	63
BLAIR INSERTS	43762	7620	50.3	17.4	91	510	42.3	1.2	77	3134	50.9	7.2	92	3976	51.0	9.1	92
DAILY NEWSPAPERS																	
READ ANY	52459	10257	67.7	19.6	102	813	67.4	1.5	102	4226	68.6	8.1	104	5218	67.0	9.9	101
READ ONE	41891	8332	55.0	19.9	104	721	59.8	1.7	113	3300	53.6	7.9	101	4311	55.3	10.3	105
READ TWO OR MORE	10568	1925	12.7	18.2	95	*92	7.6	0.9	57	926	15.0	8.8	113	907	11.6	8.6	87
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9440	62.3	18.2	95	738	61.2	1.4	93	3990	64.8	7.7	99	4712	60.5	9.1	92
READ ONE	44561	8111	53.5	18.2	95	684	56.7	1.5	101	3354	54.5	7.5	97	4072	52.3	9.1	93
READ TWO OR MORE	7368	1329	8.8	18.0	94	**54	4.5	0.7	48	636	10.3	8.6	111	640	8.2	8.7	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	25.50				22.56				26.38				25.25			
30 DAY REACH	71522	13308	87.8	18.6	97	1078	89.4	1.5	99	5527	89.7	7.7	99	6704	86.0	9.4	95
50 SHWG - 30 DAY AV FREQ	15.55	13.48				11.94				13.80				13.46			
30 DAY REACH	68168	12604	83.2	18.5	97	1019	84.5	1.5	98	5291	85.9	7.8	100	6293	80.8	9.2	94
25 SHWG - 30 DAY AV FREQ	8.43	7.39				6.78				7.42				7.46			
30 DAY REACH	62898	11506	75.9	18.3	96	899	74.5	1.4	94	4924	79.9	7.8	101	5684	73.0	9.0	92
CABLE TV: HOME WIRED	31664	5979	39.4	18.9	99	*526	43.6	1.7	109	2623	42.6	8.3	107	2829	36.3	8.9	91
HOME NOT WIRED	47599	9178	60.6	19.3	101	680	56.4	1.4	94	3536	57.4	7.4	96	4962	63.7	10.4	106
HAVE PAY CABLE	17139	2648	17.5	15.5	81	**251	20.8	1.5	96	1125	18.3	6.6	84	1272	16.3	7.4	76

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	15157	100.0	19.1	100	1206	100.0	1.5	100	6159	100.0	7.8	100	7791	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	8082	53.3	17.0	89	633	52.5	1.3	87	3358	54.5	7.1	91	4091	52.5	8.6	87
10:00 AM - 3:00 PM	29926	5325	35.1	17.8	93	398	33.0	1.3	87	2074	33.7	6.9	89	2852	36.6	9.5	97
3:00 PM - 7:00 PM	37666	5898	38.9	15.7	82	481	39.9	1.3	84	2359	38.3	6.3	81	3058	39.3	8.1	83
7:00 PM - MIDNIGHT	18909	3181	21.0	16.8	88	*214	17.7	1.1	74	1179	19.1	6.2	80	1788	22.9	9.5	96
MIDNIGHT - 6:00 AM	11822	1921	12.7	16.2	85	*159	13.2	1.3	88	665	10.8	5.6	72	1097	14.1	9.3	94
6:00 AM - MIDNIGHT	63254	11046	72.9	17.5	91	879	72.9	1.4	91	4486	72.8	7.1	91	5681	72.9	9.0	91
ENTIRE DAY	64057	11211	74.0	17.5	92	896	74.3	1.4	92	4542	73.7	7.1	91	5773	74.1	9.0	92
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	2984	19.7	18.0	94	*207	17.2	1.2	82	1095	17.8	6.6	85	1681	21.6	10.1	103
ALL NEWS	3542	723	4.8	20.4	107	**49	4.1	1.4	91	312	5.1	8.8	113	362	4.6	10.2	104
ADR/PROGRESSIVE	7465	840	5.5	11.3	59	*72	6.0	1.0	63	*302	4.9	4.0	52	466	6.0	6.2	64
BEAUTIFUL MUSIC	5061	1002	6.6	19.8	104	*68	5.6	1.3	88	389	6.3	7.7	99	546	7.0	10.8	110
BLACK	1914	313	2.1	16.4	86	*15	1.2	0.8	52	**80	1.3	4.2	54	*218	2.8	11.4	116
CLASSICAL	2304	336	2.2	14.6	76	*17	1.4	0.7	48	*122	2.0	5.3	68	*196	2.5	8.5	87
CHR/ROCK	10663	1124	7.4	10.5	55	*87	7.2	0.8	54	426	6.9	4.0	51	610	7.8	5.7	58
COUNTRY	13919	2900	19.1	20.8	109	*289	24.0	2.1	136	1222	19.8	8.8	113	1389	17.8	10.0	102
GOLDEN OLDIES	2040	395	2.6	19.4	101	*14	1.2	0.7	45	*167	2.7	8.2	105	*213	2.7	10.4	106
MOR/NOSTALGIA	5105	1035	6.8	20.3	106	*66	5.5	1.3	85	467	7.6	9.1	118	502	6.4	9.8	100
NEWS/TALK	4764	922	6.1	19.4	101	*83	6.9	1.7	115	368	6.0	7.7	99	470	6.0	9.9	100
RELIGIOUS	2164	409	2.7	18.9	99	*18	1.5	0.8	55	*177	2.9	8.2	105	*214	2.7	9.9	101
SOFT ROCK	623	**54	0.4	8.7	45	**9	0.7	1.4	95	*35	0.6	5.6	72	*11	0.1	1.8	18
URBAN CONTEMPORARY	1331	*173	1.1	13.0	68	*10	0.8	0.8	49	*53	0.9	4.0	51	*110	1.4	8.3	84
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	286	1.9	9.0	47	*18	1.5	0.6	37	*108	1.8	3.4	44	*161	2.1	5.1	51
ABC DIRECTION	2724	616	4.1	22.6	118	*53	4.4	1.9	128	185	3.0	6.8	87	378	4.9	13.9	141
ABC ENTERTAINMENT	5256	1153	7.6	21.9	115	*131	10.9	2.5	164	375	6.1	7.1	92	646	8.3	12.3	125
ABC FM	2263	*247	1.6	10.9	57	*22	1.8	1.0	64	*63	1.0	2.8	36	*162	2.1	7.2	73
ABC INFORMATION	5618	1135	7.5	20.2	106	*104	8.6	1.9	122	455	7.4	8.1	104	576	7.4	10.3	104
ABC ROCK	2857	*267	1.8	9.3	49	*16	1.3	0.6	37	*138	2.2	4.8	62	*112	1.4	3.9	40
CBS	5953	1420	9.4	23.9	125	*122	10.1	2.0	135	515	8.4	8.7	111	783	10.1	13.2	134
MUTUAL	4979	1039	6.9	20.9	109	*67	5.6	1.3	88	431	7.0	8.7	111	541	6.9	10.9	111
NBC	7279	1662	11.0	22.8	119	*95	7.9	1.3	86	763	12.4	10.5	135	804	10.3	11.0	112
RADIO/ADIO	2389	179	1.2	7.5	39	*14	1.2	0.6	39	*77	1.3	3.2	41	*88	1.1	3.7	37
RKO ONE	2583	304	2.0	11.8	62	*31	2.6	1.2	79	*58	0.9	2.2	29	*215	2.8	8.3	85
RKO TWO	3674	532	3.5	14.5	76	*56	4.6	1.5	100	*186	3.0	5.1	65	290	3.7	7.9	80
THE SOURCE	3514	520	3.4	14.8	77	*37	3.1	1.1	69	*120	1.9	3.4	44	*363	4.7	10.3	105
NON-WIRED : BLAIR	9864	1665	11.0	16.9	88	*178	14.8	1.8	119	585	9.5	5.9	76	902	11.6	9.1	93
INTERNET	13522	1906	12.6	14.1	74	*152	12.6	1.1	74	803	13.0	5.9	76	951	12.2	7.0	72
KATZ RADIO GROUP	19321	3335	22.0	17.3	90	275	22.8	1.4	94	1302	21.1	6.7	87	1759	22.6	9.1	93
SUFERNET	10739	1744	11.5	16.2	85	*97	8.0	0.9	59	700	11.4	6.5	84	948	12.2	8.8	90
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	1262	8.3	24.7	129	105	8.7	2.1	135	537	8.7	10.5	135	620	8.0	12.1	124
MKDAY 9:00 AM - 1:00 PM	5383	1465	9.7	27.2	142	144	11.9	2.7	176	647	10.5	12.0	155	674	8.7	12.5	127
MKDAY 1:00 PM - 4:30 PM	6469	1697	11.2	26.2	137	147	12.2	2.3	149	679	11.0	10.5	135	871	11.2	13.5	137
MKDAY 4:30 PM - 7:30 PM	19661	4623	30.5	23.5	123	325	26.9	1.7	109	1881	30.5	9.6	123	2417	31.0	12.3	125
MKDAY 7:30 PM - 8:00 PM	27579	6264	41.3	22.7	119	405	33.6	1.5	97	2555	41.5	9.3	119	3305	42.4	12.0	122
MKDAY 11:00 PM - 11:30 PM	22964	4884	32.2	21.3	111	362	30.0	1.6	104	1946	31.6	8.5	109	2577	33.1	11.2	114
MKDAY 11:30 PM - 1:00 AM	8158	1702	11.2	20.9	109	123	10.2	1.5	99	708	11.5	8.7	112	871	11.2	10.7	109
M-SAT 8-11 PM-SUN 7-11 PM	30140	6270	41.4	20.8	109	460	38.1	1.5	100	2555	41.5	8.5	109	3255	41.8	10.8	110
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	435	2.9	21.2	111	*58	4.0	2.8	186	178	2.9	8.7	112	200	2.6	9.8	99
ANOTHER WORLD	N 1214	392	2.6	32.3	169	*38	3.2	3.1	206	147	2.4	12.1	156	207	2.7	17.1	173
AS THE WORLD TURNS	C 1740	494	3.3	28.4	148	*54	4.5	3.1	204	192	3.1	11.0	142	247	3.2	14.2	144
CAPITOL	C 1016	269	1.8	26.5	138	*27	2.2	2.7	175	*88	1.4	8.7	111	*154	2.0	15.2	154
CBS MORN. NEWS 1	C 1203	279	1.8	23.2	121	*23	1.9	1.9	126	101	1.6	8.4	108	155	2.0	12.9	131
CBS MORN. NEWS 2	C 773	232	1.5	30.0	157	*11	0.9	1.4	94	*97	1.6	12.5	161	124	1.6	16.0	163
DAYS OF OUR LIVES	N 1629	574	3.8	35.2	184	*38	3.2	2.3	153	219	3.6	13.4	173	317	4.1	19.5	198
FACTS OF LIFE - DAYTIME	N 961	243	1.6	25.3	132	*54	4.5	5.6	369	*114	1.9	11.9	153	76	1.0	7.9	80
FAMILY FEUD	A 1390	492	3.2	35.4	185	*85	7.0	6.1	402	136	2.2	9.8	126	272	3.5	19.6	199
GENERAL HOSPITAL	A 1463	451	3.0	30.8	161	*31	2.6	2.1	139	205	3.3	14.0	180	215	2.8	14.7	150
GOOD MORNING, AMERICA-730 A	1705	432	2.9	25.3	133	*26	2.2	1.5	100	231	3.8	13.5	174	175	2.2	10.3	104
GOOD MORNING, AMERICA-830 A	889	230	1.5	25.9	135	*8	0.7	0.9	59	133	2.2	15.0	193	*90	1.2	10.1	103
GUIDING LIGHT	C 1754	527	3.5	30.0	157	*59	4.9	3.4	221	203	3.3	11.6	149	266	3.4	15.2	154
ONE LIFE TO LIVE	A 1100	323	2.1	29.4	154	*78	2.3	2.5	167	*139	2.3	12.6	163	156	2.0	14.2	144
PRESS YOUR LUCK	C 1222	353	2.3	28.9	151	*34	2.8	2.8	183	150	2.4	12.3	158	169	2.2	13.8	141
PRICE IS RIGHT 1	C 2692	840	5.5	31.2	163	*63	5.2	2.3	154	385	6.3	14.3	184	391	5.0	14.5	148
PRICE IS RIGHT 2	C 2764	810	5.3	29.3	153	*58	4.8	2.1	138	387	6.3	14.0	180	365	4.7	13.2	134
RYAN'S HOPE	A 880	153	1.0	17.4	91	*40	3.3	4.5	299	*36	0.6	4.1	53	*77	1.0	8.8	89
SA																	

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	15157	100.0	19.1	100	1206	100.0	1.5	100	6159	100.0	7.8	100	7791	100.0	9.8	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	6065	40.0	24.9	130	464	38.5	1.9	125	2526	41.0	10.4	134	3076	39.5	12.6	129
NETWORK AFFILIATES - LATE	17197	3757	24.8	21.8	114	296	24.5	1.7	113	1516	24.6	8.8	113	1945	25.0	11.3	115
INDEPENDENTS - LATE	2887	522	3.4	18.1	95	*28	2.3	1.0	64	214	3.5	7.4	95	281	3.6	9.7	99
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 11301	2365	15.6	20.9	109	*175	14.5	1.5	102	1032	16.8	9.1	118	1158	14.9	10.2	104
ABC MONDAY NIGHT MOVIE	A 4379	1019	6.7	23.3	122	*88	7.3	2.0	132	420	6.8	9.6	123	511	6.6	11.7	119
ABC SUNDAY NIGHT MOVIE	A 9910	2039	13.5	20.6	108	167	13.8	1.7	111	831	13.5	8.4	108	1042	13.4	10.5	107
ABC WORLD NEWS TONIGHT	A 6212	1506	9.9	24.2	127	*155	12.9	2.5	164	671	10.9	10.8	139	681	8.7	11.0	112
AFTERMASH	C 4575	1084	7.2	23.7	124	*127	10.5	2.8	182	357	5.8	7.8	100	599	7.7	13.1	133
ALICE	C 6777	1468	9.7	21.7	113	*124	10.3	1.8	120	539	8.8	8.0	102	805	10.3	11.9	121
AMERICAN PARADE	C 4868	1227	8.1	25.2	132	*107	8.9	2.2	144	459	7.5	9.4	121	661	8.5	13.6	138
BENSON	A 7593	1995	13.2	26.3	137	*156	12.9	2.1	135	859	13.9	11.3	146	979	12.6	12.9	131
BLUE THUNDER	A 6036	1404	9.3	23.3	122	*115	9.5	1.9	125	586	9.5	9.7	125	703	9.0	11.6	118
CAGNEY & LACEY	C 7698	1618	10.7	21.0	110	*123	10.2	1.6	105	685	11.1	8.9	115	809	10.4	10.5	107
CBS EVENING NEWS-DEAN	C 4066	1230	8.1	30.3	158	*108	9.0	2.7	175	452	7.3	11.1	143	670	8.6	16.5	168
CBS EVENING NEWS-RATHER	C 8092	1957	12.9	24.2	126	100	8.3	1.2	81	812	13.2	10.0	129	1045	13.4	12.9	131
CBS SAT. NEWS-SCHIEFFER	C 4795	1368	9.0	28.5	149	*115	9.5	2.4	158	506	8.2	10.6	136	747	9.6	15.6	158
CBS SATURDAY NIGHT MOVIE	C 6034	1194	7.9	19.8	103	*79	6.6	1.3	86	533	8.7	8.8	114	582	7.5	9.6	98
CBS WEDNESDAY NIGHT MOVIE	C 4993	1137	7.5	22.8	119	*75	6.2	1.5	99	470	7.6	9.4	121	592	7.6	11.9	121
CHEERS	N 6976	1093	7.2	15.7	82	135	11.2	1.9	127	440	7.1	6.3	81	519	6.7	7.4	76
DALLAS	C 13575	3014	19.9	22.2	116	*205	17.0	1.5	99	1298	21.1	9.6	123	1511	19.4	11.1	113
DIFF'RENT STROKES	N 3684	862	5.7	23.4	122	*61	5.1	1.7	109	384	6.2	10.4	134	417	5.4	11.3	115
DOUBLE TROUBLE	N 4462	988	6.5	22.1	116	*45	3.7	1.0	66	405	6.6	9.1	117	538	6.9	12.1	123
DUCK FACTORY	N 4810	741	4.9	15.4	81	*59	4.9	1.2	81	238	3.9	4.9	64	444	5.7	9.2	94
DUKES OF HAZZARD	C 5951	1466	9.7	24.6	129	*130	10.8	2.2	144	603	9.8	10.1	130	733	9.4	12.3	125
DYNASTY	A 11325	2598	17.1	22.9	120	*230	19.1	2.0	133	1041	16.9	9.2	118	1326	17.0	11.7	119
FACTS OF LIFE	N 4512	1103	7.3	24.4	128	*61	5.1	1.4	89	404	6.6	9.0	115	639	8.2	14.2	144
FALCON CREST	C 9215	2232	14.7	24.2	127	*215	17.8	2.3	153	902	14.6	9.8	126	1115	14.3	12.1	123
FALL GUY	A 8604	1933	12.8	22.5	117	*142	11.8	1.7	108	684	11.1	7.9	102	1107	14.2	12.9	131
FAMILY TIES	N 4179	940	6.2	22.5	118	*109	9.0	2.6	171	379	6.2	9.1	117	452	5.8	10.8	110
FANTASY ISLAND	A 4781	1057	7.0	22.1	116	*93	7.7	1.9	128	388	6.3	8.1	104	576	7.4	12.0	123
FOULUPS, BLEEPERS & BLUNDERS	A 6697	1368	9.0	20.4	107	*45	3.7	0.7	44	513	8.3	7.7	99	810	10.4	12.1	123
FOUR SEASONS	C 3873	940	6.2	24.3	127	*109	9.0	2.8	185	293	4.8	7.6	97	538	6.9	13.9	141
GIMME A BREAK	N 4310	1142	7.5	26.5	139	*113	9.4	2.6	172	451	7.3	10.5	135	578	7.4	13.4	136
HART TO HART	A 5751	1284	8.5	22.3	117	*117	9.7	2.0	134	498	8.1	8.7	111	669	8.6	11.6	118
HILL STREET BLUES	N 8568	1408	9.3	16.4	86	*82	6.8	1.0	63	534	8.7	6.2	80	792	10.2	9.2	94
HOTEL	A 8801	2119	14.0	24.1	126	*186	15.4	2.1	139	813	13.2	9.2	119	1120	14.4	12.7	129
JEFFERSONS	C 6978	1659	10.9	23.8	124	*157	13.0	2.2	148	575	9.3	8.2	106	926	11.9	13.3	135
JENNIFER SLEPT HERE	N 3021	667	4.4	22.1	115	*15	1.2	0.5	33	298	4.8	9.9	127	354	4.5	11.7	119
KATE & ALLIE	C 6811	1229	8.1	18.0	94	*113	9.4	1.7	109	505	8.2	7.4	95	611	7.8	9.0	91
KNIGHT RIDER	N 5256	1145	7.6	21.8	114	*104	8.6	2.0	130	487	7.9	9.3	119	554	7.1	10.5	107
LOVE BOAT	A 7174	1759	11.6	24.5	128	*186	15.4	2.6	170	638	10.4	8.9	114	936	12.0	13.0	133
MAGNUM PI	C 10438	2071	13.7	19.8	104	*194	16.1	1.9	122	835	13.6	8.0	103	1043	13.4	10.0	102
MAMA'S FAMILY	N 3488	774	5.1	22.2	116	*45	3.7	1.3	85	351	5.7	10.1	130	378	4.9	10.8	110
MASTER, THE	N 4127	983	6.5	23.8	125	*65	5.4	1.6	104	422	6.9	10.2	132	497	6.4	12.0	123
MATT HOUSTON	A 5978	1228	8.1	20.5	107	*62	5.1	1.0	68	526	8.5	8.8	113	641	8.2	10.7	109
NBC MONDAY NIGHT MOVIE	N 10446	1750	11.5	16.8	88	*108	9.0	1.0	68	681	11.1	6.5	84	960	12.3	9.2	93
NBC NIGHTLY NEWS	N 5571	1512	10.0	27.1	142	*120	10.0	2.2	142	594	9.6	10.7	137	798	10.2	14.3	146
NBC NIGHTLY NEWS-SAT	N 3675	1005	6.6	27.3	143	*82	6.8	2.2	147	449	7.3	12.2	157	475	6.1	12.9	131
NBC NIGHTLY NEWS-SUN	N 2905	730	4.8	25.1	131	*48	4.0	1.7	109	311	5.0	10.7	138	371	4.8	12.8	130
NBC SUNDAY NIGHT MOVIE	N 8352	1510	10.0	18.1	95	*148	12.3	1.8	116	673	10.9	8.1	104	689	8.8	8.2	84
NEWMART	C 6864	1481	9.8	21.6	113	*114	9.5	1.7	109	608	9.9	8.9	114	759	9.7	11.1	112
ONE DAY AT A TIME	C 3866	767	5.1	19.8	104	*51	4.2	1.3	87	363	5.9	9.4	121	353	4.5	9.1	93
PEOPLE ARE FUNNY	N 3956	752	5.0	19.0	99	*31	2.6	0.8	52	379	6.2	9.6	123	342	4.4	8.6	88
REAL PEOPLE	N 6305	1578	10.4	25.0	131	*123	10.2	2.0	128	609	9.9	9.7	124	846	10.9	13.4	137
REMINGTON STEELE	N 5884	1187	7.8	20.2	105	*94	7.8	1.6	105	475	7.7	8.1	104	618	7.9	10.5	107
RIPLY'S BELIEVE IT - NOT	A 5706	1114	7.3	19.5	102	*65	5.4	1.1	75	483	7.8	8.5	109	566	7.3	9.9	101
RIPTIDE	N 6202	1296	8.6	20.9	109	*59	4.9	1.0	63	587	9.5	9.5	122	650	8.3	10.5	107
SCARECROW & MRS. KING	C 6513	1405	9.3	21.6	113	*141	11.7	2.2	142	596	9.7	9.2	118	668	8.6	10.3	104
SIMON & SIMON	C 8593	1584	10.5	18.4	96	*154	12.8	1.8	118	672	10.9	7.8	101	758	9.7	8.8	90
60 MINUTES	C 13342	3291	21.7	24.7	129	242	20.1	1.8	119	1384	22.5	10.4	133	1665	21.4	12.5	127
ST. ELSEWHERE	N 6029	1104	7.3	18.3	96	*94	7.8	1.6	102	453	7.4	7.5	97	556	7.1	9.2	94
THREE'S COMPANY	A 8565	1691	11.2	19.7	103	*144	11.9	1.7	110	683	11.1	8					

DENTURE CLEANSERS USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALES	88464	21233	100.0	24.0	100	3185	100.0	3.6	100	8355	100.0	9.4	100	9693	100.0	11.0	100
FEMALE HOMEMAKERS	80986	20292	95.6	25.1	104	3138	98.5	3.9	108	7898	94.5	9.8	103	9257	95.5	11.4	104
EMPLOYED MOTHERS	18702	2093	9.9	11.2	47	*379	11.9	2.0	56	*689	8.2	3.7	39	1026	10.6	5.5	50
18 - 24	14726	1162	5.5	7.9	33	**208	6.5	1.4	39	**446	5.3	3.0	32	*508	5.2	3.4	33
25 - 34	20202	1613	7.6	8.0	33	*276	8.7	1.4	38	*457	5.5	2.3	24	880	9.1	4.4	44
35 - 44	14781	2528	11.9	17.1	71	*423	13.3	2.9	79	838	10.0	5.7	60	1268	13.1	8.6	101
45 - 54	11449	3391	16.0	29.6	123	*450	14.1	3.9	109	1329	15.9	11.6	123	1613	16.6	14.1	121
55 - 64	11846	4803	22.6	40.5	169	889	27.9	7.5	208	2142	25.6	18.1	191	1772	18.3	15.0	131
65 OR OLDER	15459	7736	36.4	50.0	208	940	29.5	6.1	169	3143	37.6	20.3	215	3653	37.7	23.6	210
18 - 34	34928	2774	13.1	7.9	33	*484	15.2	1.4	38	903	10.8	2.6	27	1387	14.3	4.0	30
18 - 49	55154	6725	31.7	12.2	51	1063	33.4	1.9	54	2328	27.9	4.2	45	3334	34.4	6.0	59
25 - 54	46433	7532	35.5	16.2	68	1148	36.0	2.5	69	2623	31.4	5.6	60	3761	38.8	8.1	74
35 - 49	20226	3951	18.6	19.5	81	579	18.2	2.9	80	1425	17.1	7.0	75	1947	20.1	9.6	88
50 OR OLDER	33310	14508	68.3	43.6	181	2122	66.6	6.4	177	6027	72.1	18.1	192	6359	65.6	19.1	170
GRADUATED COLLEGE	12110	1068	5.0	8.8	37	**177	5.6	1.5	41	*383	4.6	3.2	33	508	5.2	4.2	30
ATTENDED COLLEGE	15309	2137	10.1	14.0	58	*302	9.5	2.0	55	966	11.6	6.3	67	870	9.0	5.7	55
GRADUATED HIGH SCHOOL	36912	8380	39.5	22.7	95	1439	45.2	3.9	108	3392	40.6	9.2	97	3549	36.6	9.6	88
DID NOT GRADUATE HIGH SCHOOL	24134	9648	45.4	40.0	167	1268	39.8	5.3	146	3614	43.3	15.0	159	4766	49.2	19.7	180
EMPLOYED FULL-TIME	35457	5690	26.8	16.0	67	924	29.0	2.6	72	2413	28.9	6.8	72	2353	24.3	6.6	66
EMPLOYED PART-TIME	8514	1261	5.9	14.8	62	*181	5.7	2.1	59	557	6.7	6.5	69	523	5.4	6.1	55
NOT EMPLOYED	44494	14282	67.3	32.1	134	2080	65.3	4.7	130	5385	64.5	12.1	128	6817	70.3	15.3	140
PROFESSIONAL/MANAGER	10811	1047	4.9	9.7	40	**197	6.2	1.8	51	*389	4.7	3.6	38	*461	4.8	4.3	30
TECH/CLERICAL/SALES	19640	2755	13.0	14.0	58	*435	13.7	2.2	62	1416	16.9	7.2	76	904	9.3	6.6	44
PRECISION/CRAFT	1023	**174	0.8	17.0	71	*336	1.1	3.5	98	*71	0.8	6.9	73	*66	0.7	4.5	45
OTHER EMPLOYED	12498	2976	14.0	23.8	99	*438	13.8	3.5	97	1094	13.1	8.8	93	1445	14.9	11.6	100
SINGLE	15995	1827	8.6	11.4	48	*252	7.9	1.6	44	737	8.8	4.6	49	839	8.7	5.2	44
MARRIED	51689	11295	53.2	21.9	91	1867	58.6	3.6	100	4505	53.9	8.7	92	4923	50.8	9.5	88
DIVORCED/SEPARATED/WIDOWED	20780	8111	38.2	39.0	163	1066	33.5	5.1	142	3114	37.3	15.0	159	3931	40.6	18.9	170
PARENTS	33922	4466	21.0	13.2	55	730	22.9	2.2	60	1343	16.1	4.0	42	2392	24.7	7.1	66
WHITE	76422	17972	84.6	23.5	98	2711	85.1	3.5	99	7329	87.7	9.6	102	7932	81.8	10.4	99
BLACK	10066	3020	14.2	30.0	125	414	13.0	4.1	114	972	11.6	9.7	102	1634	16.9	16.2	140
OTHER	1976	**241	1.1	12.2	51	**60	1.9	3.0	84	**54	0.6	2.7	29	**127	1.3	6.4	55
NORTHEAST-CENSUS	19803	4867	22.9	24.6	102	706	22.2	3.6	99	2013	24.1	10.2	108	2148	22.2	10.8	99
NORTH CENTRAL	22181	5362	25.3	24.2	101	757	23.8	3.4	95	2211	26.5	10.0	106	2395	24.7	10.8	99
SOUTH	30082	8436	39.7	28.0	117	1285	40.3	4.3	119	3026	36.2	10.1	107	4125	42.6	13.7	120
WEST	16398	2567	12.1	15.7	65	*437	13.7	2.7	74	1105	13.2	6.7	71	1025	10.6	6.3	55
NORTHEAST-MKTG.	20163	4570	21.5	22.7	94	680	21.4	3.4	94	1939	23.2	9.6	102	1952	20.1	9.7	88
EAST CENTRAL	13054	3417	16.1	26.2	109	562	17.6	4.3	120	1274	15.2	9.8	103	1581	16.3	12.1	111
WEST CENTRAL	14993	3511	16.5	23.4	98	408	12.8	2.7	76	1499	17.9	10.0	106	1604	16.5	10.7	99
SOUTH	25785	7560	36.6	29.3	122	1149	36.1	4.5	124	2699	32.3	10.5	111	3713	38.3	14.4	130
PACIFIC	14470	2175	10.2	15.0	63	*387	12.2	2.7	74	945	11.3	6.5	69	843	8.7	5.8	55
COUNTY SIZE A	36705	7041	33.2	19.2	80	1061	33.3	2.9	80	2763	33.1	7.5	80	3218	33.2	8.8	88
COUNTY SIZE B	26819	7184	33.8	26.8	112	1127	35.4	4.2	117	2931	35.1	10.9	116	3126	32.3	11.7	100
COUNTY SIZE C	13597	3598	16.9	26.5	110	*511	16.0	3.8	104	1326	15.9	9.8	103	1761	18.2	13.0	111
COUNTY SIZE D	11344	3410	16.1	30.1	125	*487	15.3	4.3	119	1335	16.0	11.8	125	1588	16.4	14.0	120
METRO CENTRAL CITY	26825	6159	29.0	23.0	96	914	28.7	3.4	95	2698	32.3	10.1	106	2548	26.3	9.5	88
METRO SUBURBAN	39912	8629	40.6	21.6	90	1353	42.5	3.4	94	3217	38.5	8.1	85	4059	41.9	10.2	99
NON METRO	21728	6445	30.4	29.7	124	919	28.9	4.2	117	2439	29.2	11.2	119	3087	31.8	14.2	130
TOP 5 ADI'S	20847	3931	18.5	18.9	79	548	17.2	2.6	73	1499	17.9	7.2	76	1885	19.4	9.0	88
TOP 10 ADI'S	28719	5500	25.9	19.2	80	819	25.7	2.9	79	2223	26.6	7.7	82	2458	25.4	8.6	77
TOP 20 ADI'S	40904	8231	38.8	20.1	84	1221	38.3	3.0	83	3198	38.3	7.8	83	3812	39.3	9.3	88
HSULD INC. \$50,000 OR MORE	7931	897	4.2	11.3	47	**145	4.6	1.8	51	*378	4.5	4.8	50	**374	3.9	4.7	44
\$40,000 OR MORE	15233	1771	8.3	11.6	48	*260	8.2	1.7	47	700	8.4	4.6	49	811	8.4	5.3	44
\$30,000 OR MORE	28333	4003	18.9	14.1	59	*619	19.4	2.2	61	1531	18.3	5.4	57	1853	19.1	6.5	66
\$25,000 OR MORE	36417	5380	25.3	14.8	62	847	26.6	2.3	65	2091	25.0	5.7	61	2442	25.2	6.7	66
\$20,000 - \$24,999	9943	1880	8.9	18.9	79	*333	10.5	3.3	93	688	8.2	6.9	73	859	8.9	8.6	77
\$15,000 - \$19,999	9211	2033	9.6	22.1	92	*266	8.4	2.9	80	978	11.7	10.6	112	789	8.1	8.6	77
\$10,000 - \$14,999	13477	3966	18.7	29.4	123	734	23.0	5.4	151	1453	17.4	10.8	114	1779	18.4	13.2	120
UNDER \$10,000	19418	7974	37.6	41.1	171	1005	31.6	5.2	144	3145	37.6	16.2	171	3824	39.5	19.7	180
HOUSEHOLD OF 1 PERSON	11987	4925	23.2	41.1	171	568	17.8	4.7	132	1979	23.7	16.5	175	2378	24.5	19.8	180
2 PEOPLE	27046	8013	37.7	29.6	123	1410	44.3	5.2	145	3240	38.8	12.0	127	3363	34.7	12.4	111
3 OR 4 PEOPLE	34251	5602	26.4	16.4	68	834	26.2	2.4	68	2331	27.9	6.8	72	2437	25.1	7.1	66
5 OR MORE PEOPLE	15180	2693	12.7	17.7	74	*373	11.7	2.5	68	*805	9.6	5.3	56	1515	15.6	10.0	99
NO CHILD IN HSHLD	49819	15909	74.9	31.9	133	2272	71.3	4.6	127	6675	79.9	13.4	142	6962	71.8	14.0	120
CHILD(REN) UNDER 2 YRS	6045	*452	2.1	7.5	31	**85	2.7	1.4	39	*90	1.1	1.5	16	**277	2.9	4.6	44
2 - 5 YEARS	15233	1523	7.2	10.0	42	*226	7.1	1.5	41	*424	5.1	2.8	29	874	9.0	5.7	55
6 - 11 YEARS	16260	2422	11.4	14.9	62	*365	11.5	2.2	62	*775	9.3	4.8	50	1283	13.2	7.9	77
12 - 17 YEARS	19173	3463	16.3	18.1	75	*597	18.7	3.1	86	1140	13.6	5.9	63	1725	17.8	9.0	88
RESIDENCE OWNED	61371	15592	73.4	25.4	106	2314	72.7	3.8	105	6168	73.8	10.1	106	7109	73.3	11.6	100
VALUE: \$50,000 OR MORE	35355	6788	32.0	19.2	80	973	30.5	2.8	76	2743	32.8	7.8	82	3072	31.7	8.7	77
VALUE: UNDER \$50,000	26016	8803	41.5	33.8	141	1341	42.1	5.2	143	3425	41.0	13.2	139	4037	41.6	15.5	140

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(FEMALES)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	21233	100.0	24.0	100	3185	100.0	3.6	100	8355	100.0	9.4	100	9693	100.0	11.0	100
MAGAZINES	QUINTILE 1	17988	3578	16.9	19.9	83	524	16.5	2.9	81	1618	19.4	9.0	95	1437	14.8	8.0	73	
	QUINTILE 2	19444	4053	19.1	20.8	87	621	19.5	3.2	89	1483	17.7	7.6	81	1950	20.1	10.0	92	
	QUINTILE 3	14626	2919	13.7	20.0	83	450	14.1	3.1	85	1094	13.1	7.5	79	1375	14.2	9.4	86	
	QUINTILE 4	16014	3928	18.5	24.5	102	549	17.2	3.4	95	1597	19.1	10.0	106	1782	18.4	11.1	102	
	QUINTILE 5	20289	6755	31.8	33.1	138	1041	32.7	5.1	142	2564	30.7	12.6	133	3150	32.5	15.4	141	
NEWSPAPERS	QUINTILE 1	13830	3308	15.6	23.9	100	475	14.9	3.4	95	1434	17.2	10.4	110	1398	14.4	10.1	92	
	QUINTILE 2	26350	5911	27.8	22.4	93	861	27.0	3.3	91	2527	30.2	9.6	102	2523	26.0	9.6	87	
	QUINTILE 3	12415	3036	14.3	24.5	102	467	14.7	3.8	104	1168	14.0	9.4	100	1401	14.5	11.3	103	
	QUINTILE 4	21911	4867	22.9	22.2	93	706	22.2	3.2	89	1825	21.8	8.3	88	2337	24.1	10.7	97	
	QUINTILE 5	13960	4111	19.4	29.4	123	676	21.2	4.8	134	1401	16.8	10.0	106	2034	21.0	14.6	133	
OUTDOOR	QUINTILE 1	16810	2772	13.1	16.5	69	304	9.5	1.8	50	1058	12.7	6.3	67	1411	14.6	8.4	77	
	QUINTILE 2	17101	3963	18.7	23.2	97	611	19.2	3.6	99	1376	16.5	8.0	85	1977	20.4	11.6	106	
	QUINTILE 3	17579	3987	18.8	22.7	94	546	17.1	3.1	86	1610	19.3	9.2	97	1832	18.9	10.4	95	
	QUINTILE 4	18343	4901	23.1	26.7	111	813	25.5	4.4	123	1922	23.0	10.5	111	2165	22.3	11.8	108	
	QUINTILE 5	18631	5610	26.4	30.1	125	912	28.6	4.9	136	2390	28.6	12.8	136	2308	23.8	12.4	113	
RADIO-DRIVE TIME	QUINTILE 1	17390	4363	20.5	25.1	105	597	18.7	3.4	95	1820	21.8	10.5	111	1946	20.1	11.2	102	
	QUINTILE 2	16591	3622	17.1	21.8	91	564	17.7	3.4	94	1626	19.5	9.8	104	1432	14.8	8.6	79	
	QUINTILE 3	16910	3452	16.3	20.4	85	488	15.3	2.9	80	1268	15.2	7.5	79	1696	17.5	10.0	92	
	QUINTILE 4	18002	3837	18.1	21.3	89	559	17.6	3.1	86	1392	16.7	7.7	82	1886	19.5	10.5	96	
	QUINTILE 5	19572	5959	28.1	30.4	127	977	30.7	5.0	139	2249	26.9	11.5	122	2734	28.2	14.0	127	
RADIO-MID- DAY	TERCILE 1	23248	5150	24.3	22.2	92	748	23.5	3.2	89	2068	24.8	8.9	94	2334	24.1	10.0	92	
	TERCILE 2	23667	5699	26.8	24.1	100	1038	32.6	4.4	122	1957	23.4	8.3	88	2705	27.9	11.4	104	
	TERCILE 3	41549	10384	48.9	25.0	104	1400	44.0	3.4	94	4330	51.8	10.4	110	4655	48.0	11.2	102	
RADIO-TOTAL	QUINTILE 1	17786	4069	19.2	22.9	95	566	17.8	3.2	88	1728	20.7	9.7	103	1774	18.3	10.0	91	
	QUINTILE 2	17316	4158	19.6	24.0	100	648	20.3	3.7	104	1604	19.2	9.3	98	1906	19.7	11.0	100	
	QUINTILE 3	18428	3871	18.2	21.0	88	587	18.4	3.2	88	1538	18.4	8.3	88	1745	18.0	9.5	86	
	QUINTILE 4	17669	3638	17.1	20.6	86	520	16.3	2.9	82	1349	16.1	7.6	81	1769	18.3	10.0	91	
	QUINTILE 5	17265	5498	25.9	31.8	133	864	27.1	5.0	139	2136	25.6	12.4	131	2499	25.8	14.5	132	
TV-PRIME TIME	QUINTILE 1	17416	4939	23.3	28.4	118	652	20.5	3.7	104	1960	23.5	11.3	119	2327	24.0	13.4	122	
	QUINTILE 2	17413	4208	19.8	24.2	101	816	25.6	4.7	130	1423	17.0	8.2	87	1970	20.3	11.3	103	
	QUINTILE 3	17943	4260	20.1	23.7	99	647	20.3	3.6	100	1607	19.2	9.0	95	2006	20.7	11.2	102	
	QUINTILE 4	18442	3697	17.4	20.0	84	551	17.3	3.0	83	1528	18.3	8.3	88	1619	16.7	8.8	80	
	QUINTILE 5	17250	4129	19.4	23.9	100	520	16.3	3.0	84	1838	22.0	10.7	113	1772	18.3	10.3	94	
TV-DAYTIME	TERCILE 1	29966	8662	40.8	28.9	120	1118	35.1	3.7	104	3153	37.7	10.5	111	4391	45.3	14.7	134	
	TERCILE 2	29480	6693	31.5	22.7	95	1155	36.3	3.9	109	2827	33.8	9.6	102	2711	28.0	9.2	84	
	TERCILE 3	29018	5878	27.7	20.3	84	912	28.6	3.1	87	2374	28.4	8.2	87	2592	26.7	8.9	82	
TV-TOTAL	QUINTILE 1	17740	5608	26.4	31.6	132	845	26.5	4.8	132	1980	23.7	11.2	118	2784	28.7	15.7	143	
	QUINTILE 2	17674	5066	23.9	28.7	119	747	23.5	4.2	117	1956	23.4	11.1	117	2362	24.4	13.4	122	
	QUINTILE 3	17730	4024	19.0	22.7	95	602	18.9	3.4	94	1760	21.1	9.9	105	1661	17.1	9.4	86	
	QUINTILE 4	17543	3293	15.5	18.7	78	578	18.1	3.3	91	1232	14.7	7.0	74	1483	15.3	8.4	77	
	QUINTILE 5	17757	3242	15.3	18.3	76	413	13.0	2.3	65	1427	17.1	8.0	85	1402	14.5	7.9	72	
MAGAZINES-NEWSPAPERS: DUAL			23278	4824	22.7	20.7	86	770	24.2	3.3	92	1940	23.2	8.3	88	2113	21.8	9.1	83
MAGAZINE IMPERATIVE			21634	4187	19.7	19.4	81	662	20.8	3.1	85	1603	19.2	7.4	78	1922	19.8	8.9	81
NEWSPAPER IMPERATIVE			23455	6137	28.9	26.2	109	814	25.6	3.5	96	2683	32.1	11.4	121	2640	27.2	11.3	103
MAGAZINES-OUTDOOR: DUAL			17482	2970	14.0	17.0	71	542	17.0	3.1	86	1170	14.0	6.7	71	1259	13.0	7.2	66
MAGAZINE IMPERATIVE			28830	6739	31.7	23.4	97	966	30.3	3.4	93	2706	32.4	9.4	99	3067	31.6	10.6	97
OUTDOOR IMPERATIVE			26119	6228	29.3	23.8	99	703	22.1	2.7	75	2317	27.7	8.9	94	3209	33.1	12.3	112
MAGAZINES-RADIO: DUAL			20142	4386	20.7	21.8	91	711	22.3	3.5	98	1777	21.3	8.8	93	1898	19.6	9.4	86
MAGAZINE IMPERATIVE			26292	5016	23.6	19.1	79	685	21.5	2.6	72	1989	23.8	7.6	80	2342	24.2	8.9	81
RADIO IMPERATIVE			25308	6303	29.7	24.9	104	884	27.8	3.5	97	2523	30.2	10.0	106	2896	29.9	11.4	104
MAGAZINES-TELEVISION: DUAL			17312	4445	20.9	25.7	107	672	21.1	3.9	108	1674	20.0	9.7	102	2099	21.7	12.1	111
MAGAZINE IMPERATIVE			29089	4636	21.8	15.9	66	674	21.2	2.3	64	1975	23.6	6.8	72	1988	20.5	6.8	62
TELEVISION IMPERATIVE			27505	8515	40.1	31.0	129	1278	40.1	4.6	129	3196	38.3	11.6	123	4040	41.7	14.7	134
NEWSPAPERS-OUTDOOR: DUAL			18628	3589	16.9	19.3	80	446	14.6	2.5	69	1423	17.0	7.6	81	1700	17.5	9.1	83
NEWSPAPER IMPERATIVE			29178	7604	35.8	26.1	109	1136	35.7	3.9	108	3297	39.5	11.3	120	3171	32.7	10.9	99
OUTDOOR IMPERATIVE			25260	5486	25.8	21.7	90	768	24.1	3.0	84	1958	23.4	7.8	82	2760	28.5	10.9	100
NEWSPAPERS-RADIO: DUAL			19246	4667	22.0	24.2	101	800	25.1	4.2	115	1988	23.8	10.3	109	1879	19.4	9.8	89
NEWSPAPER IMPERATIVE			28155	6227	29.3	22.1	92	795	25.0	2.8	78	2668	31.9	9.5	100	2765	28.5	9.8	90
RADIO IMPERATIVE			25308	5735	27.0	22.7	94	771	24.2	3.0	85	2136	25.6	8.4	89	2829	29.2	11.2	102
NEWSPAPERS-TELEVISION: DUAL			18615	5466	25.7	29.4	122	767	24.1	4.1	114	2084	24.9	11.2	119	2615	27.0	14.0	128
NEWSPAPER IMPERATIVE			29207	5442	25.6	18.6	78	820	25.7	2.8	78	2569	30.7	8.8	93	2053	21.2	7.0	64
TELEVISION IMPERATIVE			25472	7253	34.2	28.5	119	1155	36.3	4.5	126	2557	30.6	10.0	106	3542	36.5	13.9	127
OUTDOOR-RADIO: DUAL			17292	3158	14.9	18.3	76	376	11.8	2.2	60	1082	13.0	6.3	66	1701	17.5	9.8	90
OUTDOOR IMPERATIVE			26915	6003	28.3	22.3	93	849	26.7	3.									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	24464	21233	100.0	24.0	100	3185	100.0	3.6	100	8355	100.0	9.4	100	9693	100.0	11.0	100
ATLANTIC MONTHLY	415	**36	0.2	8.7	36	**4	0.1	1.0	27	**11	0.1	2.7	28	**21	0.2	5.1	46
BARRON'S	522	**84	0.4	16.1	87	**0	0.0	0.0	0	**28	0.3	5.4	57	**56	0.6	10.7	98
BETTER HOMES & GARDENS	17429	3978	18.7	22.8	95	533	16.7	3.1	85	1599	19.1	9.2	97	1845	19.0	10.6	97
BON APPETIT	2772	469	2.2	16.9	70	**121	3.8	4.4	121	*176	2.1	6.3	67	*172	1.8	6.2	57
BUSINESS WEEK	1449	*232	1.1	15.8	66	**28	0.9	1.9	53	**98	1.2	6.7	71	**107	1.1	7.3	66
CAR AND DRIVER	397	**73	0.3	18.4	77	**30	0.9	7.6	210	**10	0.1	2.5	27	**33	0.3	8.3	76
CBS MAGAZINE NETWORK (GROSS)	1633	354	1.7	21.7	90	**74	2.3	4.5	126	**103	1.2	6.3	67	*177	1.8	10.8	99
CHANGING TIMES	1354	347	1.6	22.3	93	**71	2.2	4.6	127	**113	1.4	7.3	77	*163	1.7	10.5	96
COLONIAL HOMES	1304	293	1.4	22.5	94	**24	0.8	1.8	51	**91	1.1	7.0	74	*178	1.8	13.7	125
CONDE NAST MAG. PKG. (GROSS)	17858	2258	10.6	12.6	53	400	12.6	2.2	62	984	11.8	5.5	58	874	9.0	4.9	45
CONSUMERS DIGEST	1406	343	1.6	24.4	102	**46	1.4	3.3	91	**142	1.7	10.1	107	*155	1.6	11.0	101
COSMOPOLITAN	8815	1231	5.8	14.0	58	*143	7.6	2.8	77	570	6.8	6.5	68	419	4.3	4.8	43
COUNTRY LIVING	2636	444	2.1	16.8	70	**65	2.0	2.5	68	*163	2.0	6.2	65	*216	2.2	8.2	75
CUISINE	1554	410	1.9	26.4	110	**73	2.3	4.7	130	**219	2.6	14.1	149	*118	1.2	7.6	69
CYCLE WORLD	469	**99	0.5	21.1	88	**14	0.4	3.0	83	**24	0.3	5.1	54	**62	0.6	13.2	121
DCI: CREATIVE IDEAS FOR LIV	2631	519	2.4	19.7	82	**89	2.8	3.4	94	*174	2.1	6.6	70	*256	2.6	9.7	89
DCI: CREAT. IDEA/SO. LIV (GROSS)	7065	1644	7.7	23.3	97	*262	8.2	3.7	103	695	8.3	9.8	104	687	7.1	9.7	89
DISCOVER	998	**126	0.6	12.6	53	**33	1.0	3.3	92	**48	0.6	4.8	51	**45	0.5	4.5	41
EBONY	4289	941	4.4	21.9	91	*130	4.1	3.0	84	333	4.0	7.8	82	477	4.9	11.1	102
ESQUIRE	1176	318	1.5	27.0	113	**11	0.3	0.9	26	**162	1.9	13.8	146	*145	1.5	12.3	113
ESSENCE	2392	517	2.4	21.6	90	**44	1.4	1.8	51	*198	2.4	8.3	88	274	2.8	11.5	105
FAMILY CIRCLE	17209	3753	17.7	21.8	91	*435	19.9	3.7	102	1547	18.5	9.0	95	1570	16.2	9.1	83
THE FAMILY HANDYMAN	1184	373	1.8	31.5	131	**50	1.6	4.2	117	**139	1.7	11.7	124	*184	1.9	15.5	142
FAMILY WEEKLY	12391	3411	16.1	27.5	115	608	19.1	4.9	136	1363	16.3	11.0	116	1440	14.9	11.6	106
FIELD & STREAM	2438	576	2.7	23.6	98	**51	1.6	2.1	58	*289	3.5	11.9	126	*235	2.4	9.6	88
FOOD & WINE	614	*143	0.7	23.3	97	**11	0.3	1.8	50	**83	1.0	13.5	143	**49	0.5	8.0	73
FORBES	813	**86	0.4	10.6	44	**0	0.0	0.0	0	*47	0.6	5.8	61	*339	0.4	4.8	44
FORTUNE	1083	**84	0.4	7.8	32	**11	0.3	1.0	28	**36	0.4	3.3	35	**36	0.4	3.3	30
GENTLEMEN'S QUARTERLY	1197	**143	0.7	11.9	50	**4	0.1	0.3	9	*70	0.8	5.8	62	**69	0.7	5.8	53
GLAMOUR	6625	798	3.8	12.0	50	*158	5.0	2.4	66	382	4.6	5.8	61	258	2.7	3.9	36
GOLF DIGEST	707	**101	0.5	14.3	60	**13	0.4	1.8	51	**36	0.4	5.1	54	**52	0.5	7.4	67
GOLF DIGEST/TENNIS (GROSS)	1316	*205	1.0	15.6	65	**17	0.5	1.3	36	**77	0.9	5.9	62	**111	1.1	8.4	77
GOLF MAGAZINE	469	**71	0.3	15.1	63	**3	0.1	0.6	18	**33	0.4	7.0	75	**35	0.4	7.5	68
GOLF MAGAZINE/SKI (GROSS)	1060	**113	0.5	10.7	44	**13	0.4	1.2	34	**59	0.7	5.6	59	**40	0.4	3.8	34
GOOD HOUSEKEEPING	17784	4170	19.6	23.4	98	508	19.1	3.4	95	1774	21.2	10.0	106	1788	18.4	10.1	92
HARPER'S BAZAAR	2931	434	2.0	14.8	62	**51	1.6	1.7	48	*179	2.1	6.1	65	*204	2.1	7.0	64
HEALTH	2199	591	2.8	26.9	112	**64	2.0	2.9	81	*331	4.0	15.1	159	*197	2.0	9.0	82
HEARST MAG CORP. BUY (GROSS)	49148	9764	46.0	19.9	83	1476	46.3	3.0	83	4120	49.3	8.4	89	4168	43.0	8.5	77
HEARST MAN POWER (GROSS)	2113	471	2.2	22.3	93	**82	2.6	3.9	108	*195	2.3	9.2	98	*194	2.0	9.2	84
HEARST WOMAN POWER (GROSS)	35062	7129	33.6	20.3	85	1124	35.3	3.2	89	3064	36.7	8.7	93	2941	30.3	8.4	77
HOUSE BEAUTIFUL	3865	730	3.4	18.9	79	**115	3.6	3.0	83	290	3.5	7.5	79	325	3.4	8.4	77
INC.	315	**57	0.3	18.1	75	**14	0.4	4.4	123	**32	0.4	10.2	108	**11	0.1	3.5	32
JET	3690	957	4.5	25.9	108	*109	3.4	3.0	82	323	3.9	8.8	93	525	5.4	14.2	130
LADIES' HOME JOURNAL	12930	2805	13.2	21.7	90	387	12.2	3.0	83	1201	14.4	9.3	98	1216	12.5	9.4	86
LHJ FAMILY GRP COMBO (GROSS)	18161	4051	19.1	22.3	93	544	17.1	3.0	83	1857	22.2	10.2	108	1651	17.0	9.1	83
LIFE	5065	881	4.1	17.4	72	*156	4.9	3.1	86	292	3.5	5.8	61	433	4.5	8.5	78
L.A. TIMES HOME MAGAZINE	1310	*102	0.5	7.8	32	**8	0.3	0.6	17	**45	0.5	3.4	36	**49	0.5	3.7	34
MADEMOISELLE	3759	476	2.2	12.7	53	**97	3.0	2.6	72	*257	3.1	6.8	72	*123	1.3	3.3	30
MC CALL'S	14658	3390	16.0	23.1	96	519	16.3	3.5	98	1410	16.9	9.6	102	1460	15.1	10.0	91
MC CALL'S/WRK MOTHER (GROSS)	15857	3608	17.0	22.8	95	528	16.6	3.3	92	1495	17.9	9.4	100	1585	16.4	10.0	91
MECHANIX ILLUSTRATED	809	*170	0.8	21.0	88	**10	0.3	1.2	34	**72	0.9	8.9	94	**89	0.9	11.0	100
METROPOLITAN HOME	1009	*265	1.2	26.3	109	**20	0.6	2.0	55	**106	1.3	10.5	111	**139	1.4	13.8	126
MONEY	1707	284	1.3	16.6	69	**19	0.6	1.1	31	*165	2.0	9.7	102	**100	1.0	5.9	53
MOTHER EARTH NEWS	1123	*187	0.9	16.7	69	**8	0.3	0.7	20	**79	0.9	7.0	74	**101	1.0	9.0	82
MS.	932	*161	0.8	17.3	72	**30	0.9	3.2	89	**83	1.0	8.9	94	**48	0.5	5.2	47
NATIONAL ENQUIRER	11971	3149	14.8	26.3	110	439	13.8	3.7	102	1324	15.8	11.1	117	1387	14.3	11.6	106
NATIONAL GEOGRAPHIC	10503	1986	9.4	18.9	79	296	9.3	2.8	78	837	10.0	8.0	84	853	8.8	8.1	74
NATIONAL SUNDAY MAGAZINE PKG	54325	12334	58.1	22.7	95	1896	59.5	3.5	97	5109	61.1	9.4	100	5330	55.0	9.8	90
NATURAL HISTORY	626	*107	0.5	17.1	71	**14	0.4	2.2	62	**33	0.4	5.3	56	**61	0.6	9.7	89
NEW WOMAN	1992	*268	1.3	13.5	56	**56	1.8	2.8	78	**117	1.4	5.9	62	**95	1.0	4.8	44
NEW YORK INCLUDING CUE	547	*110	0.5	20.1	84	**14	0.4	2.6	71	**61	0.7	11.2	118	**35	0.4	6.4	58
THE NEW YORKER	1380	*213	1.0	15.4	64	**39	1.2	2.8	78	**80	1.0	5.8	61	**93	1.0	6.7	62
NEWSWEEK	6925	1116	5.3	16.1	67	*160	5.0	2.3	64	503	6.0	7.3	77	453	4.7	6.5	60
THE N.Y. TIMES DAILY EDITION	1363	*191	0.9	14.0	58	**42	1.3	3.1	86	**65	0.8	4.8	50	**84	0.9	6.2	56
THE N.Y. TIMES MAGAZINE	2333	304	1.4	13.0	54	*36	1.1	1.5	43	*121	1.4	5.2	55	*147	1.5	6.3	58
RMW	872	**134	0.6	15.4	64	**1	0.0	0.1	3	**33	0.4	3.8	40	**100	1.0	11.5	105
ON CABLE	1298	*213	1.0	16.4	68	**26	0.8	2.0	56	**54	0.6	4.2	44	**133	1.4	10.2	94
1001 HOME IDEAS	3032	655	3.1	21.6	90	**93	2.9	3.1	85	*325	3.9	10.7	113	*238	2.5	7.8	72
ORGANIC GARDENING	1680	534	2.5	31.8	132	**62	1.9	3.7	103	*219	2.6	13.0	138	*253	2.6	15.1	137
OUTDOOR LIFE	960	*226	1.1	23.5	98	**18	0.6	1.9	52	**115	1.4	12.0	127	**92	0.9	9.6	87
PARADE MAGAZINE	26755	5903	27.8	22.1	92	892	28.0	3.3	93	2461	29.5	9.2	97	2550	26.3	9.5	87

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	21233	100.0	24.0	100	3185	100.0	3.6	100	8355	100.0	9.4	100	9693	100.0	11.0	100
PARENTS	4173	405	1.9	9.7	40	**68	2.1	1.6	45	**106	1.3	2.5	27	**230	2.4	5.5	50
PENTHOUSE	973	**157	0.7	16.1	67	**2	0.1	0.2	6	**65	0.8	6.7	71	**90	0.9	9.2	84
PEOPLE	13479	2425	11.4	18.0	75	463	14.5	3.4	95	912	10.9	6.8	72	1050	10.8	7.8	71
PLAYBOY	2183	350	1.6	16.0	67	**53	1.7	2.4	67	**146	1.7	6.7	71	**152	1.6	7.0	64
POPULAR HOT RODDING	388	**21	0.1	5.4	23	**0	0.0	0.0	0	**12	0.1	3.1	33	**9	0.1	2.3	21
POPULAR MECHANICS	1037	**273	1.3	26.3	110	**62	1.9	6.0	166	**115	1.4	11.1	117	**96	1.0	9.3	84
POPULAR SCIENCE	920	**248	1.2	27.0	112	**71	2.2	7.7	214	**113	1.4	12.3	130	**65	0.7	7.1	64
PREVENTION	4071	1169	5.5	28.7	120	**146	4.6	3.6	100	529	6.3	13.0	138	494	5.1	12.1	111
PSYCHOLOGY TODAY	1940	**309	1.5	15.9	66	**57	1.8	2.9	82	**167	2.0	8.6	91	**85	0.9	4.4	40
READER'S DIGEST	24031	6180	29.1	25.7	107	918	28.8	3.8	106	2658	31.8	11.1	117	2604	26.9	10.8	99
REDBOOK	8464	1728	8.1	20.4	85	274	8.6	3.2	90	720	8.6	8.5	90	734	7.6	8.7	79
ROAD & TRACK	429	**95	0.4	22.1	92	**48	1.5	11.2	311	**9	0.1	2.1	22	**38	0.4	8.9	81
ROLLING STONE	1355	**134	0.6	9.9	41	**11	0.3	0.8	23	**88	1.1	6.5	69	**35	0.4	2.6	24
RUNNER'S WORLD	329	**61	0.3	18.5	77	**1	0.0	0.3	8	**56	0.7	17.0	180	**5	0.1	1.5	14
SATURDAY EVENING POST	1268	307	1.4	24.2	101	**36	1.1	2.8	79	**140	1.7	11.0	117	**131	1.4	10.3	94
SCIENCE 84	702	**49	0.2	7.0	29	**9	0.3	1.3	36	**28	0.3	4.0	42	**11	0.1	1.6	14
SCIENCE DIGEST	553	**66	0.3	11.9	50	**6	0.2	1.1	30	**29	0.3	5.2	56	**31	0.3	5.6	51
SCIENTIFIC AMERICAN	615	**100	0.5	16.3	68	**11	0.3	1.8	50	**20	0.2	3.3	34	**69	0.7	11.2	102
SELF	2683	**250	1.2	9.3	39	**28	0.9	1.0	29	**93	1.1	3.5	37	**129	1.3	4.8	44
SEVENTEEN	3309	550	2.6	16.6	69	**69	2.2	2.1	58	**168	2.0	5.1	54	**313	3.2	9.5	86
SKI	591	**42	0.2	7.1	30	**10	0.3	1.7	47	**27	0.3	4.6	48	**5	0.1	0.8	8
SMITHSONIAN	3039	474	2.2	15.6	65	**61	1.9	2.0	56	**65	2.0	5.4	57	248	2.6	8.2	74
SOAP OPERA DIGEST	3683	1028	4.8	27.9	116	**121	3.8	3.3	91	454	5.4	12.3	131	453	4.7	12.3	112
SOUTHERN LIVING	4434	1125	5.3	25.4	106	**174	5.5	3.9	109	521	6.2	11.8	124	431	4.4	9.7	89
SPORT	701	**122	0.6	17.4	73	**6	0.2	0.9	24	**46	0.6	6.6	69	**70	0.7	10.0	91
THE SPORTING NEWS	518	**108	0.5	20.8	87	**5	0.2	1.0	27	**21	0.3	4.1	43	**82	0.8	15.8	144
SPORTS AFIELD	523	**132	0.6	25.2	105	**14	0.4	2.7	74	**51	0.6	9.8	103	**67	0.7	12.8	117
SPORTS ILLUSTRATED	3325	435	2.0	13.1	55	**77	2.4	2.3	64	**83	2.2	5.5	58	**175	1.8	5.3	48
STAR	8567	2348	11.1	27.4	114	267	8.4	3.1	87	1096	13.1	12.8	135	985	10.2	11.5	105
SUNDAY	27630	6028	28.4	21.8	91	858	26.9	3.1	86	2542	30.4	9.2	97	2629	27.1	9.5	87
SUNSET	2219	313	1.5	14.1	59	**37	1.2	1.7	46	**167	2.0	7.5	80	**109	1.1	4.9	45
TV GUIDE	24258	5518	26.0	22.7	95	805	25.3	3.3	92	2250	26.9	9.3	98	2463	25.4	10.2	93
TENNIS	609	**104	0.5	17.1	71	**4	0.1	0.7	18	**41	0.5	6.7	71	**59	0.6	9.7	88
TIME	9929	1710	8.1	17.2	72	295	9.3	3.0	83	576	6.9	5.8	61	839	8.7	8.4	77
TOWN & COUNTRY	1062	**210	1.0	19.8	82	**16	0.5	1.5	42	**111	1.3	10.5	111	**83	0.9	7.8	71
TRAVEL & LEISURE	1051	295	1.4	28.1	117	**53	1.7	5.0	140	**129	1.5	12.3	130	**113	1.2	10.8	98
TRUE STORY	3946	1424	6.7	14.1	150	**159	5.0	4.0	112	597	7.1	15.1	160	667	6.9	16.9	154
U.S. NEWS & WORLD REPORT	3782	697	3.3	18.4	77	**121	3.8	3.2	89	306	3.7	8.1	86	271	2.8	7.2	65
USA TODAY	1874	312	1.5	16.6	69	**22	0.7	1.2	33	**154	1.8	8.2	87	**136	1.4	7.3	66
US	2213	386	1.8	17.4	73	**26	0.8	1.2	33	**170	2.0	7.7	81	**190	2.0	8.6	78
VOGUE	4792	734	3.5	15.3	64	**118	3.7	2.5	68	**252	3.0	5.3	56	364	3.8	7.6	69
HALL STREET JOURNAL	2045	287	1.4	14.0	58	**53	1.7	2.6	72	**115	1.4	5.6	60	**119	1.2	5.8	53
HEIGHT WATCHERS	2364	550	2.6	23.3	97	**76	2.4	3.2	89	**275	3.3	11.6	123	**199	2.1	8.4	77
WOMAN'S DAY	15182	3625	17.1	23.9	99	627	19.7	4.1	115	1495	17.9	9.8	104	1503	15.5	9.9	90
WORKING MOTHER	1198	**219	1.0	18.3	76	**9	0.3	0.8	21	**85	1.0	7.1	75	**125	1.3	10.4	95
WORKING WOMAN	1523	263	1.2	17.3	72	**17	0.5	1.1	31	**105	1.3	6.9	73	**141	1.5	9.3	84
WORLD TENNIS	*183	**37	0.2	20.2	84	**4	0.1	2.2	61	**11	0.1	6.0	64	**22	0.2	12.0	110
ZIFF-DAVIS MAG NETWK (GROSS)	2776	550	2.6	19.8	83	**86	2.7	3.1	86	**229	2.7	8.2	87	**236	2.4	8.5	78
BLAIR INSERTS	47909	10389	48.9	21.7	90	1560	49.0	3.3	90	4422	52.9	9.2	98	4408	45.5	9.2	84
DAILY NEWSPAPERS																	
READ ANY	56731	13417	63.2	23.7	99	1924	60.4	3.4	94	5560	66.5	9.8	104	5934	61.2	10.5	95
READ ONE	47696	11168	52.6	23.4	98	1613	50.6	3.4	94	4601	55.1	9.6	102	4955	51.1	10.4	95
READ TWO OR MORE	9034	2249	10.6	24.9	104	311	9.8	3.4	96	959	11.5	10.6	112	979	10.1	10.8	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	12987	61.2	22.5	94	1966	61.7	3.4	95	5407	64.7	9.4	99	5614	57.9	9.7	89
READ ONE	50513	11427	53.8	22.6	94	1769	55.5	3.5	97	4707	56.3	9.3	99	4952	51.1	9.8	89
READ TWO OR MORE	7219	1559	7.3	21.6	90	*197	6.2	2.7	76	700	8.4	9.7	103	662	6.8	9.2	84
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	23.36				19.22				22.65				25.33			
30 DAY REACH	78184	18150	85.5	23.2	97	2801	87.9	3.6	100	6954	83.2	8.9	94	8395	86.6	10.7	98
50 SHWG - 30 DAY AV FREQ	14.80	12.39				10.51				12.01				13.32			
30 DAY REACH	74239	17143	80.7	23.1	96	2575	80.8	3.5	96	6569	78.6	8.8	94	7999	82.5	10.8	98
25 SHWG - 30 DAY AV FREQ	8.05	6.96				5.99				6.73				7.45			
30 DAY REACH	68254	15231	71.7	22.3	93	2209	69.4	3.2	90	5846	70.0	8.6	91	7176	74.0	10.5	96
CABLE TV: HOME WIRED	35215	8106	38.2	23.0	96	1195	37.5	3.4	94	3369	40.3	9.6	101	3542	36.5	10.1	92
HOME NOT WIRED	53250	13127	61.8	24.7	103	1990	62.5	3.7	104	4986	59.7	9.4	99	6151	63.5	11.6	105
HAVE PAY CABLE	17185	3364	15.8	18.8	78	*467	14.7	2.6	73	1382	16.5	7.7	82	1514	15.6	8.5	77

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	21233	100.0	24.0	100	3185	100.0	3.6	100	8355	100.0	9.4	100	9693	100.0	11.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	10800	50.9	22.5	94	1582	49.7	3.3	92	4410	52.8	9.2	97	4408	49.6	10.0	91	
10:00 AM - 3:00 PM	33674	7673	36.1	22.8	95	1271	39.9	3.8	105	2760	33.0	8.2	87	3642	37.6	10.8	99	
3:00 PM - 7:00 PM	34431	6723	31.7	19.5	81	937	29.4	2.7	76	2650	32.3	7.8	83	3090	31.9	9.0	82	
7:00 PM - MIDNIGHT	17761	3558	16.8	20.0	83	420	13.2	2.4	66	1420	17.0	8.0	85	1718	17.7	9.7	88	
MIDNIGHT - 6:00 AM	10087	2430	11.4	24.1	100	432	13.6	4.3	119	1021	12.2	10.1	107	978	10.1	9.7	88	
6:00 AM - MIDNIGHT	64318	14118	66.5	22.0	91	2092	65.7	3.3	90	5538	66.3	8.6	91	6488	66.9	10.1	92	
ENTIRE DAY	65181	14319	67.4	22.0	92	2127	66.8	3.3	91	5624	67.3	8.6	91	6568	67.8	10.1	92	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	17411	3634	17.1	20.9	87	438	13.8	2.5	70	1505	18.0	8.6	92	1691	17.4	9.7	89	
ALL NEWS	2520	537	2.5	21.3	89	**58	1.8	2.3	64	*220	2.6	8.7	92	259	2.7	10.3	94	
AOR/PROGRESSIVE	4419	526	2.5	11.9	50	**67	2.1	1.5	42	*158	1.9	3.6	38	*301	3.1	6.8	62	
BEAUTIFUL MUSIC	6119	1346	6.3	22.0	92	*279	8.8	4.6	127	489	5.9	8.0	85	579	6.0	9.5	86	
BLACK	2623	626	2.9	23.9	99	**82	2.6	3.1	87	*173	2.1	6.6	70	371	3.8	14.1	129	
CLASSICAL	1553	261	1.2	16.8	70	**16	0.5	1.0	29	**118	1.4	7.6	80	*127	1.3	8.2	75	
CHR/ROCK	11282	1430	6.7	12.7	53	*195	6.1	1.7	48	492	5.9	4.4	46	743	7.7	6.6	60	
COUNTRY	13343	3568	16.8	26.7	111	548	17.2	4.1	114	1356	16.2	10.2	108	1664	17.2	12.5	114	
GOLDEN OLDIES	1299	263	1.2	20.2	84	**45	1.4	3.5	96	**73	0.9	5.6	60	*144	1.5	11.1	101	
MOR/NOSTALGIA	5241	1297	6.1	24.7	103	*191	6.0	3.6	101	623	7.5	11.9	126	482	5.0	9.2	84	
NEWS/TALK	4165	1124	5.3	27.0	112	*210	6.6	5.0	140	519	6.2	12.5	132	394	4.1	9.5	86	
RELIGIOUS	3324	885	4.2	26.6	111	**136	4.3	4.1	114	322	3.9	9.7	103	427	4.4	12.8	117	
SOFT ROCK	609	**115	0.5	18.9	79	**8	0.3	1.3	36	**33	0.4	5.4	57	**74	0.8	12.2	111	
URBAN CONTEMPORARY	1552	471	2.2	25.4	106	**60	1.9	3.2	90	*211	2.5	11.4	121	*200	2.1	10.8	99	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	811	3.8	21.8	91	**117	3.7	3.1	87	*268	3.2	7.2	76	426	4.4	11.4	104	
ABC DIRECTION	2488	753	3.5	30.3	126	*101	3.2	4.1	113	298	3.6	12.0	127	354	3.7	14.2	130	
ABC ENTERTAINMENT	5129	1141	5.4	22.2	93	*151	4.7	2.9	82	432	5.2	8.4	89	559	5.8	10.9	99	
ABC FM	2498	483	2.3	19.3	81	**104	3.3	4.2	116	**161	1.9	6.4	68	*218	2.2	8.7	80	
ABC INFORMATION	5721	1271	6.0	22.2	93	313	9.8	5.5	152	469	5.6	8.2	87	489	5.0	8.5	78	
ABC ROCK	2021	*219	1.0	10.8	45	**8	0.3	0.4	11	**101	1.2	5.0	53	**110	1.1	5.4	50	
CBS	4756	1269	6.0	26.7	111	*179	5.6	3.8	105	608	7.3	12.8	135	482	5.0	10.1	92	
MUTUAL	5272	1570	7.4	29.8	124	*167	5.2	3.2	88	647	7.7	12.3	130	756	7.8	14.3	131	
NBC	4964	1316	6.2	26.5	110	*171	5.4	3.4	96	586	7.0	11.8	125	559	5.8	11.3	103	
RADIO/RADIO	2218	439	2.1	19.8	82	**65	2.0	2.9	81	*188	2.3	8.5	90	*186	1.9	8.4	77	
RKO ONE	2565	411	1.9	16.0	67	**57	1.8	2.2	62	*190	2.3	7.4	78	*164	1.7	6.4	58	
RKO TWO	3640	744	3.5	20.4	85	*166	5.2	4.6	127	329	3.9	9.0	96	249	2.6	6.8	62	
THE SOURCE	2467	411	1.9	16.7	69	**93	2.9	3.8	105	**114	1.4	4.6	49	**205	2.1	8.3	76	
NON-WIRED : BLAIR	9466	1947	9.2	20.6	86	285	8.9	3.0	84	695	8.3	7.3	78	967	10.0	10.2	93	
INTERNET	13616	2362	11.1	17.3	72	453	14.2	3.3	92	866	10.4	6.4	67	1043	10.8	7.7	70	
KATZ RADIO GROUP	16996	3537	16.7	20.8	87	508	15.9	3.0	83	1559	18.7	9.2	97	1470	15.2	8.6	79	
SUPERNET	11622	2454	11.6	21.1	88	312	9.8	2.7	75	981	11.7	8.4	89	1160	12.0	10.0	91	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	2899	13.7	30.8	128	389	12.2	4.1	115	1238	14.8	13.1	139	1271	13.1	13.5	123	
WKDAY 9:00 AM - 1:00 PM	13304	4022	18.9	30.2	126	578	18.1	4.3	121	1503	18.0	11.3	120	1941	20.0	14.6	133	
WKDAY 1:00 PM - 4:30 PM	17591	5027	23.7	28.6	119	690	21.7	3.9	109	1823	21.8	10.4	110	2515	25.9	14.3	130	
WKDAY 4:30 PM - 7:30 PM	24418	7142	33.6	29.2	122	1075	33.8	4.4	122	2725	32.6	11.2	118	3342	34.5	13.7	125	
WKDAY 7:30 PM - 8:00 PM	24400	9894	46.6	28.8	120	1536	48.2	4.5	124	3804	45.5	11.1	117	4554	47.0	13.2	121	
WKDAY 11:00 PM - 11:30 PM	26120	6951	32.7	26.6	111	1096	34.4	4.2	117	2585	30.9	9.9	105	3270	33.7	12.5	114	
WKDAY 11:30 PM - 1:00 AM	8402	2201	10.4	26.2	109	365	11.5	4.3	121	727	8.7	8.7	92	1109	11.4	13.2	120	
M-SAT 8-11 PM-SUN 7-11 PM	36828	9283	43.7	25.2	105	1444	45.3	3.9	109	3518	42.1	9.6	101	4320	44.6	11.7	107	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	1762	8.3	24.4	102	268	8.4	3.7	103	777	9.3	10.8	114	718	7.4	9.9	91
ANOTHER WORLD	N	4924	1615	7.6	32.8	137	225	7.1	4.6	127	535	6.4	10.9	115	855	8.8	17.4	158
AS THE WORLD TURNS	C	5946	1881	8.9	31.5	131	171	5.4	2.9	80	696	8.3	11.7	124	1014	10.5	17.0	155
CAPITOL	C	3672	1177	5.5	32.1	134	*108	3.4	2.9	82	415	5.0	11.3	120	653	6.7	17.8	162
CBS MORN. NEWS 1	C	1590	516	2.4	32.5	135	*55	1.7	3.5	96	270	3.2	17.0	180	191	2.0	12.0	110
CBS MORN. NEWS 2	C	1298	423	2.0	32.6	136	**33	1.0	2.5	71	208	2.5	16.0	170	182	1.9	14.0	128
DAYS OF OUR LIVES	N	6389	2040	9.6	31.9	133	281	8.8	4.4	122	752	9.0	11.8	125	1007	10.4	15.8	144
FACTS OF LIFE - DAYTIME	N	2524	727	3.4	28.8	120	*84	2.6	3.3	92	238	2.8	9.4	100	405	4.2	16.0	146
FAMILY FEUD	A	3427	960	4.5	28.0	117	*128	4.0	3.7	104	296	3.5	8.6	91	536	5.5	15.6	143
GENERAL HOSPITAL	A	6870	1639	7.7	23.9	99	193	6.1	2.8	78	644	7.7	9.4	99	802	8.3	11.7	107
GOOD MORNING, AMERICA-730	A	3767	1210	5.7	32.1	134	243	7.6	6.5	179	499	6.0	13.2	140	468	4.8	12.4	113
GOOD MORNING, AMERICA-830	A	3076	931	4.4	30.3	126	165	5.2	5.4	149	348	4.2	11.3	120	418	4.3	13.6	124
GUIDING LIGHT	C	5789	1792	8.4	31.0	129	155	4.9	2.7	74	660	7.9	11.4	121	976	10.1	16.9	154
ONE LIFE TO LIVE	A	4516	1169	5.5	23.8	99	159	5.0	3.2	90	490	5.9	10.0	105	520			

DENTURE CLEANSERS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	21233	100.0	24.0	100	3185	100.0	3.6	100	8355	100.0	9.4	100	9693	100.0	11.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	9072	42.7	32.4	135	1337	42.0	4.8	133	3533	42.3	12.6	134	4203	43.4	15.0	137
NETWORK AFFILIATES - LATE	21966	5940	28.0	27.0	113	947	29.7	4.3	120	2208	26.4	10.1	106	2785	28.7	12.7	116
INDEPENDENTS - LATE	2247	602	2.8	26.8	112	*108	3.4	4.6	133	233	2.8	10.4	110	260	2.7	11.6	106
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	2804	13.2	24.3	101	430	13.5	3.7	104	1014	12.1	8.8	93	1360	14.0	11.8	108
ABC MONDAY NIGHT MOVIE	A 6879	1483	7.0	21.6	90	235	7.4	3.4	95	592	7.1	8.6	91	655	6.8	9.5	87
ABC SUNDAY NIGHT MOVIE	A 13690	3284	15.5	24.0	100	486	15.3	3.6	99	1175	14.1	8.6	91	1623	16.7	11.9	108
ABC WORLD NEWS TONIGHT	A 6589	2124	10.0	32.2	134	338	10.6	5.1	142	857	10.3	13.0	138	929	9.6	14.1	129
AFTERMASH	C 6391	1781	8.4	27.9	116	*299	9.4	4.7	130	649	7.8	10.2	108	834	8.6	13.0	119
ALICE	C 10273	2781	13.1	27.1	113	446	14.0	4.3	121	1006	12.0	9.8	104	1329	13.7	12.9	118
AMERICAN PARADE	C 7130	2180	10.3	30.6	127	246	7.7	3.5	96	831	9.9	11.7	123	1103	11.4	15.5	141
BENSON	A 11665	3057	14.4	26.2	109	505	15.9	4.3	120	1055	12.6	9.0	96	1496	15.4	12.8	117
BLUE THUNDER	A 5442	1347	6.3	24.8	103	*187	5.9	3.4	95	475	5.7	8.7	92	685	7.1	12.6	115
CAGNEY & LACEY	C 10565	2549	12.0	24.1	101	352	11.1	3.3	93	1025	12.3	9.7	103	1171	12.1	11.1	101
CBS EVENING NEWS-DEAN	C 3668	1166	5.5	31.8	132	*160	5.0	4.4	121	424	5.1	11.6	122	581	6.0	15.8	145
CBS EVENING NEWS-RATHER	C 7561	2468	11.6	32.6	136	290	9.1	3.8	107	985	11.8	13.0	138	1193	12.3	15.8	144
CBS SAT. NEWS-SCHIEFFER	C 3948	1217	5.7	30.8	128	178	5.6	4.5	125	468	5.6	11.9	126	571	5.9	14.5	132
CBS SATURDAY NIGHT MOVIE	C 5966	1232	5.8	20.7	86	165	5.2	2.8	77	557	6.7	9.3	99	510	5.3	8.5	78
CBS WEDNESDAY NIGHT MOVIE	C 6529	1913	9.0	29.3	122	252	7.9	3.9	107	780	9.3	11.9	126	881	9.1	13.5	123
CHEERS	N 9842	1894	8.9	19.2	80	357	11.2	3.6	101	628	7.5	6.4	68	909	9.4	9.2	84
DALLAS	C 23935	6626	31.2	27.7	115	795	25.0	3.3	92	2585	30.9	10.8	114	3247	33.5	13.6	124
DIFF'RENT STROKES	N 7574	2387	11.2	31.5	131	356	11.2	4.7	131	871	10.4	11.5	122	1160	12.0	15.3	140
DOUBLE TROUBLE	N 7786	1832	8.6	23.5	98	310	9.7	4.0	111	641	7.7	8.2	87	880	9.1	11.3	103
DUCK FACTORY	N 6290	1228	5.8	19.5	81	*234	7.3	3.7	103	355	4.2	5.6	60	639	6.6	10.2	93
DUKES OF HAZZARD	C 6402	1878	8.8	29.3	122	256	8.0	4.0	111	833	10.0	13.0	138	789	8.1	12.3	112
DYNASTY	A 21955	5667	26.7	25.8	108	996	31.3	4.5	126	2010	24.1	9.2	97	2661	27.5	12.1	111
FACTS OF LIFE	N 8898	2228	10.5	25.0	104	364	11.4	4.1	114	850	10.2	9.6	101	1014	10.5	11.4	104
FALCON CREST	C 21877	5966	28.1	27.3	114	770	24.2	3.5	98	2239	26.8	10.2	108	2956	30.5	13.5	123
FALL GUY	A 10045	2761	13.0	27.5	115	439	13.8	4.4	121	1052	12.6	10.5	111	1270	13.1	12.6	115
FAMILY TIES	N 8922	2216	10.4	24.8	103	380	11.9	4.3	118	658	7.9	7.4	78	1178	12.2	13.2	121
FANTASY ISLAND	A 8288	2419	11.4	29.2	122	422	13.2	5.1	141	813	9.7	9.8	104	1185	12.2	14.3	130
FOULUPS, BLEEPs & BLUNDERS	A 9891	2450	11.5	24.8	103	334	10.5	3.4	94	1008	12.1	10.2	108	1107	11.4	11.2	102
FOUR SEASONS	C 5429	1560	7.3	28.7	120	*235	7.4	4.3	120	572	6.8	10.5	112	752	7.8	13.9	126
GIMME A BREAK	N 9646	2739	12.9	28.4	118	462	14.5	4.8	133	805	9.6	8.3	88	1472	15.2	15.3	139
HART TO HART	A 9983	2419	11.4	24.2	101	418	13.1	4.2	116	910	10.9	9.1	97	1092	11.3	10.9	100
HILL STREET BLUES	N 9688	1703	8.0	17.6	73	299	9.4	3.1	86	603	7.2	6.2	66	801	8.3	8.3	75
HOTEL	A 15435	4355	20.5	28.2	118	711	22.3	4.6	128	1611	19.3	10.4	111	2033	21.0	13.2	120
JEFFERSONS	C 10031	2850	13.4	28.4	118	428	13.4	4.3	119	1051	12.6	10.5	111	1371	14.1	13.7	125
JENNIFER SLEPT HERE	N 6376	1832	8.6	28.7	120	298	9.4	4.7	130	736	8.8	11.5	122	798	8.2	12.5	114
KATE & ALLIE	C 9951	2409	11.3	24.2	101	308	9.7	3.1	86	1036	12.4	10.4	110	1066	11.0	10.7	98
KNIGHT RIDER	N 7908	1732	8.2	21.9	91	*251	7.9	3.2	88	747	8.9	9.4	100	734	7.6	9.3	85
LOVE BOAT	A 13226	4012	18.9	30.3	126	651	20.4	4.9	137	1360	16.3	10.3	109	2001	20.6	15.1	138
MAGNUM PI	C 12105	3085	14.5	25.5	106	399	12.5	3.3	92	1172	14.0	9.7	103	1515	15.6	12.5	114
MAMA'S FAMILY	N 6364	2018	9.5	31.7	132	370	11.6	5.8	161	812	9.7	12.8	135	835	8.6	13.1	120
MASTER, THE	N 3955	991	4.7	25.1	104	*144	4.5	3.6	101	296	3.5	7.5	79	552	5.7	14.0	127
MATT HOUSTON	A 6903	1492	7.0	21.6	90	*219	6.9	3.2	88	460	5.5	6.7	71	813	8.4	11.8	107
NBC MONDAY NIGHT MOVIE	N 13443	2857	13.5	21.3	89	400	12.6	3.0	83	1026	12.3	7.6	81	1430	14.8	10.6	97
NBC NIGHTLY NEWS	N 5585	1826	8.6	32.7	136	260	8.2	4.7	129	702	8.4	12.6	133	864	8.9	15.5	141
NBC NIGHTLY NEWS-SAT	N 3688	1340	6.3	36.3	151	*166	5.2	4.5	125	567	6.8	15.4	163	607	6.3	16.5	150
NBC NIGHTLY NEWS-SUN	N 3310	1204	5.7	36.4	152	*135	4.2	4.1	113	439	5.3	13.3	140	630	6.5	19.0	174
NBC SUNDAY NIGHT MOVIE	N 9238	1907	9.0	20.6	86	*351	11.0	3.8	106	691	8.3	7.5	79	864	8.9	9.4	85
NEHART	C 9876	2516	11.8	25.5	106	349	11.0	3.5	98	969	11.6	9.8	104	1198	12.4	12.1	111
ONE DAY AT A TIME	C 7954	1742	8.2	21.9	91	241	7.6	3.0	84	630	7.5	7.9	84	871	9.0	11.0	100
PEOPLE ARE FUNNY	N 5182	1590	7.5	30.7	128	265	8.3	5.1	142	660	7.9	12.7	135	665	6.9	12.8	117
REAL PEOPLE	N 9674	2773	13.1	28.7	119	359	11.3	3.7	103	1052	12.6	10.9	115	1362	14.1	14.1	128
REMINGTON STEELE	N 8511	1685	7.9	19.8	82	*216	6.8	2.5	70	723	8.7	8.5	90	746	7.7	8.8	80
RIPLEY'S BELIEVE IT - NOT	A 5656	1297	6.1	22.9	96	*236	7.4	4.2	116	523	6.3	9.2	98	538	5.6	9.5	87
RIPTIDE	N 7718	1542	7.3	20.0	83	*192	6.0	2.5	69	608	7.3	7.9	83	742	7.7	9.6	88
SCARECROW & MRS. KING	C 11058	2885	13.6	26.1	109	361	11.3	3.3	91	1299	15.5	11.7	124	1224	12.6	11.1	101
SINON & SIMON	C 11615	3040	14.3	26.2	109	436	13.7	3.8	104	1130	13.5	9.7	103	1474	15.2	12.7	116
60 MINUTES	C 14326	4380	20.6	30.6	127	669	21.0	4.7	130	1618	19.4	11.3	120	2092	21.6	14.6	133
ST. ELSEWHERE	N 7670	1535	7.2	20.0	83	226	7.1	2.9	82	534	6.4	7.0	74	775	8.0	10.1	92
THREE'S COMPANY	A 12068	2725	12.8	22.6													

	TOTAL U.S. '000	A '000	PASTE B % DOWN	C % ACROSS	D % INDX	A '000	POWDER B % DOWN	C % ACROSS	D % INDX	A '000	TABLETS B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	7765	100.0	4.6	100	4560	100.0	2.7	100	24534	100.0	14.6	100				
MALES	79263	3243	41.8	4.1	88	2103	46.1	2.7	98	9741	39.7	12.3	84				
FEMALES	88464	4523	58.2	5.1	110	2456	53.9	2.8	102	14793	60.3	16.7	114				
18 - 24	28671	*693	8.9	2.4	52	*363	8.0	1.3	47	1095	4.5	3.8	26				
25 - 34	39536	615	7.9	1.6	34	*411	9.0	1.0	38	1520	6.6	4.1	28				
35 - 44	28978	1010	13.0	3.5	75	*461	10.1	1.6	59	3023	12.3	10.4	71				
45 - 54	22345	1044	13.4	4.7	101	640	14.0	2.9	105	4425	18.0	19.8	135				
55 - 64	22224	1740	22.4	7.8	169	986	21.6	4.4	163	5884	24.0	26.5	181				
65 OR OLDER	25973	2663	34.3	10.3	221	1699	37.3	6.5	241	8487	34.6	32.7	223				
18 - 34	68207	1308	16.8	1.9	41	774	17.0	1.1	42	2715	11.1	4.0	27				
18 - 49	108058	2815	36.3	2.6	56	1476	32.4	1.4	50	7658	31.2	7.1	48				
25 - 54	90859	2669	34.4	2.9	63	1512	33.2	1.7	61	9069	37.0	10.0	68				
35 - 49	39851	1507	19.4	3.8	82	702	15.4	1.8	65	4944	20.2	12.4	85				
50 OR OLDER	59669	4951	63.8	8.3	179	3083	67.6	5.2	190	16875	68.8	28.3	193				
GRADUATED COLLEGE	28091	600	7.7	2.1	46	376	8.2	1.3	49	1889	7.7	6.7	46				
ATTENDED COLLEGE	28938	542	7.0	1.9	40	550	12.1	1.9	70	2532	10.3	8.7	60				
GRADUATED HIGH SCHOOL	65503	3296	42.4	5.0	109	1467	32.2	2.2	82	9388	38.3	14.3	98				
DID NOT GRADUATE HIGH SCHOOL	45195	3327	42.8	7.4	159	2167	47.5	4.8	176	10725	43.7	23.7	162				
EMPLOYED MALES	56429	1417	18.2	2.5	54	964	21.1	1.7	63	5048	20.6	8.9	61				
EMPLOYED FEMALES	43971	1303	16.8	3.0	64	708	15.5	1.6	59	4844	19.7	11.0	75				
EMPLOYED FULL-TIME	87773	2344	30.2	2.7	58	1476	32.4	1.7	62	8676	35.4	9.9	68				
EMPLOYED PART-TIME	12627	*376	4.8	3.0	64	**196	4.3	1.6	57	1215	5.0	9.6	66				
NOT EMPLOYED	67327	5046	65.0	7.5	162	2888	63.3	4.3	158	14642	59.7	21.7	149				
PROFESSIONAL/MANAGER	25845	*375	4.8	1.5	31	*347	7.6	1.3	49	1741	7.1	6.7	46				
TECH/CLERICAL/SALES	30895	931	12.0	3.0	65	*354	7.8	1.1	42	2902	11.8	9.4	64				
PRECISION/CRAFT	12629	*304	3.9	2.4	52	*305	6.7	2.4	89	1321	5.4	10.5	72				
OTHER EMPLOYED	31031	1110	14.3	3.6	77	667	14.6	2.1	79	3928	16.0	12.7	87				
SINGLE	35557	851	11.0	2.4	52	612	13.4	1.7	63	1949	7.9	5.5	37				
MARRIED	103585	4702	60.6	4.5	98	2814	61.7	2.7	100	15850	64.6	15.3	105				
DIVORCED/SEPARATED/WIDOWED	28585	2213	28.5	7.7	167	1134	24.9	4.0	146	6734	27.4	23.6	161				
PARENTS	59295	1638	21.1	2.8	60	755	16.6	1.3	47	4829	19.7	8.1	56				
WHITE	146081	6665	85.8	4.6	99	3625	79.5	2.5	91	21736	88.6	14.9	102				
BLACK	17974	925	11.9	5.1	111	819	18.0	4.6	168	2599	10.6	14.5	99				
OTHER	3672	**176	2.3	4.8	104	**116	2.5	3.2	116	**198	0.8	5.4	37				
NORTHEAST-CENSUS	37005	1755	22.6	4.7	102	1055	23.1	2.9	105	5741	23.4	15.5	106				
NORTH CENTRAL	42642	2150	27.7	5.0	109	994	21.8	2.3	86	6670	27.2	15.6	107				
SOUTH	56777	2608	33.6	4.6	99	2031	44.5	3.6	132	9177	37.4	16.2	111				
WEST	31303	1252	16.1	4.0	86	480	10.5	1.5	56	2946	12.0	9.4	64				
NORTHEAST-MKTG.	38125	1664	21.4	4.4	94	1105	24.2	2.9	107	5327	21.7	14.0	96				
EAST CENTRAL	24794	1351	17.4	5.4	118	705	15.5	2.8	105	4355	17.8	17.6	120				
WEST CENTRAL	28511	1393	17.9	4.9	106	601	13.2	2.1	78	4232	17.2	14.8	101				
SOUTH	48953	2261	29.1	4.6	100	1713	37.6	3.5	129	8204	33.4	16.8	115				
PACIFIC	27344	1098	14.1	4.0	87	*436	9.6	1.6	59	2416	9.8	8.8	60				
COUNTY SIZE A	69301	2982	38.4	4.3	93	1392	30.5	2.0	74	7612	31.0	11.0	75				
COUNTY SIZE B	50633	2254	29.0	4.5	96	1368	30.0	2.7	99	8540	34.8	16.9	115				
COUNTY SIZE C	26259	1394	18.0	5.3	115	974	21.4	3.7	136	4346	17.7	16.6	113				
COUNTY SIZE D	21534	1135	14.6	5.3	114	825	18.1	3.8	141	4036	16.5	18.7	128				
METRO CENTRAL CITY	50014	2271	29.2	4.5	98	1284	28.2	2.6	94	6530	26.6	13.1	89				
METRO SUBURBAN	76832	3273	42.2	4.3	92	1643	36.0	2.1	79	10230	41.7	13.3	91				
NON METRO	40881	2222	28.6	5.4	117	1632	35.8	4.0	147	7774	31.7	19.0	130				
TOP 5 ADI'S	39550	1709	22.0	4.3	93	861	18.9	2.2	80	4369	17.8	11.0	76				
TOP 10 ADI'S	54877	2233	28.8	4.1	88	1256	27.5	2.3	84	6132	25.0	11.2	76				
TOP 20 ADI'S	77516	3278	42.2	4.2	91	1718	37.7	2.2	82	9074	37.0	11.7	80				
HSGLD INC. \$50,000 OR MORE	17257	*346	4.5	2.0	43	*314	6.9	1.8	67	1340	5.5	7.8	53				
\$40,000 OR MORE	33235	751	9.7	2.3	49	*418	9.2	1.3	46	2707	11.0	8.1	56				
\$30,000 OR MORE	59693	1535	19.8	2.6	56	915	20.1	1.5	56	5472	22.3	9.2	63				
\$25,000 OR MORE	76275	2084	26.8	2.7	59	1271	27.9	1.7	61	7216	29.4	9.5	65				
\$20,000 - \$24,999	18607	809	10.4	4.3	94	*416	9.1	2.2	82	2600	10.6	14.0	96				
\$15,000 - \$19,999	17175	942	12.1	5.5	118	*261	5.7	1.5	56	2879	11.7	16.8	115				
\$10,000 - \$14,999	24569	1510	19.4	6.1	133	1029	22.6	4.2	154	4816	19.6	19.6	134				
UNDER \$10,000	31101	2421	31.2	7.8	168	1582	34.7	5.1	187	7022	28.6	22.6	154				
HOUSEHOLD OF 1 PERSON	19441	1377	17.7	7.1	153	809	17.7	4.2	153	4240	17.3	21.8	149				
2 PEOPLE	51803	2989	38.5	5.8	125	2203	48.3	4.3	156	10428	42.5	20.1	138				
3 OR 4 PEOPLE	66933	2357	30.4	3.5	76	1069	23.4	1.6	59	6985	28.5	10.4	71				
5 OR MORE PEOPLE	29550	1043	13.4	3.5	76	*478	10.5	1.6	59	2882	11.7	9.8	67				
NO CHILD IN HSHLD	96587	5596	72.1	5.8	125	3579	78.5	3.7	136	18659	76.1	19.3	132				
CHILD(REN) UNDER 2 YRS	10844	**220	2.8	2.0	44	**112	2.5	1.0	38	*406	1.7	3.7	26				
2 - 5 YEARS	26358	*547	7.0	2.1	45	*395	8.7	1.5	55	1264	5.2	4.8	33				
6 - 11 YEARS	30453	998	12.9	3.3	71	*532	11.7	1.7	64	2502	10.2	8.2	56				
12 - 17 YEARS	36575	1370	17.6	3.7	81	*521	11.4	1.4	52	4134	16.9	11.3	77				
RESIDENCE OWNED	117770	5540	71.3	4.7	102	3359	73.7	2.9	105	19182	78.2	16.3	111				
VALUE: \$50,000 OR MORE	70166	2684	34.6	3.8	83	1495	32.8	2.1	78	9249	37.7	13.2	90				
VALUE: UNDER \$50,000	47604	2856	36.8	6.0	130	1864	40.9	3.9	144	9933	40.5	20.9	143				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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DENTURE CLEANSERS: TYPES
(ADULTS)

			TOTAL	PASTE				POWDER				TABLETS							
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN
			ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS
			INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX
TOTAL ADULTS			167727	7765	100.0	4.6	100	4560	100.0	2.7	100	24534	100.0	14.6	100				
MAGAZINES	QUINTILE 1		34022	1224	15.8	3.6	78	598	13.1	1.8	65	4162	17.0	12.2	84				
	QUINTILE 2		34800	1385	17.8	4.0	86	813	17.8	2.3	86	4611	18.8	13.3	91				
	QUINTILE 3		30514	1285	16.5	4.2	91	720	15.8	2.4	87	4004	16.3	13.1	90				
	QUINTILE 4		33324	1667	21.5	5.0	108	994	21.8	3.0	110	4981	20.3	14.9	102				
	QUINTILE 5		35066	2205	28.4	6.3	136	1435	31.5	4.1	151	6776	27.6	19.3	132				
NEWSPAPERS	QUINTILE 1		29107	1304	16.8	4.5	97	597	13.1	2.1	75	4453	18.2	15.3	105				
	QUINTILE 2		49095	2430	31.3	4.9	107	1187	26.0	2.4	89	7402	30.2	15.1	103				
	QUINTILE 3		23107	926	11.9	4.0	87	580	12.7	2.5	92	3292	13.4	14.2	97				
	QUINTILE 4		33556	1481	19.1	4.4	95	954	20.9	2.8	105	4581	18.7	13.7	93				
	QUINTILE 5		32863	1625	20.9	4.9	107	1242	27.2	3.8	139	4805	19.6	14.6	100				
OUTDOOR	QUINTILE 1		33431	1094	14.1	3.3	71	498	10.9	1.5	55	3591	14.6	10.7	73				
	QUINTILE 2		33478	1312	16.9	3.9	85	733	16.1	2.2	81	4545	18.5	13.6	93				
	QUINTILE 3		33574	1733	22.3	5.2	111	839	18.4	2.5	92	4987	20.3	14.9	102				
	QUINTILE 4		33935	1642	21.1	4.8	105	1013	22.2	3.0	110	5466	22.3	16.1	110				
	QUINTILE 5		33310	1985	25.6	6.0	129	1477	32.4	4.4	163	5944	24.2	17.8	122				
RADIO-DRIVE TIME	QUINTILE 1		33136	1482	19.1	4.5	97	838	18.4	2.5	93	4675	19.1	14.1	96				
	QUINTILE 2		31658	1346	17.3	4.3	92	710	15.6	2.2	82	4071	16.6	12.9	88				
	QUINTILE 3		32541	1361	17.5	4.2	90	800	17.5	2.5	90	4159	17.0	12.8	87				
	QUINTILE 4		34247	1426	18.4	4.2	90	775	17.0	2.3	83	4509	18.4	13.2	90				
	QUINTILE 5		36144	2150	27.7	5.9	128	1438	31.5	4.0	146	7119	29.0	19.7	135				
RADIO-MID- DAY	TERCILE 1		45037	1920	24.7	4.3	92	1052	23.1	2.3	86	5809	23.7	12.9	88				
	TERCILE 2		44819	2108	27.1	4.7	102	1084	23.8	2.4	89	6799	27.7	15.2	104				
	TERCILE 3		77872	3737	48.1	4.8	104	2424	53.2	3.1	114	11926	48.6	15.3	105				
RADIO-TOTAL	QUINTILE 1		33763	1399	18.0	4.1	90	774	17.0	2.3	84	4412	18.0	13.1	89				
	QUINTILE 2		33240	1503	19.4	4.5	98	782	17.1	2.4	87	4639	18.9	14.0	95				
	QUINTILE 3		33408	1283	16.5	3.8	83	678	14.9	2.0	75	4478	18.3	13.4	92				
	QUINTILE 4		34792	1602	20.6	4.6	99	977	21.4	2.8	103	4642	18.9	13.3	91				
	QUINTILE 5		32524	1980	25.5	6.1	131	1349	29.6	4.1	153	6363	25.9	19.6	134				
TV-PRIME TIME	QUINTILE 1		33090	1872	24.1	5.7	122	1077	23.6	3.3	120	5957	24.3	18.0	123				
	QUINTILE 2		33357	1281	16.5	3.8	83	860	18.9	2.6	95	5333	21.7	16.0	109				
	QUINTILE 3		33980	1579	20.3	4.6	100	834	18.3	2.5	90	4791	19.5	14.1	96				
	QUINTILE 4		33854	1634	21.0	4.8	104	720	15.8	2.1	78	4113	16.8	12.1	83				
	QUINTILE 5		33444	1399	18.0	4.2	90	1069	23.4	3.2	118	4339	17.7	13.0	89				
TV-DAYTIME	TERCILE 1		49121	2913	37.5	5.9	128	1878	41.2	3.8	141	9078	37.0	18.5	126				
	TERCILE 2		48823	2169	27.9	4.4	96	1322	29.0	2.7	100	7060	28.8	14.5	99				
	TERCILE 3		69782	2683	34.6	3.8	83	1359	29.8	1.9	72	8395	34.2	12.0	82				
TV-TOTAL	QUINTILE 1		33584	2160	27.8	6.4	139	1305	28.6	3.9	143	6599	26.9	19.6	134				
	QUINTILE 2		33441	1591	20.5	4.8	103	971	21.3	2.9	107	5894	24.0	17.6	120				
	QUINTILE 3		33505	1293	16.7	3.9	83	752	16.5	2.2	83	4745	19.3	14.2	97				
	QUINTILE 4		33466	1547	19.9	4.6	100	897	19.7	2.7	99	3678	15.0	11.0	75				
	QUINTILE 5		33731	1174	15.1	3.5	75	635	13.9	1.9	69	3619	14.8	10.7	73				
MAGAZINES-NEWSPAPERS: DUAL			44503	1680	21.6	3.8	82	828	18.2	1.9	68	6029	24.6	13.5	93				
MAGAZINE IMPERATIVE			39363	1500	19.3	3.8	82	999	21.9	2.5	93	4637	18.9	11.8	81				
NEWSPAPER IMPERATIVE			46441	2692	34.7	5.8	125	1295	28.4	2.8	103	7757	31.6	16.7	114				
MAGAZINES-OUTDOOR: DUAL			33726	1078	13.9	3.2	69	584	12.8	1.7	64	3485	14.2	10.3	71				
MAGAZINE IMPERATIVE			52846	2444	31.5	4.6	100	1350	29.6	2.6	94	7981	32.5	15.1	103				
OUTDOOR IMPERATIVE			52140	2449	31.5	4.7	101	1212	26.6	2.3	86	7631	31.1	14.6	100				
MAGAZINES-RADIO: DUAL			37081	1459	18.8	3.9	85	742	16.3	2.0	74	4687	19.1	12.6	86				
MAGAZINE IMPERATIVE			49747	2014	25.9	4.0	87	1085	23.8	2.2	80	6587	26.8	13.2	91				
RADIO IMPERATIVE			49208	2271	29.2	4.6	100	1264	27.7	2.6	94	7252	29.6	14.7	101				
MAGAZINES-TELEVISION: DUAL			33103	1519	19.6	4.6	99	812	17.8	2.5	90	5266	21.5	15.9	109				
MAGAZINE IMPERATIVE			54575	1643	21.2	3.0	65	957	21.0	1.8	64	5493	22.4	10.1	69				
TELEVISION IMPERATIVE			53249	3081	39.7	5.8	125	2000	43.9	3.8	138	10089	41.1	18.9	130				
NEWSPAPERS-OUTDOOR: DUAL			36255	1443	18.6	4.0	86	642	14.1	1.8	65	4827	19.7	13.3	91				
NEWSPAPER IMPERATIVE			55591	2904	37.4	5.2	113	1547	33.9	2.8	102	9158	37.3	16.5	113				
OUTDOOR IMPERATIVE			48319	1822	23.5	3.8	81	1105	24.2	2.3	84	5914	24.1	12.2	84				
NEWSPAPERS-RADIO: DUAL			37242	1587	20.4	4.3	92	794	17.4	2.1	78	5383	21.9	14.5	99				
NEWSPAPER IMPERATIVE			54423	2684	34.6	4.9	107	1409	30.9	2.6	95	8352	34.0	15.3	105				
RADIO IMPERATIVE			46650	1928	24.8	4.1	89	1159	25.4	2.5	91	5916	24.1	12.7	87				
NEWSPAPERS-TELEVISION: DUAL			35974	2000	25.8	5.6	120	1017	22.3	2.8	104	6845	27.9	19.0	130				
NEWSPAPER IMPERATIVE			56095	2270	29.2	4.0	87	1024	22.5	1.8	67	6631	27.0	11.8	81				
TELEVISION IMPERATIVE			47170	2396	30.9	5.1	110	1684	36.9	3.6	131	7797	31.8	16.5	113				
OUTDOOR-RADIO: DUAL			33748	1145	14.7	3.4	73	578	12.7	1.7	63	3904	15.9	11.6	79				
OUTDOOR IMPERATIVE			52785	2311	29.8	4.4	95	1136	24.9	2.2	79	7442	30.3	14.1	96				
RADIO IMPERATIVE			52882	2692	34.7	5.1	110	1435	31.5	2.7	100	8130	33.1	15.4	105				
OUTDOOR-TELEVISION: DUAL			32030	1228	15.8	3.8	83	843	18.5	2.6	97	4959	20.2	15.5	106				
OUTDOOR IMPERATIVE			54626	1861	24.0	3.4	74	784	17.2	1.4	53	5415	22.1	9.9	68				
TELEVISION IMPERATIVE			54874	3429	44.2	6.2	135	2055	45.1	3.7	138	10719	43.7	19.5	134				
RADIO-TELEVISION: DUAL			33386	1483	19.1	4.4	96	896	19.6	2.7	99	5509	22.5	16.5	113				
RADIO IMPERATIVE			53810	2081	26.8	3.9	84	1041	22.8	1.9	71	5942	24.2	11.0	75				
TELEVISION IMPERATIVE			54023	3015	38.8	5.6	121	1856	40.7	3.4	126	9911	40.4	18.3	125				

DENTURE CLEANSERS: TYPES
(ADULTS)

	TOTAL U.S. '000	PASTE				POWDER				TABLETS				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7765	100.0	4.6	100	4560	100.0	2.7	100	24534	100.0	14.6	100				
ATLANTIC MONTHLY	867	**33	0.4	3.8	82	**14	0.3	1.6	59	**58	0.2	6.7	46				
BARRON'S	1580	**20	0.3	1.3	27	**14	0.3	0.9	33	**104	0.4	6.6	45				
BETTER HOMES & GARDENS	22203	1047	13.5	4.7	102	600	13.2	2.7	99	3534	14.4	15.9	109				
BON APPETIT	3810	*174	2.2	4.6	99	**47	1.0	1.2	45	463	1.9	12.2	83				
BUSINESS WEEK	4663	**157	2.0	3.4	73	**94	2.1	2.0	74	420	1.7	9.0	62				
CAR AND DRIVER	3102	**103	1.3	3.3	72	**34	0.7	1.1	40	*217	0.9	7.0	48				
CBS MAGAZINE NETWORK (GROSS)	7311	*225	2.9	3.1	66	**99	2.2	1.4	50	596	2.4	8.2	56				
CHANGING TIMES	3400	*156	2.0	4.6	99	*116	2.5	3.4	125	431	1.8	12.7	87				
COLONIAL HOMES	1796	**48	0.6	2.7	58	**58	1.3	3.2	119	242	1.0	13.5	92				
CONDE NAST MAG. PKG. (GROSS)	19924	408	5.3	2.0	44	340	7.5	1.7	63	1504	6.1	7.5	52				
CONSUMERS DIGEST	3125	*155	2.0	5.0	107	**97	2.1	3.1	114	575	2.3	18.4	126				
COSMOPOLITAN	10577	277	3.6	2.6	57	*234	5.1	2.2	81	986	4.0	9.3	64				
COUNTRY LIVING	3746	**114	1.5	3.0	66	**40	0.9	1.1	39	468	1.9	12.5	85				
CUISINE	2214	**169	2.2	7.6	165	**23	0.5	1.0	38	385	1.6	17.4	119				
CYCLE WORLD	2394	**65	0.8	2.7	59	**18	0.4	0.8	28	*222	0.9	9.3	63				
DCI:CREATIVE IDEAS FOR LIV	3068	*189	2.4	6.2	133	**51	1.1	1.7	61	387	1.6	12.6	86				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	463	6.0	4.8	105	*162	3.6	1.7	62	1556	6.3	16.3	111				
DISCOVER	2277	**47	0.6	2.1	45	**30	0.7	1.3	48	*178	0.7	7.8	53				
EBONY	7187	270	3.5	3.8	81	196	4.3	2.7	100	863	3.5	12.0	82				
ESQUIRE	2560	**86	1.1	3.4	73	**70	1.5	2.7	101	297	1.2	11.6	79				
ESSENCE	3242	**78	1.0	2.4	52	**53	1.2	1.6	60	418	1.7	12.9	88				
FAMILY CIRCLE	19639	990	12.7	5.0	109	536	11.8	2.7	100	3160	12.9	16.1	110				
THE FAMILY HANDYMAN	3540	*212	2.7	6.0	129	**98	2.1	2.8	102	598	2.4	16.9	115				
FAMILY WEEKLY	23924	1326	17.1	5.5	120	644	14.1	2.7	99	4039	16.5	16.9	115				
FIELD & STREAM	9883	382	4.9	3.9	83	*225	4.9	2.3	84	1394	5.7	14.1	96				
FOOD & WINE	1030	**23	0.3	2.2	48	**19	0.4	1.8	68	*144	0.6	14.0	96				
FORBES	2679	**37	0.5	1.4	30	**61	1.3	2.3	84	*235	1.0	8.8	60				
FORTUNE	2931	**50	0.6	1.7	37	**24	0.5	0.8	30	*158	0.6	5.4	37				
GENTLEMEN'S QUARTERLY	3481	**9	0.1	0.3	6	**29	0.6	0.8	31	*217	0.9	6.2	43				
GLAMOUR	7163	*183	2.4	2.6	55	**121	2.7	1.7	62	524	2.1	7.3	50				
GOLF DIGEST	2355	**94	1.2	4.0	86	**111	2.4	4.7	173	330	1.3	14.0	96				
GOLF DIGEST/TENNIS (GROSS)	3610	**97	1.2	2.7	58	**128	2.8	3.5	130	451	1.8	12.5	85				
GOLF MAGAZINE	2046	**49	0.6	2.4	52	**60	1.3	2.9	108	278	1.1	13.6	93				
GOLF MAGAZINE/SKI (GROSS)	3547	**61	0.8	1.7	37	**75	1.6	2.1	78	337	1.4	9.5	65				
GOOD HOUSEKEEPING	20353	1017	13.1	5.0	108	471	10.3	2.3	85	3374	13.8	16.6	113				
HARPER'S BAZAAR	3362	**51	0.7	1.5	33	**80	1.8	2.4	88	304	1.2	9.0	62				
HEALTH	2987	**136	1.8	4.6	98	**65	1.4	2.2	80	453	1.8	15.2	104				
HEARST MAG CORP. BUY (GROSS)	67928	2609	33.6	3.8	83	1410	30.9	2.1	76	9087	37.0	13.4	91				
HEARST MAN POWER (GROSS)	11282	420	5.4	3.7	80	229	5.0	2.0	75	1430	5.8	12.7	87				
HEARST WOMAN POWER (GROSS)	40514	1731	22.3	4.3	92	880	19.3	2.2	80	5731	23.4	14.1	97				
HOUSE BEAUTIFUL	4885	*179	2.3	3.7	79	**79	1.7	1.6	59	612	2.5	12.5	86				
INC.	1308	**66	0.8	5.0	109	**11	0.2	0.8	31	**111	0.5	8.5	58				
JET	6498	218	2.8	3.4	72	242	5.3	3.7	137	714	2.9	11.0	75				
LADIES' HOME JOURNAL	14797	801	10.3	5.4	117	320	7.0	2.2	80	2303	9.4	15.6	106				
LHJ FAMILY GRP COMBO(GROSS)	21743	1117	14.4	5.1	111	478	10.5	2.2	81	3398	13.9	15.6	107				
LIFE	9881	345	4.4	3.5	75	*213	4.7	2.2	79	1073	4.4	10.9	74				
L.A. TIMES HOME MAGAZINE	2775	**26	0.3	0.9	20	**17	0.4	0.6	23	*195	0.8	7.0	48				
MADMOISELLE	4219	**92	1.2	2.2	47	**84	1.8	2.0	73	340	1.4	8.1	55				
MC CALL'S	16422	922	11.9	5.6	121	312	6.8	1.9	70	2815	11.5	17.1	117				
MC CALL'S/HRK MOTHER (GROSS)	17919	1011	13.0	5.6	122	342	7.5	1.9	70	3004	12.2	16.8	115				
MECHANIX ILLUSTRATED	4433	*197	2.5	4.4	96	*148	3.2	3.3	123	567	2.3	12.8	87				
METROPOLITAN HOME	1504	**27	0.3	1.8	39	**12	0.3	0.8	29	*203	0.8	13.5	92				
MONEY	4723	**53	0.7	1.1	24	**95	2.1	2.0	74	471	1.9	10.0	68				
MOTHER EARTH NEWS	2325	**59	0.8	2.5	55	**45	1.0	1.9	71	*215	0.9	9.2	63				
MS.	1189	**32	0.4	2.7	58	**47	1.0	4.0	145	**93	0.4	7.8	53				
NATIONAL ENQUIRER	18892	1019	13.1	5.4	117	406	8.9	2.1	79	3251	13.3	17.2	118				
NATIONAL GEOGRAPHIC	22129	815	10.5	3.7	80	459	10.1	2.1	76	2577	10.5	11.6	80				
NATIONAL SUNDAY MAGAZINE PKG	103750	4706	60.6	4.5	98	2461	54.0	2.4	87	14865	60.6	14.3	98				
NATURAL HISTORY	1379	**36	0.5	2.6	56	**41	0.9	3.0	109	*71	0.3	5.1	35				
NEW WOMAN	2289	**51	0.7	2.2	48	**24	0.5	1.0	39	274	1.1	12.0	82				
NEW YORK INCLUDING CUE	1088	**4	0.1	0.4	8	**61	1.3	5.6	206	**70	0.3	6.4	44				
THE NEW YORKER	2459	**47	0.6	1.9	41	**60	1.3	2.4	90	261	1.1	10.6	73				
NEWSWEEK	16527	443	5.7	2.7	58	317	7.0	1.9	71	1570	6.4	9.5	65				
THE N.Y. TIMES DAILY EDITION	2739	**61	0.8	2.2	48	**43	0.9	1.6	58	241	1.0	8.8	60				
THE N.Y. TIMES MAGAZINE	4443	**53	0.7	1.2	26	*91	2.0	2.0	75	420	1.7	9.5	65				
OMNI	2799	**41	0.5	1.5	32	**50	1.1	1.8	66	*205	0.8	7.3	50				
ON CABLE	2209	**77	1.0	3.5	75	**54	1.2	2.4	90	*168	0.7	7.6	52				
1001 HOME IDEAS	3959	*180	2.3	4.5	98	**93	2.0	2.3	86	642	2.6	16.2	111				
ORGANIC GARDENING	3111	*174	2.2	5.6	121	**81	1.8	2.6	96	666	2.7	21.4	146				
OUTDOOR LIFE	5024	*144	1.9	2.9	62	**114	2.5	2.3	83	623	2.5	12.4	85				
PARADE MAGAZINE	51292	2174	28.0	4.2	92	1155	25.3	2.3	83	7320	29.8	14.3	98				

DENTURE CLEANSERS: TYPES
(ADULTS)

	TOTAL U.S. '000	PASTE				POWDER				TABLETS							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	7765	100.0	4.6	100	4560	100.0	2.7	100	24534	100.0	14.6	100				
PARENTS	5298	**100	1.3	1.9	41	**14	0.3	0.3	10	277	1.1	5.2	36				
PENTHOUSE	5129	**91	1.2	1.8	38	**74	1.6	1.4	53	405	1.7	7.9	54				
PEOPLE	21070	629	8.1	3.0	64	400	8.8	1.9	70	2401	9.8	11.4	78				
PLAYBOY	10562	*287	3.7	2.7	59	*180	3.9	1.7	63	930	3.8	8.8	60				
POPULAR HOT RODDING	2498	**87	1.1	3.5	75	**40	0.9	1.6	59	**120	0.5	4.8	33				
POPULAR MECHANICS	5887	*245	3.2	4.2	90	*147	3.2	2.5	92	847	3.5	14.4	98				
POPULAR SCIENCE	4317	*205	2.6	4.7	103	*102	2.2	2.4	87	531	2.2	12.3	84				
PREVENTION	5792	319	4.1	5.5	119	*213	4.7	3.7	135	1067	4.3	18.4	126				
PSYCHOLOGY TODAY	3284	**84	1.1	2.6	55	*70	1.5	2.1	78	*291	1.2	8.9	61				
READER'S DIGEST	40046	2132	27.5	5.3	115	1179	25.9	2.9	108	7162	29.2	17.9	122				
REDBOOK	9584	438	5.6	4.6	99	*175	3.8	1.8	67	1371	5.6	14.3	98				
ROAD & TRACK	2590	**66	0.8	2.5	55	**51	1.1	2.0	72	*167	0.7	6.4	44				
ROLLING STONE	3302	*25	0.3	0.8	16	*34	0.7	1.0	38	*151	0.6	4.6	31				
RUNNER'S WORLD	1229	**14	0.2	1.1	25	**32	0.7	2.6	96	**75	0.3	6.1	42				
SATURDAY EVENING POST	2110	**76	1.0	3.6	78	**33	0.7	1.6	58	368	1.5	17.4	119				
SCIENCE 84	1543	**19	0.2	1.2	27	**6	0.1	0.4	14	**73	0.3	4.7	32				
SCIENCE DIGEST	1747	**63	0.8	3.6	78	**14	0.3	0.8	29	*118	0.5	6.8	46				
SCIENTIFIC AMERICAN	1994	**26	0.3	1.3	28	**30	0.7	1.5	55	**85	0.3	4.3	29				
SELF	3119	**20	0.3	0.6	14	**47	1.0	1.5	55	*172	0.7	5.5	38				
SEVENTEEN	3923	**162	2.1	4.1	89	**24	0.5	0.6	23	420	1.7	10.7	73				
SKI	1501	**12	0.2	0.8	17	**15	0.3	1.0	37	**59	0.2	3.9	27				
SMITHSONIAN	5976	*259	3.3	4.3	94	*85	1.9	1.4	52	493	2.0	8.2	56				
SOAP OPERA DIGEST	4228	*170	2.2	4.0	87	**79	1.7	1.9	69	729	3.0	17.2	118				
SOUTHERN LIVING	6488	275	3.5	4.2	92	**111	2.4	1.7	63	1169	4.8	18.0	123				
SPORT	3500	**132	1.7	3.8	81	**49	1.1	1.4	51	413	1.7	11.8	81				
THE SPORTING NEWS	2456	**72	0.9	2.9	63	**23	0.5	0.9	34	*264	1.1	10.7	73				
SPORTS AFIELD	3648	**112	1.4	3.1	66	**69	1.5	1.9	70	465	1.9	12.7	87				
SPORTS ILLUSTRATED	14484	374	4.8	2.6	56	202	4.4	1.4	51	1234	5.0	8.5	58				
STAR	12661	614	7.9	4.8	105	331	7.3	2.6	96	2293	9.3	18.1	124				
SUNDAY	52799	2414	31.1	4.6	99	1273	27.9	2.4	89	7122	29.0	13.5	92				
SUNSET	3513	**175	2.3	5.0	108	**34	0.7	1.0	36	398	1.6	11.3	77				
TV GUIDE	42766	1834	23.6	4.3	93	988	21.7	2.3	85	6219	25.3	14.5	99				
TENNIS	1254	**3	0.0	0.2	5	**16	0.4	1.3	47	**121	0.5	9.6	66				
TIME	22054	699	9.0	3.2	68	377	8.3	1.7	63	2469	10.1	11.2	77				
TOWN & COUNTRY	1555	**35	0.5	2.3	49	**39	0.9	2.5	92	*204	0.8	13.1	90				
TRAVEL & LEISURE	2173	**52	0.7	2.4	52	**50	1.1	2.3	85	319	1.3	14.7	100				
TRUE STORY	4636	354	4.6	7.6	165	**129	2.8	2.8	102	1064	4.3	23.0	157				
U.S. NEWS & WORLD REPORT	10353	231	3.0	2.2	48	224	4.9	2.2	80	1244	5.1	12.0	82				
USA TODAY	4994	*137	1.8	2.7	59	*128	2.8	2.6	94	594	2.4	11.9	81				
US	3528	**85	1.1	2.4	52	**31	0.7	0.9	32	402	1.6	11.4	78				
VOGUE	5624	*114	1.5	2.1	45	**88	1.9	1.6	60	468	1.9	8.6	59				
MALL STREET JOURNAL	6292	*115	1.5	1.8	39	**73	1.6	1.2	43	654	2.7	10.4	71				
HEIGHT WATCHERS	2762	**140	1.8	5.1	109	**98	2.1	3.5	131	440	1.8	15.9	109				
WOMAN'S DAY	16320	1009	13.0	6.2	134	329	7.2	2.0	74	2815	11.5	17.2	118				
WORKING MOTHER	1496	**89	1.1	5.9	129	**30	0.7	2.0	74	*189	0.8	12.6	86				
WORKING WOMAN	1851	**111	1.4	6.0	130	**20	0.4	1.1	40	*172	0.7	9.3	64				
WORLD TENNIS	580	**17	0.2	2.9	63	**3	0.1	0.5	19	**75	0.3	12.9	88				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	340	4.4	2.7	59	*160	3.5	1.3	47	973	4.0	7.8	54				
BLAIR INSERTS	91671	3814	49.1	4.2	90	2143	47.0	2.3	86	12485	50.9	13.6	93				
DAILY NEWSPAPERS																	
READ ANY	109190	5136	66.1	4.7	102	2625	57.6	2.4	88	16594	67.6	15.2	104				
READ ONE	89587	4298	55.4	4.8	104	2213	48.5	2.5	91	13549	55.2	15.1	103				
READ TWO OR MORE	19602	838	10.8	4.3	92	412	9.0	2.1	77	3045	12.4	15.5	106				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4985	64.2	4.5	98	2585	56.7	2.4	87	15580	63.5	14.2	97				
READ ONE	95074	4467	57.5	4.7	101	2263	49.6	2.4	88	13400	54.6	14.1	96				
READ TWO OR MORE	14588	517	6.7	3.5	77	322	7.1	2.2	81	2180	8.9	14.9	102				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	25.56				20.51				24.41							
30 DAY REACH	149706	6723	86.6	4.5	97	3711	81.4	2.5	91	21233	86.5	14.2	97				
50 SHMG - 30 DAY AV FREQ	15.16	13.64				10.92				12.92							
30 DAY REACH	142406	6333	81.6	4.4	96	3497	76.7	2.5	90	20063	81.8	14.1	96				
25 SHMG - 30 DAY AV FREQ	8.23	7.58				6.17				7.20							
30 DAY REACH	131152	5673	73.1	4.3	93	3047	66.8	2.3	85	18039	73.5	13.8	94				
CABLE TV: HOME WIRED	66879	3189	41.1	4.8	103	1505	33.0	2.3	83	9975	40.7	14.9	102				
HOME NOT WIRED	100848	4577	58.9	4.5	98	3055	67.0	3.0	111	14559	59.3	14.4	99				
HAVE PAY CABLE	35024	1300	16.7	3.7	80	596	13.1	1.7	63	4209	17.2	12.0	82				

	TOTAL U.S. '000	PASTE				POWDER				TABLETS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7765	100.0	4.6	100	4560	100.0	2.7	100	24534	100.0	14.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3898	50.2	4.1	88	2291	50.2	2.4	88	12846	52.4	13.4	92				
10:00 AM - 3:00 PM	63599	2753	35.5	4.3	94	1426	31.3	2.2	82	8870	36.2	13.9	95				
3:00 PM - 7:00 PM	72097	2701	34.8	3.7	81	1413	31.0	2.0	72	8584	35.0	11.9	81				
7:00 PM - MIDNIGHT	36670	1558	20.1	4.2	92	759	16.6	2.1	76	4493	18.3	12.3	84				
MIDNIGHT - 6:00 AM	21908	869	11.2	4.0	86	458	10.0	2.1	77	3115	12.7	14.2	97				
6:00 AM - MIDNIGHT	127571	5365	69.1	4.2	91	3019	66.2	2.4	87	17027	69.4	13.3	91				
ENTIRE DAY	129239	5425	69.9	4.2	91	3057	67.0	2.4	87	17303	70.5	13.4	92				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1514	19.5	4.5	96	684	15.0	2.0	74	4577	18.7	13.5	92				
ALL NEWS	6062	260	3.3	4.3	93	197	4.3	3.2	120	824	3.4	13.6	93				
AOR/PROGRESSIVE	11884	*280	3.6	2.4	51	*78	1.7	0.7	24	917	3.7	7.7	53				
BEAUTIFUL MUSIC	11180	570	7.3	5.1	110	313	6.9	2.8	103	1694	6.9	15.2	104				
BLACK	4538	190	2.4	4.2	90	*126	2.8	2.8	102	518	2.1	11.4	78				
CLASSICAL	3857	*122	1.6	3.2	68	*83	1.8	2.2	79	373	1.5	9.7	66				
CHR/ROCK	21946	555	7.1	2.5	55	300	6.6	1.4	50	1681	6.9	7.7	52				
COUNTRY	27262	1311	16.9	4.8	104	932	20.4	3.4	126	4400	17.9	16.1	110				
GOLDEN OLDIES	3339	**144	1.9	4.3	93	*109	2.4	3.3	120	406	1.7	12.2	83				
MOR/NOSTALGIA	10346	402	5.2	3.9	84	223	4.9	2.2	79	1720	7.0	16.6	114				
NEWS/TALK	8929	530	6.8	5.9	128	227	5.0	2.5	94	1452	5.9	16.3	111				
RELIGIOUS	5488	303	3.9	5.5	119	*100	2.2	1.8	67	852	3.5	15.5	106				
SOFT ROCK	1232	**44	0.6	3.6	77	*14	0.3	1.1	42	**80	0.3	6.5	44				
URBAN CONTEMPORARY	3184	*132	1.7	4.1	90	*91	2.0	2.9	105	343	1.4	10.8	74				
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*283	3.6	4.1	88	*125	2.7	1.8	67	622	2.5	9.0	62				
ABC DIRECTION	5212	336	4.3	6.4	139	*218	4.8	4.2	154	920	3.7	17.7	121				
ABC ENTERTAINMENT	10385	524	6.7	5.0	109	403	8.8	3.9	143	1542	6.3	14.8	102				
ABC FM	4762	*175	2.3	3.7	79	*87	1.9	1.8	67	467	1.9	9.8	67				
ABC INFORMATION	11339	567	7.3	5.0	108	353	7.7	3.1	115	1656	6.7	14.6	100				
ABC ROCK	4878	**165	2.1	3.4	73	*17	0.4	0.3	13	*214	0.9	4.4	30				
CBS	10709	597	7.7	5.6	120	285	6.3	2.7	98	1869	7.6	17.5	119				
MUTUAL	10251	548	7.1	5.3	115	311	6.8	3.0	112	1817	7.4	17.7	121				
NBC	12243	483	6.2	3.9	85	373	8.2	3.0	112	2166	8.8	17.7	121				
RADIORADIO	4606	*163	2.1	3.5	76	*70	1.5	1.5	56	401	1.6	8.7	60				
RKO ONE	5148	*132	1.7	2.6	55	*82	1.8	1.6	59	378	1.5	7.3	50				
RKO TWO	7313	307	4.0	4.2	91	*155	3.4	2.1	78	840	3.4	11.5	79				
THE SOURCE	5981	**204	2.6	3.4	74	*33	0.7	0.6	20	630	2.6	10.5	72				
NON-HIRED: BLAIR	19329	811	10.4	4.2	91	458	10.0	2.4	87	2198	9.0	11.4	78				
INTERNET	27139	872	11.2	3.2	69	576	12.6	2.1	78	2813	11.5	10.4	71				
KATZ RADIO GROUP	36319	1530	19.7	4.2	91	870	19.1	2.4	88	4650	19.0	12.8	88				
SUPERNET	22361	839	10.8	3.8	81	434	9.5	1.9	71	2944	12.0	13.2	90				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	891	11.5	6.1	132	632	13.9	4.3	160	2724	11.1	18.7	128				
MKDAY 9:00 AM - 1:00 PM	18688	1197	15.4	6.4	138	790	17.3	4.2	155	3626	14.8	19.4	133				
MKDAY 1:00 PM - 4:30 PM	24061	1427	18.4	5.9	128	919	20.2	3.8	140	4543	18.5	18.9	129				
MKDAY 4:30 PM - 7:30 PM	44079	2447	31.5	5.6	120	1570	34.4	3.6	131	7890	32.2	17.9	122				
MKDAY 7:30 PM - 8:00 PM	61979	3367	43.4	5.4	117	2091	45.9	3.4	124	11113	45.3	17.9	123				
MKDAY 11:00 PM - 11:30 PM	49084	2422	31.2	4.9	107	1468	32.2	3.0	110	8096	33.0	16.5	113				
MKDAY 11:30 PM - 1:00 AM	16560	810	10.4	4.9	106	544	11.9	3.3	121	2586	10.5	15.6	107				
M-SAT 8-11 PM-SUN 7-11 PM	66967	3293	42.4	4.9	106	1860	40.8	2.8	102	10671	43.5	15.9	109				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	427	5.5	4.6	100	287	6.3	3.1	114	1429	5.8	15.4	105				
ANOTHER WORLD	N 6138	384	4.9	6.3	135	315	6.9	5.1	189	1474	6.0	24.0	164				
AS THE WORLD TURNS	C 7707	539	6.9	7.0	151	296	6.5	3.8	141	1629	6.6	21.1	145				
CAPITOL	C 4688	311	4.0	6.6	143	173	3.8	3.7	136	901	3.7	19.2	131				
CBS MORN. NEWS 1	C 2792	166	2.1	5.9	128	155	3.4	5.6	204	478	1.9	17.1	117				
CBS MORN. NEWS 2	C 2071	141	1.8	6.8	147	*120	2.6	5.8	213	415	1.7	20.0	137				
DAYS OF OUR LIVES	N 8018	577	7.4	7.2	155	431	9.5	5.4	198	1862	7.6	23.2	159				
FACTS OF LIFE - DAYTIME	N 3487	192	2.5	5.5	119	124	2.7	3.6	131	658	2.7	18.9	129				
FAMILY FEUD	A 4817	407	5.2	8.4	183	184	4.0	3.8	141	949	3.9	19.7	135				
GENERAL HOSPITAL	A 8333	382	4.9	4.6	99	254	5.6	3.0	112	1432	5.8	17.2	117				
GOOD MORNING, AMERICA-730	A 5472	395	5.1	7.2	156	209	4.6	3.8	140	1186	4.8	21.7	148				
GOOD MORNING, AMERICA-830	A 3965	255	3.3	6.4	139	138	3.0	3.5	128	824	3.4	20.8	142				
GUIDING LIGHT	C 7542	543	7.0	7.2	156	350	7.7	4.6	171	1470	6.0	19.5	133				
ONE LIFE TO LIVE	A 6018	290	3.7	4.8	104	170	3.7	2.8	104	1009	4.1	16.8	115				
PRESS YOUR LUCK	C 3589	283	3.6	7.9	170	145	3.2	4.0	149	608	2.5	16.9	116				
PRICE IS RIGHT 1	C 7418	523	6.7	7.1	152	359	7.9	4.8	178	1622	6.6	21.9	149				
PRICE IS RIGHT 2	C 8276	590	7.6	7.1	154	433	9.5	5.2	192	1767	7.2	21.4	146				
RYAN'S HOPE	A 4358	119	1.5	2.7	59	*112	2.5	2.6	95	581	2.4	13.3	91				
SALE OF THE CENTURY	N 3749	260	3.3	6.9	150	206	4.5	5.5	202	875	3.6	23.3	160				
SEARCH FOR TOMORROW	N 2884	211	2.7	7.3	158	194	4.3	6.7	247	718	2.9	24.9	170				
TODAY SHOW 1	N 4869	263	3.4	5.4	117	290	6.4	6.0	219	1047	4.3	21.5	147				
TODAY SHOW 2	N 4135	319	4.1	7.7	167	229	5.0	5.5	204	927	3.8	22.4	153				
\$25,000 PYRAMID	C 4361	315	4.1	7.2	156	246	5.4	5.6	207	898	3.7	20.6	141				
WHEEL OF FORTUNE	N 6187	400	5.2	6.5	140	360	7.9	5.8	214	1446	5.9	23.4	160				
YOUNG AND THE RESTLESS	C 8186	527	6.8	6.4	139	284	6.2	3.5	128	1722	7.0	21.0	144				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	263	3.4	5.6	120	147	3.2	3.1	114	767	3.1	16.2	111				
NBA PLAYOFF GAME -1 C	5127	231	3.0	4.5	97	108	2.4	2.1	77	645	2.6	12.6	86				
NBC MAJOR LEAGUE PRE-GAME N	3945	*286	3.7	7.2	157	*89	2.0	2.3	83	588	2.4	14.9	102				
SPORTSWORLD - SUN N	3370	226	2.9	6.7	145	*113	2.5	3.4	123	577	2.4	17.1	117				
SUNDAY MORNING C	4200	214	2.8	5.1	110	*120	2.6	2.9	105	765	3.1	18.2	125				

DENTURE CLEANSERS: TYPES
(ADULTS)

	TOTAL U.S. '000	PASTE				POWDER				TABLETS							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	7765	100.0	4.6	100	4560	100.0	2.7	100	24534	100.0	14.6	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3005	38.7	5.7	124	2007	44.0	3.8	141	10505	42.8	20.1	137				
NETWORK AFFILIATES - LATE	39164	1985	25.6	5.1	109	1212	26.6	3.1	114	6678	27.2	17.1	117				
INDEPENDENTS - LATE	5133	257	3.3	5.0	108	120	2.6	2.3	86	717	2.9	14.0	95				
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	M 22825	1002	12.9	4.4	95	778	17.1	3.4	125	3532	14.4	15.5	106				
ABC MONDAY NIGHT MOVIE	A 11258	468	6.0	4.2	90	353	7.7	3.1	115	1667	6.8	14.8	101				
ABC SUNDAY NIGHT MOVIE	A 23600	1239	16.0	5.3	113	685	15.0	2.9	107	3529	14.4	15.0	102				
ABC WORLD NEWS TONIGHT	A 12801	738	9.5	5.8	125	469	10.3	3.7	135	2538	10.3	19.8	136				
AFTERMASH	C 10966	624	8.0	5.7	123	328	7.2	3.0	110	2003	8.2	18.3	125				
ALICE	C 17050	892	11.5	5.2	113	412	9.0	2.4	89	2947	12.0	17.3	118				
AMERICAN PARADE	C 11998	673	8.7	5.6	121	436	9.6	3.6	134	2318	9.4	19.3	132				
BENSON	A 19258	1120	14.4	5.8	126	710	15.6	3.7	136	3390	13.8	17.6	120				
BLUE THUNDER	A 11478	591	7.6	5.1	111	296	6.5	2.6	95	1879	7.7	16.4	112				
CAGNEY & LACEY	C 18263	794	10.2	4.3	94	546	12.0	3.0	110	2859	11.7	15.7	107				
CBS EVENING NEWS-DEAN	C 7733	643	8.3	8.3	180	250	5.5	3.2	119	1493	6.1	19.3	132				
CBS EVENING NEWS-RATHER	C 15653	931	12.0	5.9	128	540	11.8	3.4	127	3042	12.4	19.4	133				
CBS SAT. NEWS-SCHIEFFER	C 8744	551	7.1	6.3	136	296	6.5	3.4	125	1759	7.2	20.1	138				
CBS SATURDAY NIGHT MOVIE	C 12000	530	6.8	4.4	95	266	5.8	2.2	82	1618	6.6	13.5	92				
CBS WEDNESDAY NIGHT MOVIE	C 11522	565	7.3	4.9	106	453	9.9	3.9	145	2070	8.4	18.0	123				
CHEERS	N 16818	630	8.1	3.7	81	300	6.6	1.8	66	2160	8.8	12.8	88				
DALLAS	C 37510	2077	26.7	5.5	120	1221	26.8	3.3	120	6391	26.0	17.0	116				
DIFF'RENT STROKES	N 11258	588	7.6	5.2	113	404	8.9	3.6	132	2291	9.3	20.3	139				
DOUBLE TROUBLE	N 12248	702	9.0	5.7	124	319	7.0	2.6	96	1879	7.7	15.3	105				
DUCK FACTORY	N 11100	425	5.5	3.8	83	*209	4.6	1.9	69	1372	5.6	12.4	85				
DUKES OF HAZZARD	C 12353	591	7.6	4.8	103	499	10.9	4.0	149	2279	9.3	18.4	126				
DYNASTY	A 33279	1879	24.2	5.6	122	961	21.1	2.9	106	5490	22.4	16.5	113				
FACTS OF LIFE	N 13410	611	7.9	4.6	98	414	9.1	3.1	114	2374	9.7	17.7	121				
FALCON CREST	C 31093	1809	23.3	5.8	126	1067	23.4	3.4	126	5394	22.0	17.3	119				
FALL GUY	A 18649	1006	13.0	5.4	117	519	11.4	2.8	102	3176	12.9	17.0	116				
FAMILY TIES	N 13101	601	7.7	4.6	99	307	6.7	2.3	86	2236	9.1	17.1	117				
FANTASY ISLAND	A 13069	744	9.6	5.7	123	440	9.6	3.4	124	2270	9.3	17.4	119				
FOULUPS, BLEEPES & BLUNDERS	A 16588	872	11.2	5.3	114	476	10.4	2.9	106	2513	10.2	15.1	104				
FOUR SEASONS	C 9302	555	7.1	6.0	129	*206	4.5	2.2	81	1765	7.2	19.0	130				
GIMME A BREAK	N 13955	776	10.0	5.6	120	507	11.1	3.6	134	2589	10.6	18.6	127				
HART TO HART	A 15735	737	9.5	4.7	101	423	9.3	2.7	99	2664	10.9	16.9	116				
HILL STREET BLUES	N 18257	677	8.7	3.7	80	460	10.1	2.5	93	2051	8.4	11.2	77				
HOTEL	A 24236	1343	17.3	5.5	120	760	16.7	3.1	115	4417	18.0	18.2	125				
JEFFERSONS	C 17010	943	12.1	5.5	120	507	11.1	3.0	110	3125	12.7	18.4	126				
JENNIFER SLEPT HERE	N 9397	415	5.3	4.4	95	335	7.3	3.6	131	1797	7.3	19.1	131				
KATE & ALLIE	C 16762	750	9.7	4.5	97	423	9.3	2.5	93	2619	10.7	15.6	107				
KNIGHT RIDER	N 13164	551	7.1	4.2	90	339	7.4	2.6	95	2028	8.3	15.4	105				
LOVE BOAT	A 20400	1119	14.4	5.5	118	734	16.1	3.6	132	3965	16.2	19.4	133				
MAGNUM PI	C 22543	1087	14.0	4.8	104	652	14.3	2.9	106	3453	14.1	15.3	105				
MAMA'S FAMILY	N 9852	606	7.8	6.2	133	295	6.5	3.0	110	1951	8.0	19.8	135				
MASTER, THE	N 8082	405	5.2	5.0	108	258	5.7	3.2	117	1404	5.7	17.4	119				
MATT HOUSTON	A 12881	510	6.6	4.0	86	318	7.0	2.5	91	1881	7.7	14.6	100				
NBC MONDAY NIGHT MOVIE	N 23889	1014	13.1	4.2	92	550	12.1	2.3	85	3097	12.6	13.0	89				
NBC NIGHTLY NEWS	N 11156	597	7.7	5.4	116	457	10.0	4.1	151	2308	9.4	20.7	141				
NBC NIGHTLY NEWS-SAT	N 7363	436	5.6	5.9	128	243	5.3	3.3	121	1580	6.4	21.5	147				
NBC NIGHTLY NEWS-SUN	N 6214	377	4.9	6.1	131	212	4.6	3.4	125	1391	5.7	22.4	153				
NBC SUNDAY NIGHT MOVIE	N 17590	596	7.7	3.4	73	449	9.8	2.6	94	2334	9.5	13.3	91				
NEWMART	C 16740	753	9.7	4.5	97	404	8.9	2.4	89	2896	11.8	17.3	118				
ONE DAY AT A TIME	C 11820	534	6.9	4.5	98	331	7.3	2.8	103	1769	7.2	15.0	102				
PEOPLE ARE FUNNY	N 9138	552	7.1	6.0	130	189	4.1	2.1	76	1700	6.9	18.6	127				
REAL PEOPLE	N 15979	726	9.3	4.5	98	628	13.8	3.9	145	3101	12.6	19.4	133				
REMINGTON STEELE	N 14395	658	8.5	4.6	99	483	10.6	3.4	123	1885	7.7	13.1	90				
RIPLY'S BELIEVE IT - NOT	A 11362	561	7.2	4.9	107	295	6.5	2.6	96	1628	6.6	14.3	98				
RIPTIDE	N 13920	583	7.5	4.2	90	435	9.5	3.1	115	2023	8.2	14.5	99				
SCARECROW & MRS. KING	C 17571	823	10.6	4.7	101	603	13.2	3.4	126	2964	12.1	16.9	115				
SIMON & SIMON	C 20208	902	11.6	4.5	96	605	13.3	3.0	110	3127	12.7	15.5	106				
60 MINUTES	C 27668	1649	21.2	6.0	129	920	20.2	3.3	122	5228	21.3	18.9	129				
ST. ELSEWHERE	N 13699	509	6.6	3.7	80	294	6.4	2.1	79	1885	7.7	13.8	94				
THREE'S COMPANY	A 20632	966	12.4	4.7	101	432	9.5	2.1	77	3159	12.9	15.3	105				
T.J. HOOKER	A 17136	1029	13.3	6.0	130	661	14.5	3.9	142	3207	13.1	18.7	128				
TONIGHT SHOW	N 4963	221	2.8	4.5	96	158	3.5	3.2	117	769	3.1	15.5	106				
TRAPPER JOHN, M.D.	C 16332	797	10.3	4.9	105	470	10.3	2.9	106	3014	12.3	18.5	126				
TV BLOOPERS & PRAC. JOKES	N 18881	696	9.0	3.7	80	503	11.0	2.7	98	3113	12.7	16.5	113				
20/20	A 18315	879	11.3	4.8	104	448	9.8	2.4	90	3092	12.6	16.9	115				
WEBSTER	A 18722	1149	14.8	6.1	133	568	12.5	3.0	112	3303	13.5	17.6	121				
WORLD NEWS - SUN	A 5327	370	4.8	6.9	150	*148	3.2	2.8	102	1067	4.3	20.0	137				
YELLOW ROSE	N 8370	587	7.6	7.0													

DEODORANTS & ANTI-PERSPIRANTS

BASE = MALES (79263)

QUESTIONNAIRE PAGE P-4

	'000	%	UNWEIGHTED
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2A. DO YOU YOURSELF USE THEM?

YES	70089	88.4	8216
NO	9173	11.6	1122

IF YOU DO

2B. WHO DECIDES WHICH BRANDS YOU USE?
(MARK AS MANY AS APPLY)

YOURSELF	51087	64.5	6131
YOUR HUSBAND/WIFE	21989	27.7	2515
OTHER MALE	2182	2.8	191
OTHER FEMALE	3371	4.3	294
DO NOT KNOW	2879	3.6	337

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

2C. WHAT FORMS DO YOU USE?

AEROSOL SPRAY LIQUID	17405	22.0	8820	11.1	6433	8.1	2153	2.7	2007
AEROSOL SPRAY POWDER	6851	8.6	2672	3.4	2413	3.0	1766	2.2	772
CREAM	2624	3.3	1267	1.6	1020	1.3	337	.4	310
PADS	586	.7	184	.2	271	.3	131	.2	74
PLASTIC SQUEEZE BOTTLE	624	.8	328	.4	249	.3	47	.1	107
PUMP SPRAY	2390	3.0	905	1.1	992	1.3	494	.6	308
ROLL-ON	28015	35.3	14518	18.3	8972	11.3	4524	5.7	3240
STICK	34071	43.0	20982	26.5	9000	11.4	4089	5.2	3757
DO NOT KNOW	1346	1.7							194

2D. WHAT TYPES DO YOU USE?

ANTI-PERSPIRANT	37066	46.8	25994	32.8	9211	11.6	1861	2.3	4284
DEODORANT	38601	48.7	27528	34.7	6755	8.5	4318	5.4	4424
DO NOT KNOW	5495	6.9							724

2E. WHAT KINDS DO YOU USE?

SCENTED	39161	49.4	32350	40.8	4814	6.1	1997	2.5	4423
UNSCENTED	30722	38.8	23912	30.2	4176	5.3	2635	3.3	3614
DO NOT KNOW	7017	8.9							947

DEODORANTS & ANTI-PERSPIRANTS (CONTINUED)

BASE - MALES (79263)

QUESTIONNAIRE PAGE P-4

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
2F. WHICH BRANDS DO YOU USE?									
ARAMIS	1067	1.3	230	.3	459	.6	378	.5	134
ARM 'N HAMMER SPRAY	416	.5	55	.1	259	.3	102	.1	49
ARRID DOUBLE XX AEROSOL	1697	2.1	368	.5	929	1.2	400	.5	201
ARRID DOUBLE XX ROLL-ON	1588	2.0	254	.3	977	1.2	356	.4	190
ARRID DOUBLE XX SOLID	1169	1.5	151	.2	808	1.0	210	.3	146
ARRID EXTRA DRY AEROSOL	3768	4.8	1263	1.6	2018	2.5	488	.6	455
ARRID EXTRA DRY PUMP SPRAY	1268	1.6	433	.5	674	.9	162	.2	169
ARRID EXTRA DRY ROLL-ON	3201	4.0	816	1.0	1865	2.4	520	.7	361
ARRID EXTRA DRY CREAM	722	.9	314	.4	346	.4	62	.1	86
ARRID EXTRA DRY SOLID	1762	2.2	391	.5	1139	1.4	232	.3	171
ARRID POWDER ROLL-ON	953	1.2	210	.3	462	.6	282	.4	108
AVON DRI 'N DELICATE	383	.5	54	.1	258	.3	72	.1	46
AVON FEELING FRESH	1265	1.6	189	.2	889	1.1	187	.2	125
AVON ON DUTY 24	1213	1.5	312	.4	623	.8	278	.4	136
OTHER AVON	1938	2.4	516	.7	1080	1.4	342	.4	187
BABE	715	.9	43	.1	434	.5	238	.3	78
BAN BASIC	542	.7	123	.2	291	.4	128	.2	72
BAN ROLL-ON	9199	11.6	3041	3.8	4541	5.7	1617	2.0	1043
BAN SOLID	1761	2.2	347	.4	1007	1.3	408	.5	168
BAN SPRAY	1180	1.5	325	.4	557	.7	298	.4	134
ULTRA BAN ROLL-ON	1859	2.3	379	.5	1117	1.4	363	.5	202
ULTRA BAN SOLID	802	1.0	131	.2	344	.4	327	.4	78
ULTRA BAN SUPER DRY	598	.8	114	.1	317	.4	166	.2	70
ULTRA BAN 5000	296	.4	14	*	222	.3	60	.1	31
ULTRA BAN II	284	.4	28	*	184	.2	73	.1	30
BRITISH STERLING	1257	1.6	118	.1	760	1.0	379	.5	117
BRUT	7788	9.8	2023	2.6	4001	5.0	1764	2.2	828
DIAL QUICK DRY ROLL-ON	830	1.0	89	.1	572	.7	169	.2	87
DIAL ROLL-ON	1607	2.0	167	.2	1041	1.3	399	.5	168
DIAL STICK	2009	2.5	304	.4	1089	1.4	616	.8	209
DIAL VERY DRY	619	.8	24	*	460	.6	134	.2	72
OTHER DIAL	822	1.0	209	.3	410	.5	202	.3	97
DRY IDEA	1867	2.4	531	.7	936	1.2	401	.5	195
ENGLISH LEATHER	2568	3.2	342	.4	1566	2.0	661	.8	274
FIVE DAY PADS	276	.3	23	*	201	.3	52	.1	37
FIVE DAY ROLL-ON	268	.3	39	*	149	.2	80	.1	32
OTHER FIVE DAY	131	.2	23	*	80	.1	27	*	14
FRESH	342	.4	13	*	204	.3	125	.2	31
IMPULSE	436	.6			362	.5	73	.1	43
LADY'S CHOICE	1746	2.2	165	.2	1030	1.3	551	.7	191
MANPOWER	403	.5	98	.1	251	.3	54	.1	31
MENNEEN SPEED STICK	15409	19.4	6060	7.6	6822	8.6	2528	3.2	1714
OTHER MENNEEN	1575	2.0	333	.4	749	.9	494	.6	184
MITCHUM AEROSOL	732	.9	93	.1	438	.6	201	.3	89
MITCHUM PUMP SPRAY	343	.4	78	.1	179	.2	87	.1	59
MITCHUM ROLL-ON	1254	1.6	298	.4	526	.7	429	.5	182
MITCHUM STICK/SOLID	1613	2.0	513	.6	615	.8	484	.6	189
MUM	574	.7	92	.1	457	.6	25	*	64
OLD SPICE SOLID	10210	12.9	3712	4.7	4648	5.9	1850	2.3	1150
OTHER OLD SPICE	2268	2.9	664	.8	1203	1.5	401	.5	233
RIGHT GUARD BRONZE	4577	5.8	1866	2.4	1974	2.5	737	.9	561
RIGHT GUARD POWDER	1396	1.8	338	.4	679	.9	379	.5	176
RIGHT GUARD PUMP SPRAY	2866	3.6	884	1.1	1406	1.8	575	.7	343
RIGHT GUARD ROLL-ON	2789	3.5	650	.8	1410	1.8	729	.9	302
RIGHT GUARD SILVER	1370	1.7	345	.4	663	.8	362	.5	131
RIGHT GUARD STICK	3641	4.6	955	1.2	1500	1.9	1186	1.5	401
SECRET ANTI-PERSPIRANT SPRAY	1970	2.5	257	.3	1431	1.8	282	.4	192
SECRET CREAM	506	.6	63	.1	353	.4	90	.1	51
SECRET ROLL-ON	2976	3.8	434	.5	1886	2.4	655	.8	330
SECRET SOLID	1829	2.3	153	.2	1263	1.6	413	.5	176
SECRET SUPER SPRAY DEODORANT	1145	1.4	103	.1	809	1.0	234	.3	129
SOFT & DRI ROLL-ON	1120	1.4	103	.1	746	.9	271	.3	122
SOFT & DRI SOLID	886	1.1	137	.2	609	.8	140	.2	86
SOFT & DRI SPRAY	1122	1.4	206	.3	640	.8	276	.3	106
SUAVE	518	.7	93	.1	319	.4	105	.1	54
SURE ROLL-ON	3001	3.8	577	.7	1477	1.9	948	1.2	332
SURE SOLID	2430	3.1	613	.8	1323	1.7	494	.6	254
SURE SPRAY	2890	3.6	1001	1.3	1245	1.6	644	.8	299
TICKLE	639	.8	31	*	417	.5	191	.2	77
TUSSY	1520	1.9	221	.3	1016	1.3	284	.4	147
OTHER BRANDS	3730	4.7	1425	1.8	1270	1.6	1035	1.3	451
DO NOT KNOW	1241	1.6							153
	'000	%	UNWEIGHTED						

2G. ABOUT HOW MANY TIMES DID YOU USE DEODORANTS OR ANTI-PERSPIRANTS IN THE LAST 7 DAYS?

15 OR MORE	H	4251	5.4	470
14	H	4400	5.6	503
11-13	H	4026	5.1	508
8-10	H	14529	18.3	1700
7	M	29782	37.6	3469
4-6	L	6479	8.2	803
1-3	L	5837	7.4	888
NONE	L	786	1.0	83

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	70089	100.0	88.4	100	27206	100.0	34.3	100	29782	100.0	37.6	100	13101	100.0	16.5	100
HOUSEHOLD HEADS	66405	58508	83.5	88.1	100	22541	82.9	33.9	99	25039	84.1	37.7	100	10928	83.4	16.5	100
18 - 24	13945	12801	18.3	91.8	104	5627	20.7	40.4	118	5020	16.9	36.0	96	2154	16.4	15.4	93
25 - 34	19334	17565	25.1	90.9	103	7258	26.7	37.5	109	7424	24.9	38.4	102	2884	22.0	14.9	90
35 - 44	14196	12872	18.4	90.7	103	5406	19.9	38.1	111	5612	18.8	39.5	105	1854	14.2	13.1	79
45 - 54	10894	9512	13.6	87.3	99	3951	14.5	36.3	106	3976	13.4	36.5	97	1585	12.1	14.5	88
55 - 64	10378	8843	12.6	85.2	96	2457	9.0	23.7	69	4201	14.1	40.5	108	2186	16.7	21.1	127
65 OR OLDER	10514	8496	12.1	80.8	91	2508	9.2	23.9	69	3549	11.9	33.8	90	2439	18.6	23.2	140
18 - 34	33279	30366	43.3	91.2	103	12885	47.4	38.7	113	12444	41.8	37.4	100	5038	38.5	15.1	92
18 - 49	52904	47946	68.4	90.6	102	20354	74.8	38.5	112	19976	67.1	37.8	100	7617	58.1	14.4	87
25 - 54	44426	39950	57.0	89.9	102	16615	61.1	37.4	109	17012	57.1	38.3	102	6323	48.3	14.2	86
35 - 49	19625	17580	25.1	89.6	101	7469	27.5	38.1	111	7532	25.3	38.4	102	2579	19.7	13.1	80
50 OR OLDER	26359	22143	31.6	84.0	95	6853	25.2	26.0	76	9806	32.9	37.2	99	5484	41.9	20.8	126
GRADUATED COLLEGE	15982	14043	20.0	87.9	99	5354	19.7	33.5	98	6445	21.6	40.3	107	2244	17.1	14.0	85
ATTENDED COLLEGE	13629	12442	17.8	91.3	103	4664	17.1	34.2	100	5860	19.7	43.0	114	1917	14.6	14.1	85
GRADUATED HIGH SCHOOL	28591	25599	36.5	89.5	101	10982	40.4	38.4	112	9836	33.0	34.4	92	4781	36.5	16.7	101
DID NOT GRADUATE HIGH SCHOOL	21061	18005	25.7	85.5	97	6205	22.8	28.5	86	7642	25.7	36.3	97	4159	31.7	19.7	119
EMPLOYED FULL-TIME	52316	47259	67.4	90.3	102	19293	70.9	36.9	107	20322	68.2	38.8	103	7644	58.3	14.6	88
EMPLOYED PART-TIME	4113	3603	5.1	87.6	99	1248	4.6	30.3	88	1686	5.7	41.0	109	670	5.1	16.3	99
NOT EMPLOYED	21834	19228	27.4	84.2	95	6665	24.5	29.2	85	7775	26.1	34.1	91	4788	36.5	21.0	127
PROFESSIONAL/MANAGER	15034	13444	19.2	89.4	101	5449	20.0	36.2	106	6027	20.2	40.1	107	1968	15.0	13.1	79
TECH/CLERICAL/SALES	11255	10330	14.7	91.8	104	4290	15.8	38.1	111	4608	15.5	40.9	109	1432	10.9	12.7	77
PRECISION/CRAFT	11607	10573	15.1	91.1	103	4107	15.1	35.4	103	4859	16.3	41.9	111	1607	12.3	13.8	84
OTHER EMPLOYED	18534	16514	23.6	89.1	101	6694	24.6	36.1	105	6514	21.9	35.1	94	3305	25.2	17.8	108
SINGLE	19562	17443	24.9	89.2	101	7171	26.4	36.7	107	6902	23.2	35.3	94	3371	25.7	17.2	104
MARRIED	51896	46073	65.7	88.8	100	17489	64.3	33.7	98	20360	68.4	39.2	104	8225	62.8	15.8	96
DIVORCED/SEPARATED/WIDOWED	7804	6574	9.4	84.2	95	2547	9.4	32.6	95	2521	8.5	32.3	86	1506	11.5	19.3	117
PARENTS	25372	23074	32.9	90.9	103	9907	36.4	39.0	114	9992	33.6	39.4	105	3175	24.2	12.5	76
WHITE	69658	61789	88.2	88.7	100	23449	86.2	33.7	98	26616	89.4	38.2	102	11725	89.5	16.8	102
BLACK	7909	7123	10.2	90.1	102	3313	12.2	41.9	122	2612	8.8	33.0	88	1198	9.1	15.1	91
OTHER	1696	1177	1.7	69.4	78	*444	1.6	26.2	76	*554	1.9	32.7	87	*179	1.4	10.6	64
NORTHEAST-CENSUS	17202	14945	21.3	86.9	98	5812	21.4	33.8	98	6183	20.8	35.9	96	2950	22.5	17.1	104
NORTH CENTRAL	20461	17883	25.5	87.4	99	7282	26.8	35.6	104	6498	21.8	31.8	85	4103	31.3	20.1	121
SOUTH	26695	24538	35.0	91.9	104	10167	37.4	38.1	111	10818	36.3	40.5	108	3553	27.1	13.3	81
WEST	14306	12723	18.2	85.4	97	3946	14.5	26.5	77	6282	21.1	42.1	112	2495	19.0	16.7	101
NORTHEAST-MKTG.	17362	15775	22.5	87.8	99	6284	23.1	35.0	102	6468	21.7	36.0	96	3023	23.1	16.8	102
EAST CENTRAL	11741	10216	14.6	87.0	98	4299	15.8	36.6	107	3936	13.2	33.5	89	1981	15.1	16.9	102
WEST CENTRAL	13518	11944	17.0	88.4	100	4550	16.7	33.7	98	4492	15.1	33.2	88	2902	22.2	21.5	130
SOUTH	23168	21198	30.2	91.5	103	8610	31.6	37.2	108	9574	32.1	41.3	110	3013	23.0	13.0	79
PACIFIC	12874	10957	15.6	85.1	96	3463	12.7	26.9	78	5312	17.8	41.3	110	2183	16.7	17.0	103
COUNTY SIZE A	32594	28495	40.7	87.4	99	10912	40.1	33.5	98	12205	41.0	37.4	100	5378	41.1	16.5	100
COUNTY SIZE B	23814	21469	30.6	90.2	102	8194	30.1	34.4	100	9351	31.4	39.3	105	3925	30.0	16.5	100
COUNTY SIZE C	12663	11105	15.8	87.7	99	4245	15.6	33.5	98	4879	16.4	38.5	103	1980	15.1	15.6	95
COUNTY SIZE D	10190	9021	12.9	88.5	100	3855	14.2	37.8	110	3347	11.2	32.8	87	1819	13.9	17.9	108
METRO CENTRAL CITY	23190	19995	28.5	86.2	98	7378	27.1	31.8	93	8420	28.3	36.3	97	4198	32.0	18.1	110
METRO SUBURBAN	36920	33323	47.5	90.3	102	12948	47.6	35.1	102	14630	49.1	39.6	105	5744	43.8	15.6	94
NON METRO	19152	16771	23.5	87.6	99	6880	25.3	35.9	105	6732	22.6	35.2	94	3159	24.1	16.5	100
TOP 5 ADI'S	18703	16136	23.0	86.3	98	6078	22.3	32.5	95	6853	23.0	36.6	98	3205	24.5	17.1	104
TOP 10 ADI'S	26158	22659	32.3	86.6	98	8570	31.5	32.8	95	9754	32.8	37.3	99	4335	33.1	16.6	100
TOP 20 ADI'S	36612	32003	45.7	87.4	99	12105	44.5	33.1	96	13854	46.5	37.8	101	6045	46.1	16.5	100
HSKLD INC. \$50,000 OR MORE	9324	8261	11.8	88.6	100	3313	12.2	35.5	103	3568	12.0	38.3	102	1381	10.5	14.8	90
\$40,000 OR MORE	18002	16146	23.0	89.7	101	6201	22.8	34.4	100	7515	25.2	41.7	111	2430	18.5	13.5	82
\$30,000 OR MORE	31361	28264	40.3	90.1	102	11047	40.6	35.2	103	12883	43.3	41.1	109	4334	33.1	13.8	84
\$25,000 OR MORE	39858	35940	51.3	90.2	102	14013	51.5	35.2	102	16228	54.5	40.7	108	5699	43.5	14.3	87
\$20,000 - \$24,999	8664	7685	11.0	88.7	100	3173	11.7	36.6	107	2852	9.6	32.9	88	1661	12.7	19.2	116
\$15,000 - \$19,999	7964	7036	10.0	88.3	100	2843	10.4	35.7	104	2790	9.4	35.0	93	1403	10.7	17.6	107
\$10,000 - \$14,999	11093	9531	13.6	85.9	97	3668	13.5	33.1	96	3742	12.6	33.7	90	2120	16.2	19.1	116
UNDER \$10,000	11663	9897	14.1	84.7	96	3510	12.9	30.0	88	4170	14.0	35.7	95	2217	16.9	19.0	115
HOUSEHOLD OF 1 PERSON	7453	6254	8.9	83.9	95	2456	9.0	33.0	96	2225	7.5	29.9	79	1573	12.0	21.1	128
2 PEOPLE	24757	21586	30.8	87.2	99	7239	26.6	29.2	85	9866	33.1	39.9	106	4482	34.2	18.1	110
3 OR 4 PEOPLE	32682	29409	42.0	90.0	102	11978	44.0	36.7	107	12678	42.6	38.8	103	4752	36.3	14.5	88
5 OR MORE PEOPLE	14370	12841	18.3	89.4	101	5533	20.3	38.5	112	5014	16.8	34.9	93	2294	17.5	16.0	97
NO CHILD IN HSKLD	46748	40592	57.9	86.8	98	14775	54.3	31.6	92	16999	57.1	36.3	97	8818	67.3	18.9	114
CHILD(REN) UNDER 2 YRS	4799	4351	6.2	90.7	103	1895	7.0	39.5	115	1831	6.1	38.2	102	624	4.8	13.0	79
2 - 5 YEARS	11125	10323	14.7	92.8	105	4586	16.9	41.2	120	4102	13.8	36.9	98	1635	12.5	14.7	89
6 - 11 YEARS	14193	12883	18.4	90.8	103	5465	20.1	38.5	112	5790	19.4	40.8	109	1628	12.4	11.5	69
12 - 17 YEARS	17402	15750	22.5	90.5	102	6644	24.4	38.2	111	6769	22.7	38.9	104	2336	17.8	13.4	81
RESIDENCE OWNED	56398	50012	71.4	88.7	100	18959	69.7	33.6	98	21717	72.9	38.5	102	9336	71.3	16.6	100
VALUE: \$50,000 OR MORE	34811	30683	43.8	88.1	100	11395	41.9	32.7	95	13868	46.6	39.8	106	5420	41.4	15.6	94
VALUE: UNDER \$50,000	21587	19329	27.6	89.5	101	7564	27.8	35.0	102	7849	26.4	36.4	97	3916	29.9	18.1	110

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	70089	100.0	88.4	100	27206	100.0	34.3	100	29782	100.0	37.6	100	13101	100.0	16.5	100
MAGAZINES	QUINTILE 1	16033	14661	20.9	91.4	103	6210	22.8	38.7	113	5936	19.9	37.0	99	2515	19.2	15.7	95
	QUINTILE 2	15354	13642	19.5	88.8	100	5362	19.7	34.9	102	5841	19.6	38.0	101	2440	18.6	15.9	96
	QUINTILE 3	15888	14297	20.4	90.0	102	5250	19.3	33.0	96	6302	21.2	39.7	106	2744	20.9	17.3	104
	QUINTILE 4	17310	15389	22.0	88.9	101	5998	22.0	34.7	101	6328	21.2	36.6	97	3063	23.4	17.7	107
	QUINTILE 5	14677	12100	17.3	82.4	93	4386	16.1	29.9	87	5375	18.0	36.6	97	2339	17.9	15.9	96
NEWSPAPERS	QUINTILE 1	15277	13444	19.2	88.0	100	5392	19.8	35.3	103	5661	19.0	37.1	99	2391	18.3	15.7	95
	QUINTILE 2	22745	20360	29.0	89.5	101	7733	28.4	34.0	99	8646	29.0	38.0	101	3980	30.4	17.5	106
	QUINTILE 3	10692	9745	13.9	91.1	103	3966	14.6	37.1	108	3875	13.0	36.2	96	1905	14.5	17.8	108
	QUINTILE 4	11646	10292	14.7	88.4	100	4049	14.9	34.8	101	4434	14.9	38.1	101	1810	13.8	15.5	94
	QUINTILE 5	18903	16248	23.2	86.0	97	6067	22.3	32.1	94	7167	24.1	37.9	101	3015	23.0	15.9	96
OUTDOOR	QUINTILE 1	16620	14757	21.1	88.8	100	6055	22.3	36.4	106	6050	20.3	36.4	97	2652	20.2	16.0	97
	QUINTILE 2	16377	14550	20.8	88.8	100	5650	20.8	34.5	101	6306	21.2	38.5	102	2594	19.8	15.8	96
	QUINTILE 3	15995	14120	20.1	88.3	100	5745	21.1	35.9	105	5738	19.3	35.9	95	2637	20.1	16.5	100
	QUINTILE 4	15592	13884	19.8	89.0	101	5017	18.4	32.2	94	6136	20.6	39.4	105	2731	20.8	17.5	106
	QUINTILE 5	14679	12779	18.2	87.1	98	4739	17.4	32.3	94	5553	18.6	37.8	101	2487	19.0	16.9	103
RADIO-DRIVE TIME	QUINTILE 1	15746	14354	20.5	91.2	103	5737	21.1	36.4	106	5926	19.9	37.6	100	2691	20.5	17.1	103
	QUINTILE 2	15067	13461	19.2	89.3	101	5548	20.4	36.8	107	5648	19.0	37.5	100	2265	17.3	15.0	91
	QUINTILE 3	15631	13983	20.0	89.5	101	5545	20.4	35.5	103	5730	19.2	36.7	98	2707	20.7	17.3	105
	QUINTILE 4	16245	14482	20.7	89.1	101	5489	20.2	33.8	98	6509	21.9	40.1	107	2484	19.0	15.3	93
	QUINTILE 5	16573	13811	19.7	83.3	94	4888	18.0	29.5	86	5969	20.0	36.0	96	2954	22.5	17.8	108
RADIO-MID- DAY	TERCILE 1	21788	19604	28.0	90.0	102	7474	27.5	34.3	100	8501	28.5	39.0	104	3629	27.7	16.7	101
	TERCILE 2	21151	18507	26.4	87.5	99	7208	26.5	34.1	99	7548	25.3	35.7	95	3750	28.6	17.7	107
	TERCILE 3	36323	31979	45.6	88.0	100	12524	46.0	34.5	100	13733	46.1	37.8	101	5722	43.7	15.8	95
	QUINTILE 1	15977	14545	20.8	91.0	103	5734	21.1	35.9	105	6174	20.7	38.6	103	2637	20.1	16.5	100
	QUINTILE 2	15923	14162	20.2	88.9	101	5732	21.1	36.0	105	6012	20.2	37.8	100	2418	18.5	15.2	92
RADIO-TOTAL	QUINTILE 3	14980	13221	18.9	88.3	100	5229	19.2	34.9	102	5419	18.2	36.2	96	2574	19.6	17.2	104
	QUINTILE 4	17123	15288	21.8	89.3	101	6139	22.6	35.9	104	6466	21.7	37.8	101	2684	20.5	15.7	95
	QUINTILE 5	15260	12873	18.4	84.4	95	4373	16.1	28.7	83	5711	19.2	37.4	100	2789	21.3	18.3	111
	QUINTILE 1	15674	13919	19.9	88.8	100	5289	19.4	33.7	98	6059	20.3	38.7	103	2572	19.6	16.4	99
	QUINTILE 2	15944	14193	20.2	89.0	101	5393	19.8	33.8	99	6486	21.8	40.7	108	2314	17.7	14.5	88
TV-PRIME TIME	QUINTILE 3	16037	14198	20.3	88.5	100	5629	20.7	35.1	102	6128	20.6	38.2	102	2441	18.6	15.2	92
	QUINTILE 4	15412	13614	19.4	88.3	100	5524	20.3	35.8	104	5224	17.5	33.9	90	2866	21.9	18.6	113
	QUINTILE 5	16194	14166	20.2	87.5	99	5371	19.7	33.2	97	5886	19.8	36.3	97	2908	22.2	18.0	109
	TERCILE 1	19156	16722	23.9	87.3	99	5979	22.0	31.2	91	7253	24.4	37.9	101	3491	26.6	18.2	110
	TERCILE 2	19343	17190	24.5	88.9	101	7107	26.1	36.7	107	7275	24.4	37.6	100	2807	21.4	14.5	88
TV-DAYTIME	TERCILE 3	40764	36178	51.6	88.7	100	14120	51.9	34.6	101	15254	51.2	37.4	100	6804	51.9	16.7	101
	QUINTILE 1	15844	13890	19.8	88.7	99	5140	18.9	32.4	95	5902	19.8	37.3	99	2848	21.7	18.0	109
	QUINTILE 2	15767	13982	19.9	88.7	100	5119	18.8	32.5	95	6391	21.5	40.5	108	2472	18.9	15.7	95
	QUINTILE 3	15775	14023	20.0	88.9	101	5908	21.7	37.5	109	5670	19.0	35.9	96	2445	18.7	15.5	94
	QUINTILE 4	15903	14186	20.2	89.2	101	5649	20.8	35.5	103	6075	20.4	38.2	102	2461	18.8	15.5	94
TV-TOTAL	QUINTILE 5	15974	14009	20.0	87.7	99	5389	19.8	33.7	98	5745	19.3	36.0	96	2874	21.9	18.0	109
	MAGAZINES-NEWSPAPERS: DUAL	21225	19241	27.5	90.7	103	7697	28.3	36.3	106	8170	27.4	38.5	102	3374	25.8	15.9	96
	MAGAZINE IMPERATIVE	17728	15929	22.7	89.9	102	6418	23.6	36.2	105	6572	22.1	37.1	99	2939	22.4	16.6	100
	NEWSPAPER IMPERATIVE	22987	20244	28.9	88.1	100	7706	28.3	33.5	98	8464	28.4	36.8	98	4073	31.1	17.7	107
	MAGAZINES-OUTDOOR: DUAL	16244	14503	20.7	89.3	101	5903	21.7	36.3	106	6008	20.2	37.0	98	2592	19.8	16.0	97
MAGAZINE IMPERATIVE	MAGAZINE IMPERATIVE	24016	21696	31.0	90.3	102	8570	31.5	35.7	104	9280	31.2	38.6	103	3846	29.4	16.0	97
	OUTDOOR IMPERATIVE	26020	22803	32.5	87.6	99	8940	32.9	34.4	100	9558	32.1	36.7	98	4306	32.9	16.5	100
	MAGAZINES-RADIO: DUAL	16918	15469	22.1	91.4	103	6386	23.5	37.7	110	6633	22.3	39.2	104	2450	18.7	14.5	88
	MAGAZINE IMPERATIVE	23456	20918	29.8	89.2	101	8010	29.4	34.1	99	8825	29.6	37.6	100	4083	31.2	17.4	105
	RADIO IMPERATIVE	23900	21073	30.1	88.2	100	8067	29.7	33.8	98	8919	29.9	37.3	99	4086	31.2	17.1	103
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	14214	20.3	90.0	102	5703	21.0	36.1	105	5928	19.9	37.5	100	2583	19.7	16.4	99
	MAGAZINE IMPERATIVE	25476	22988	32.8	90.2	102	9245	34.0	36.3	106	9665	32.5	37.9	101	4078	31.1	16.0	97
	TELEVISION IMPERATIVE	25744	22402	32.0	87.0	98	8125	29.9	31.6	92	9919	33.3	38.5	103	4357	33.3	16.9	102
	NEWSPAPERS-OUTDOOR: DUAL	17628	15875	22.6	90.1	102	6505	23.9	36.9	108	6362	21.4	36.1	96	3009	23.0	17.1	103
	NEWSPAPER IMPERATIVE	26414	23393	33.4	88.6	100	8827	32.4	33.4	97	9985	33.5	37.8	101	4581	35.0	17.3	105
OUTDOOR IMPERATIVE	OUTDOOR IMPERATIVE	23059	20197	28.8	87.6	99	8074	29.7	35.0	102	8647	29.0	37.5	100	3476	26.5	15.1	91
	NEWSPAPERS-RADIO: DUAL	17996	16406	23.4	91.2	103	6449	23.7	35.8	104	6960	23.4	38.7	103	2997	22.9	16.7	101
	NEWSPAPER IMPERATIVE	26269	23085	32.9	87.9	99	8933	32.8	34.0	99	9698	32.6	36.9	98	4454	34.0	17.0	103
	RADIO IMPERATIVE	21342	18945	27.0	88.8	100	7510	27.6	35.2	103	7983	26.8	37.4	98	3452	26.3	16.2	98
	NEWSPAPERS-TELEVISION: DUAL	17359	15519	22.1	89.4	101	6156	22.6	35.5	103	6495	21.8	37.4	100	2868	21.9	16.5	100
NEWSPAPER IMPERATIVE	NEWSPAPER IMPERATIVE	26889	24013	34.3	89.3	101	9410	34.6	35.0	102	9884	33.2	36.8	98	4719	36.0	17.5	106
	TELEVISION IMPERATIVE	21698	19045	27.2	87.8	99	7089	26.1	32.7	95	8422	28.3	38.8	103	3534	27.0	16.3	99
	OUTDOOR-RADIO: DUAL	16456	14787	21.1	89.9	1												

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	70089	100.0	88.4	100	27206	100.0	34.3	100	29782	100.0	37.6	100	13101	100.0	16.5	100
ATLANTIC MONTHLY	452	405	0.6	89.6	101	**149	0.5	33.0	96	224	0.8	49.6	132	**32	0.2	7.1	43
BARRON'S	1058	974	1.4	92.1	104	450	1.7	42.5	124	332	1.1	31.4	84	*192	1.5	18.1	110
BETTER HOMES & GARDENS	4773	4308	6.1	90.3	102	1590	5.8	33.3	97	1778	6.0	37.3	99	940	7.2	19.7	119
BON APPETIT	1037	920	1.3	88.7	100	449	1.7	43.3	126	326	1.1	31.4	84	*144	1.1	13.9	84
BUSINESS WEEK	3193	2930	4.2	91.8	104	1269	4.7	39.7	116	1131	3.8	35.4	94	530	4.0	16.6	100
CAR AND DRIVER	2705	2571	3.7	95.0	107	1195	4.4	44.2	129	1021	3.4	37.7	100	356	2.7	13.2	80
CBS MAGAZINE NETWORK (GROSS)	5678	5232	7.5	92.1	104	2178	8.0	38.4	112	2258	7.6	39.8	106	796	6.1	14.0	85
CHANGING TIMES	1847	1647	2.3	89.2	101	676	2.5	36.6	107	596	2.0	32.3	86	375	2.9	20.3	123
COLONIAL HOMES	492	455	0.6	92.5	105	*204	0.7	41.5	121	*154	0.5	31.3	83	**97	0.7	19.7	119
CONDE NAST MAG. PKG. (GROSS)	2066	1883	2.7	91.1	103	819	3.0	39.6	115	627	2.1	30.3	81	437	3.3	21.2	128
CONSUMERS DIGEST	1719	1591	2.3	92.6	105	680	2.5	39.6	115	521	1.7	30.3	81	390	3.0	22.7	137
COSMOPOLITAN	1762	1654	2.4	93.9	106	575	2.1	32.6	95	775	2.6	44.0	117	304	2.3	17.3	104
COUNTRY LIVING	1110	996	1.4	89.7	101	482	1.8	43.4	127	378	1.3	34.1	91	**135	1.0	12.2	74
CUISINE	660	610	0.9	92.4	105	*213	0.8	32.3	94	277	0.9	42.0	112	*120	0.9	18.2	110
CYCLE WORLD	1924	1812	2.6	94.2	107	683	2.5	35.5	103	786	2.6	40.9	109	343	2.6	17.8	108
DCI:CREATIVE IDEAS FOR LIV	437	383	0.5	87.6	99	**116	0.4	26.5	77	*193	0.6	44.2	118	**75	0.6	17.2	104
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	2321	3.3	93.2	105	991	3.6	39.8	116	1012	3.4	40.6	108	319	2.4	12.8	77
DISCOVER	1279	1178	1.7	92.1	104	394	1.4	30.8	90	457	1.5	35.7	95	327	2.5	25.6	155
EBONY	2898	2678	3.8	92.6	105	1342	4.9	46.3	135	918	3.1	31.7	84	418	3.2	14.4	87
ESQUIRE	1384	1282	1.8	92.6	105	530	1.9	38.3	112	454	1.5	32.8	87	297	2.3	21.5	130
ESSENCE	850	796	1.1	93.6	106	359	1.3	42.2	123	314	1.1	36.9	98	**123	0.9	14.5	88
FAMILY CIRCLE	2430	2222	3.2	91.4	103	780	2.9	32.1	94	957	3.2	39.4	105	485	3.7	20.0	121
THE FAMILY HANDYMAN	2356	2133	3.0	90.5	102	792	2.9	33.6	98	951	3.2	40.4	107	390	3.0	16.6	100
FAMILY WEEKLY	11533	10388	14.8	90.1	102	3950	14.5	34.2	100	4759	16.0	41.3	110	1679	12.8	14.6	88
FIELD & STREAM	7444	6842	9.8	91.9	104	2718	10.0	36.5	106	2765	9.3	37.1	99	1359	10.4	18.3	110
FOOD & WINE	416	385	0.5	92.5	105	*150	0.6	36.1	105	*198	0.7	47.6	127	**38	0.3	9.1	55
FORBES	1865	1688	2.4	90.5	102	771	2.8	41.3	120	695	2.3	37.3	99	222	1.7	11.9	72
FORTUNE	1849	1651	2.4	89.3	101	702	2.6	38.0	111	669	2.2	36.2	96	281	2.1	15.2	92
GENTLEMEN'S QUARTERLY	2284	2120	3.0	92.8	105	1030	3.8	45.1	131	720	2.4	31.5	84	370	2.8	16.2	98
GLAMOUR	538	501	0.7	93.1	105	*217	0.8	40.3	118	*192	0.6	35.7	95	**92	0.7	17.1	103
GOLF DIGEST	1649	1477	2.1	89.6	101	654	2.4	39.7	116	645	2.2	39.1	104	*178	1.4	10.8	65
GOLF DIGEST/TENNIS (GROSS)	2294	2066	2.9	90.1	102	937	3.4	40.8	119	878	2.9	38.3	102	250	1.9	10.9	66
GOLF MAGAZINE	1577	1457	2.1	92.4	104	541	2.0	34.3	100	734	2.5	46.5	124	182	1.4	11.5	70
GOLF MAGAZINE/SKI (GROSS)	2487	2255	3.2	90.7	103	892	3.3	35.9	104	1049	3.5	42.2	112	315	2.4	12.7	77
GOOD HOUSEKEEPING	2569	2352	3.4	91.6	104	854	3.1	33.2	97	1086	3.6	42.3	113	412	3.1	16.0	97
HARPER'S BAZAAR	431	389	0.6	90.3	102	**130	0.5	30.2	88	*152	0.5	35.3	94	**107	0.8	24.8	150
HEALTH	788	727	1.0	92.3	104	*306	1.1	38.8	113	297	1.0	37.7	100	*125	1.0	15.9	96
HEARST MAG CORP. BUY (GROSS)	18781	17029	24.3	90.7	103	6589	24.2	35.1	102	7410	24.9	39.5	105	3031	23.1	16.1	98
HEARST MAN POWER (GROSS)	9169	8296	11.8	90.5	102	3029	11.1	33.0	96	3759	12.6	41.0	109	1508	11.5	16.4	100
HEARST WOMAN POWER (GROSS)	5452	4988	7.1	91.5	103	1816	6.7	33.3	97	2286	7.7	41.9	112	886	6.8	16.3	98
HOUSE BEAUTIFUL	1020	940	1.3	92.2	104	454	1.7	44.5	130	354	1.2	34.7	92	*132	1.0	12.9	78
INC.	993	921	1.3	92.7	105	397	1.5	40.0	116	353	1.2	35.5	95	*171	1.3	17.2	104
JET	2808	2572	3.7	91.6	104	1273	4.7	45.3	132	811	2.7	28.9	77	488	3.7	17.4	105
LADIES' HOME JOURNAL	1868	1751	2.5	93.7	106	633	2.3	33.9	99	764	2.6	40.9	109	355	2.7	19.0	115
LMJ FAMILY GRP COMBO(GROSS)	3582	3324	4.7	92.8	105	1254	4.6	35.0	102	1439	4.8	40.2	107	631	4.8	17.6	107
LIFE	4817	4387	6.3	91.1	103	1766	6.5	36.7	107	1775	6.0	36.8	98	846	6.5	17.6	106
L.A. TIMES HOME MAGAZINE	1465	1299	1.9	88.7	100	403	1.5	27.5	80	629	2.1	42.9	114	267	2.0	18.2	110
MADEMOISELLE	460	417	0.6	90.7	103	**194	0.7	42.2	123	*162	0.5	35.2	94	**62	0.5	13.5	82
MC CALL'S	1764	1642	2.3	93.1	105	618	2.3	35.0	102	736	2.5	41.7	111	288	2.2	16.3	99
MC CALL'S/WRK MOTHER (GROSS)	2062	1933	2.8	93.7	106	753	2.8	36.5	106	802	2.7	38.9	104	378	2.9	18.3	111
MECHANIX ILLUSTRATED	3625	3365	4.8	92.8	105	1362	5.0	37.6	109	1401	4.7	38.6	103	602	4.6	16.6	100
METROPOLITAN HOME	495	418	0.6	84.4	95	*206	0.8	41.6	121	*145	0.5	29.3	78	**67	0.5	13.5	82
MONEY	3017	2744	3.9	91.0	103	1248	4.6	41.4	121	1026	3.4	34.0	91	470	3.6	15.6	94
MOTHER EARTH NEWS	1203	1044	1.5	86.8	98	370	1.4	30.8	90	457	1.5	38.0	101	*216	1.6	18.0	109
MS.	*257	*239	0.3	93.0	105	**87	0.3	33.9	99	**120	0.4	46.7	124	**33	0.3	12.8	78
NATIONAL ENQUIRER	6921	6292	9.0	90.9	103	2606	9.6	37.7	110	2490	8.4	36.0	96	1196	9.1	17.3	105
NATIONAL GEOGRAPHIC	11626	10232	14.6	88.0	100	3833	14.1	33.0	96	4573	15.4	39.3	105	1826	13.9	15.7	95
NATIONAL SUNDAY MAGAZINE PKG	49424	44223	63.1	89.5	101	17117	62.9	34.6	101	18869	63.4	38.2	102	8237	62.9	16.7	101
NATURAL HISTORY	753	618	0.9	82.1	93	*216	0.8	28.7	84	*228	0.8	30.3	81	**173	1.3	23.0	139
NEW WOMAN	*296	*296	0.4	100.0	113	**157	0.6	53.0	155	**101	0.3	34.1	91	**38	0.3	12.8	78
NEW YORK INCLUDING CUE	541	500	0.7	92.4	105	246	0.9	45.5	132	*166	0.6	30.7	82	**88	0.7	16.3	98
THE NEW YORKER	1078	957	1.4	88.8	100	420	1.5	39.0	114	388	1.3	36.0	96	*149	1.1	13.8	84
NEWSWEEK	9602	8685	12.4	90.4	102	3418	12.6	35.6	104	3709	12.5	38.6	103	1558	11.9	16.2	98
THE N.Y. TIMES DAILY EDITION	1376	1141	1.6	82.9	94	464	1.7	33.7	98	516	1.7	37.5	100	161	1.2	11.7	71
THE N.Y. TIMES MAGAZINE	2110	1755	2.5	83.2	94	779	2.9	36.9	108	752	2.5	35.6	95	223	1.7	10.6	64
OMNI	1927	1851	2.6	96.1	109	795	2.9	41.3	120	772	2.6	40.1	107	*284	2.2	14.7	89
ON CABLE	911	834	1.2	91.5	104	298	1.1	32.7	95	393	1.3	43.1	115	*143	1.1	15.7	95
1001 HOME IDEAS	927	846	1.2	91.3	103	316	1.2	34.1	99	379	1.3	40.9	109	*152	1.2	16.4	99
ORGANIC GARDENING	1430	1198	1.7	83.8	95	333	1.2	23.3	68	480	1.6	33.6	89	385	2.9	26.9	163
OUTDOOR LIFE	4064	3718	5.3	91.5	103	1362	5.0	33.5	98	1547	5.2	38.1	101	809	6.2	19.9	120
PARADE MAGAZINE	24538	21852	31.2	89.1	101	8643	31.8	35.2	103	8797	29.5	35.9	95	4412	33.7	18.0	109

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	70089	100.0	88.4	100	27206	100.0	34.3	100	29782	100.0	37.6	100	13101	100.0	16.5	100
PARENTS	1126	1059	1.5	94.0	106	461	1.7	40.9	119	360	1.2	32.0	85	*238	1.8	21.1	128
PENTHOUSE	4157	3831	5.5	92.2	104	1344	4.9	32.3	94	1723	5.8	41.4	110	764	5.8	18.4	111
PEOPLE	7591	7116	10.2	93.7	106	3010	11.1	39.7	116	2792	9.4	36.8	98	1315	10.0	17.3	105
PLAYBOY	8379	7729	11.0	92.2	104	2980	11.0	35.6	104	3392	11.4	40.5	108	1357	10.4	16.2	98
POPULAR HOT RODDING	2110	1993	2.8	94.5	107	914	3.4	43.3	126	806	2.7	38.2	102	*273	2.1	12.9	78
POPULAR MECHANICS	4850	4410	6.3	90.9	103	1479	5.4	30.5	89	2102	7.1	43.3	115	830	6.3	17.1	104
POPULAR SCIENCE	3397	2941	4.2	86.6	98	891	3.3	26.2	76	1317	4.4	38.8	103	733	5.6	21.6	131
PREVENTION	1720	1410	2.0	82.0	93	494	1.8	28.7	84	577	1.9	33.5	89	340	2.6	19.8	120
PSYCHOLOGY TODAY	1344	1184	1.7	88.1	100	473	1.7	35.2	103	479	1.6	35.6	95	*233	1.8	17.3	105
READER'S DIGEST	16016	14315	20.4	89.4	101	5156	19.0	32.2	94	6277	21.1	39.2	104	2883	22.0	18.0	109
REDBOOK	1121	981	1.4	87.5	99	387	1.4	34.5	101	424	1.4	37.8	101	*170	1.3	15.2	92
ROAD & TRACK	2161	2018	2.9	93.4	106	756	2.8	35.0	102	982	3.3	45.4	121	*280	2.1	13.0	78
ROLLING STONE	1948	1805	2.6	92.7	105	715	2.6	36.7	107	726	2.4	37.3	99	*364	2.8	18.7	113
RUNNER'S WORLD	899	825	1.2	91.8	104	491	1.8	54.6	159	*202	0.7	22.5	60	**133	1.0	14.8	90
SATURDAY EVENING POST	841	785	1.1	93.3	106	259	1.0	30.8	90	371	1.2	44.1	117	*156	1.2	18.5	112
SCIENCE 84	841	711	1.0	84.5	96	*190	0.7	22.6	66	323	1.1	38.4	102	*198	1.5	23.5	142
SCIENCE DIGEST	1194	1040	1.5	87.1	99	418	1.5	35.0	102	437	1.5	36.6	97	*185	1.4	15.5	94
SCIENTIFIC AMERICAN	1379	1242	1.8	90.1	102	420	1.5	30.5	89	541	1.8	39.2	104	*281	2.1	20.4	123
SELF	436	426	0.6	97.7	110	*138	0.5	31.7	92	*112	0.4	25.7	68	**176	1.3	40.4	244
SEVENTEEN	614	531	0.8	86.5	98	*209	0.8	34.0	99	*261	0.9	42.5	113	*462	0.5	10.1	61
SKI	910	798	1.1	87.7	99	351	1.3	38.6	112	314	1.1	34.5	92	*133	1.0	14.6	88
SMITHSONIAN	2937	2481	3.5	84.5	96	903	3.3	30.7	90	1173	3.9	39.9	106	405	3.1	13.8	83
SOAP OPERA DIGEST	545	529	0.8	97.1	110	*307	1.1	56.3	164	*150	0.5	27.5	73	*272	0.5	13.2	80
SOUTHERN LIVING	2054	1938	2.8	94.4	107	875	3.2	42.6	124	819	2.7	39.9	106	244	1.9	11.9	72
SPORT	2799	2567	3.7	91.7	104	1210	4.4	43.2	126	879	3.0	31.4	84	478	3.6	17.1	103
THE SPORTING NEWS	1938	1816	2.6	93.7	106	874	3.2	45.1	131	650	2.2	33.5	89	*292	2.2	15.1	91
SPORTS AFIELD	3125	2846	4.1	91.1	103	1132	4.2	36.2	106	1221	4.1	39.1	104	493	3.8	15.8	95
SPORTS ILLUSTRATED	11159	10112	14.4	90.6	102	4489	16.5	40.2	117	4006	13.5	35.9	96	1617	12.3	14.5	88
STAR	4095	3764	5.4	91.9	104	1581	5.8	38.6	112	1558	5.2	38.0	101	625	4.8	15.3	92
SUNDAY	25169	22293	31.8	88.6	100	8725	32.1	34.7	101	9396	31.5	37.3	99	4173	31.9	16.6	100
SUNSET	1294	1088	1.6	84.1	95	316	1.2	24.4	71	496	1.7	38.3	102	*277	2.1	21.4	130
TV GUIDE	18508	16786	23.9	90.7	103	7080	26.0	38.3	111	6938	23.3	37.5	100	2769	21.1	15.0	91
TENNIS	645	589	0.8	91.3	103	*284	1.0	44.0	128	*233	0.8	36.1	96	*272	0.5	11.2	68
TIME	12124	10781	15.4	88.9	101	4257	15.6	35.1	102	*316	16.2	39.7	106	1708	13.0	14.1	85
TOWN & COUNTRY	493	431	0.6	87.4	99	*227	0.8	46.0	134	*132	0.4	26.8	71	*272	0.5	14.6	88
TRAVEL & LEISURE	1122	971	1.4	86.5	98	409	1.5	36.5	106	356	1.2	31.7	84	*205	1.6	18.3	111
TRUE STORY	690	636	0.9	92.2	104	*332	1.2	48.1	140	*177	0.6	25.7	68	*127	1.0	18.4	111
U.S. NEWS & WORLD REPORT	6571	5740	8.2	87.4	99	2276	8.4	34.6	101	2489	8.4	37.9	101	976	7.4	14.9	90
USA TODAY	3120	2848	4.1	91.3	103	1287	4.7	41.3	120	1119	3.8	35.9	95	442	3.4	14.2	86
US	1315	1212	1.7	92.2	104	615	2.3	46.8	136	446	1.5	33.9	90	*151	1.2	11.5	69
VOGUE	632	539	0.8	85.3	96	*270	1.0	42.7	124	*161	0.5	25.5	68	*107	0.8	16.9	102
WALL STREET JOURNAL	4247	3740	5.3	88.1	100	1405	5.2	33.1	96	1647	5.5	38.8	103	689	5.3	16.2	98
WEIGHT WATCHERS	398	383	0.5	96.2	109	*185	0.7	46.5	135	*135	0.5	33.9	90	*462	0.5	15.6	94
WOMAN'S DAY	1139	1007	1.4	88.4	100	404	1.5	35.5	103	314	1.1	27.6	73	*289	2.2	25.4	154
WORKING MOTHER	*298	*290	0.4	97.3	110	*135	0.5	45.3	132	*65	0.2	21.8	58	*90	0.7	30.2	183
WORKING WOMAN	327	320	0.5	97.9	111	*165	0.6	50.5	147	*74	0.2	22.6	60	*81	0.6	24.8	150
WORLD TENNIS	397	329	0.5	82.9	94	*202	0.7	50.9	148	*102	0.3	25.7	68	*25	0.2	6.3	38
ZIFF-DAVIS MAG NETWK (GROSS)	9635	8831	12.6	91.7	104	3678	13.5	38.2	111	3741	12.6	38.8	103	1413	10.8	14.7	89
BLAIR INSERTS	43762	38954	55.6	89.0	101	15240	56.0	34.8	101	16378	55.0	37.4	100	7336	56.0	16.8	101
DAILY NEWSPAPERS																	
READ ANY	52459	46730	66.7	89.1	101	18438	67.8	35.1	102	19424	65.2	37.0	99	8868	67.7	16.9	102
READ ONE	41891	37388	53.3	89.3	101	14602	53.7	34.9	102	15540	52.2	37.1	99	7246	55.3	17.3	105
READ TWO OR MORE	10568	9343	13.3	88.4	100	3836	14.1	36.3	106	3884	13.0	36.8	98	1622	12.4	15.3	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	46341	66.1	89.2	101	18000	66.2	34.7	101	19710	66.2	38.0	101	8631	65.9	16.6	101
READ ONE	44561	39844	56.8	89.4	101	15282	56.2	34.3	100	17001	57.1	38.2	102	7561	57.7	17.0	103
READ TWO OR MORE	7368	6497	9.3	88.2	100	2718	10.0	36.9	107	2709	9.1	36.8	98	1070	8.2	14.5	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.63				30.50				29.41				28.28			
30 DAY REACH	71522	63388	90.4	88.6	100	24756	91.0	34.6	101	26926	90.4	37.6	100	11706	89.4	16.4	99
50 SHWG - 30 DAY AV FREQ	15.55	15.55				15.93				15.52				14.81			
30 DAY REACH	68168	60409	86.2	88.6	100	23700	87.1	34.8	101	25532	85.7	37.5	100	11177	85.3	16.4	99
25 SHWG - 30 DAY AV FREQ	8.43	8.43				8.60				8.43				8.09			
30 DAY REACH	62898	55722	79.5	88.6	100	21946	80.7	34.9	102	23552	79.1	37.4	100	10224	78.0	16.3	98
CABLE TV: HOME WIRED	31664	28796	41.1	90.9	103	11759	43.2	37.1	108	12371	41.5	39.1	104	4667	35.6	14.7	89
HOME NOT WIRED	47599	41293	58.9	86.8	98	15447	56.8	32.5	95	17411	58.5	36.6	97	8435	64.4	17.7	107
HAVE PAY CABLE	17139	15821	22.6	92.3	104	6623	24.3	38.6	113	6867	23.1	40.1	107	2332	17.8	13.6	82

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL MALES	79263	70089	100.0	88.4	100	27206	100.0	34.3	100	29782	100.0	37.6	100	13101	100.0	16.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47626	42934	61.3	90.1	102	17155	63.1	36.0	105	18153	61.0	38.1	101	7626	58.2	16.0	97	
10:00 AM - 3:00 PM	29926	26475	37.8	88.5	100	10206	37.5	34.1	99	11053	37.1	36.9	98	5216	39.8	17.4	105	
3:00 PM - 7:00 PM	37666	33805	48.2	89.7	101	13617	50.1	36.2	105	14244	47.8	37.8	101	5944	43.4	15.8	95	
7:00 PM - MIDNIGHT	18909	16806	24.0	88.9	101	6923	25.4	36.6	107	6822	22.9	36.1	96	3061	23.4	16.2	98	
MIDNIGHT - 6:00 AM	11822	10687	15.2	90.4	102	4447	16.3	37.6	110	4414	14.8	37.3	99	1827	13.9	15.5	94	
6:00 AM - MIDNIGHT	63254	56477	80.6	89.3	101	22407	82.4	35.4	103	23836	80.0	37.7	100	10234	78.1	16.2	98	
ENTIRE DAY	64057	57169	81.6	89.2	101	22690	83.4	35.4	103	24123	81.0	37.7	100	10356	79.0	16.2	98	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16598	14831	21.2	89.4	101	5884	21.6	35.5	103	6353	21.3	38.3	102	2595	19.8	15.6	95	
ALL NEWS	3542	2981	4.3	84.2	95	1159	4.3	32.7	95	1329	4.5	37.5	100	493	3.8	13.9	84	
AOR/PROGRESSIVE	7465	6826	9.7	91.4	103	2820	10.4	37.8	110	2939	9.9	39.4	105	1067	8.1	14.3	86	
BEAUTIFUL MUSIC	5061	4404	6.3	87.0	98	1755	6.5	34.7	101	1883	6.3	37.2	99	766	5.8	15.1	92	
BLACK	1914	1774	2.5	92.7	105	780	2.9	40.8	119	611	2.1	31.9	85	382	2.9	20.0	121	
CLASSICAL	2304	2055	2.9	89.2	101	778	2.9	33.8	98	876	2.9	38.0	101	401	3.1	17.4	105	
CHR/ROCK	10663	9797	14.0	91.9	104	4017	14.8	37.7	110	4200	14.1	39.4	105	1579	12.1	14.8	90	
COUNTRY	13919	12521	17.9	90.0	102	4976	18.3	35.7	104	5225	17.5	37.5	100	2321	17.7	16.7	101	
GOLDEN OLDIES	2040	1713	2.4	84.0	95	629	2.3	30.8	90	819	2.7	40.1	107	266	2.0	13.0	79	
MOR/NOSTALGIA	5105	4583	6.5	89.8	102	1747	6.4	34.2	100	1903	6.4	37.3	99	932	7.1	18.3	110	
NEWS/TALK	4764	4169	5.9	87.5	99	1542	5.7	32.4	94	1844	6.2	38.7	103	783	6.0	16.4	99	
RELIGIOUS	2164	1933	2.8	89.3	101	772	2.8	35.7	104	807	2.7	37.3	99	353	2.7	16.3	99	
SOFT ROCK	623	522	0.7	83.8	95	*242	0.9	38.8	113	*176	0.6	28.3	75	**104	0.8	16.7	101	
URBAN CONTEMPORARY	1331	1214	1.7	91.2	103	479	1.8	36.0	105	467	1.6	35.1	93	*268	2.0	20.1	122	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3186	2990	4.3	93.8	106	1382	5.1	43.4	126	1157	3.9	36.3	97	450	3.4	14.1	85	
ABC DIRECTION	2724	2373	3.4	87.1	99	953	3.5	35.0	102	959	3.2	35.2	94	461	3.5	16.9	102	
ABC ENTERTAINMENT	5256	4618	6.6	87.9	99	1744	6.4	33.2	97	2044	6.9	38.9	104	829	6.3	15.8	95	
ABC FM	2263	2015	2.9	89.0	101	865	3.2	38.2	111	781	2.6	34.5	92	370	2.8	16.3	99	
ABC INFORMATION	5618	5051	7.2	89.9	102	1839	6.8	32.7	95	2241	7.5	39.9	106	971	7.4	17.3	105	
ABC ROCK	2857	2559	3.7	89.6	101	955	3.5	33.4	97	1262	4.2	44.2	118	342	2.6	12.0	72	
CBS	5953	5212	7.4	87.6	99	2001	7.4	33.6	98	2267	7.6	38.1	101	943	7.2	15.8	96	
MUTUAL	4979	4444	6.3	89.3	101	1680	6.2	33.7	98	1900	6.4	38.2	102	864	6.6	17.4	105	
NBC	7279	6410	9.1	88.1	100	2610	9.6	35.9	104	2604	8.7	35.8	95	1196	9.1	16.4	99	
RADIO RADIO	2389	2152	3.1	90.1	102	892	3.3	37.3	109	892	3.0	37.3	99	369	2.8	15.4	93	
RKO ONE	2583	2309	3.3	89.4	101	985	3.6	38.1	111	944	3.2	36.5	97	381	2.9	14.8	89	
RKO TWO	3674	3208	4.6	87.3	99	1372	5.0	37.3	109	1315	4.4	35.8	95	521	4.0	14.2	86	
THE SOURCE	3514	3247	4.6	92.4	104	1416	5.2	40.3	117	1416	4.8	40.3	107	416	3.2	11.8	72	
NON-WIRED : BLAIR	9864	8761	12.5	88.8	100	3609	13.3	36.6	107	3725	12.5	37.8	101	1427	10.9	14.5	88	
INTERNET	13522	12288	17.5	90.9	103	4849	17.8	35.9	104	5218	17.5	38.6	103	2221	17.0	16.4	99	
KATZ RADIO GROUP	19321	17314	24.7	89.6	101	6797	25.0	35.2	102	7519	25.2	38.9	104	2998	22.9	15.5	94	
SUPERNET	10739	9764	13.9	90.9	103	3998	14.7	37.2	108	4024	13.5	37.5	100	1741	13.3	16.2	98	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	5106	4494	6.4	88.0	100	1726	6.3	33.8	98	1980	6.6	38.8	103	787	6.0	15.4	93	
MKDAY 9:00 AM - 1:00 PM	5383	4753	6.8	88.3	100	1760	6.5	32.7	95	2054	6.9	38.2	102	940	7.2	17.5	106	
MKDAY 1:00 PM - 4:30 PM	6469	5731	8.2	88.6	100	2093	7.7	32.4	94	2520	8.5	39.0	104	1118	8.5	17.3	105	
MKDAY 4:30 PM - 7:30 PM	19661	17265	24.6	87.8	99	6610	24.3	33.6	98	7252	24.4	36.9	98	3403	26.0	17.3	105	
MKDAY 7:30 PM - 8:00 PM	27579	24360	34.8	88.3	100	9137	33.6	33.1	97	10524	35.3	38.2	102	4699	35.9	17.0	103	
MKDAY 11:00 PM - 11:30 PM	22964	20610	29.4	89.7	101	7964	29.3	34.7	101	8512	28.6	37.1	99	4134	31.6	18.0	109	
MKDAY 11:30 PM - 1:00 AM	8158	7265	10.4	89.1	101	2725	10.0	33.4	97	3095	10.4	37.9	101	1446	11.0	17.7	107	
M-SAT 8-11 PM+SUN 7-11 PM	30140	26750	38.2	88.8	100	10318	37.9	34.2	100	11575	38.9	38.4	102	4857	37.1	16.1	97	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	1901	2.7	92.8	105	652	2.4	31.8	93	900	3.0	43.9	117	349	2.7	17.0	103
ANOTHER WORLD	N	1214	1104	1.6	90.9	103	406	1.5	33.4	97	520	1.7	42.8	114	178	1.4	14.7	89
AS THE WORLD TURNS	C	1740	1589	2.3	91.3	103	511	1.9	29.4	86	678	2.3	39.0	104	400	3.1	23.0	139
CAPITOL	C	1016	956	1.4	94.1	106	340	1.2	33.5	97	429	1.4	42.2	112	186	1.4	18.3	111
CBS MORN. NEWS 1	C	1203	1049	1.5	87.2	99	458	1.7	38.1	111	425	1.4	35.3	94	166	1.3	13.8	83
CBS MORN. NEWS 2	C	773	664	0.9	85.9	97	275	1.0	35.6	104	268	0.9	34.7	92	121	0.9	15.7	95
DAYS OF OUR LIVES	N	1629	1424	2.0	87.4	99	508	1.9	31.2	91	636	2.1	39.0	104	280	2.1	17.2	104
FACTS OF LIFE - DAYTIME	N	961	891	1.3	92.7	105	360	1.3	37.5	109	380	1.3	39.5	105	151	1.2	15.7	95
FAMILY FEUD	A	1390	1231	1.8	88.6	100	363	1.3	26.1	76	513	1.7	36.9	98	355	2.7	25.5	155
GENERAL HOSPITAL	A	1463	1325	1.9	90.6	102	501	1.8	34.2	100	622	2.1	42.5	113	202	1.5	13.8	84
GOOD MORNING, AMERICA-730A	A	1705	1450	2.1	85.0	96	552	2.0	32.4	94	609	2.0	35.7	95	289	2.2	17.0	103
GOOD MORNING, AMERICA-830A	A	889	759	1.1	85.4	97	307	1.1	34.5	101	292	1.0	32.8	87	160	1.2	18.0	109
GUIDING LIGHT	C	1754	1574	2.2	89.7	101	502	1.8	28.6	83	690	2.3	39.3	105	382	2.9	21.8	132
ONE LIFE TO LIVE	A	1100	995	1.4	90.5	102	361	1.3	32.8	96	461	1.5	41.9	112	173	1.3	15.7	95
PRESS YOUR LUCK	C	1222	1051															

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	70089	100.0	88.4	100	27206	100.0	34.3	100	29782	100.0	37.6	100	13101	100.0	16.5	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	21281	30.4	87.5	99	8006	29.4	32.9	96	8881	29.8	36.5	97	4394	33.5	18.1	109
NETWORK AFFILIATES - LATE	17197	15440	22.0	89.8	102	5993	22.0	34.8	102	6297	21.1	36.6	97	3150	24.0	18.3	111
INDEPENDENTS - LATE	2887	2458	3.5	85.1	96	935	3.4	32.4	94	1139	3.8	39.5	105	384	2.9	13.3	80
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	10081	14.4	89.2	101	4242	15.6	37.5	109	4244	14.3	37.6	100	1595	12.2	14.1	85
ABC MONDAY NIGHT MOVIE	A 4379	3964	5.7	90.5	102	1446	5.3	33.0	96	1753	5.9	40.0	107	764	5.8	17.4	106
ABC SUNDAY NIGHT MOVIE	A 9910	8861	12.6	89.4	101	3402	12.5	34.3	100	3823	12.8	38.6	103	1637	12.5	16.5	100
ABC WORLD NEWS TONIGHT	A 6212	5482	7.8	88.2	100	2161	7.9	34.8	101	2271	7.6	36.6	97	1050	8.0	16.9	102
AFTERMASH	C 4575	4039	5.8	88.3	100	1534	5.6	33.5	98	1795	6.0	39.2	104	709	5.4	15.5	94
ALICE	C 6777	6046	8.6	89.2	101	2405	8.8	35.5	103	2505	8.4	37.0	98	1136	8.7	16.8	101
AMERICAN PARADE	C 4868	4235	6.0	87.0	98	1487	5.5	30.5	89	1914	6.4	39.3	105	834	6.4	17.1	104
BENSON	A 7593	6622	9.4	87.2	99	2497	9.2	32.9	96	2867	9.6	37.8	100	1258	9.6	16.6	100
BLUE THUNDER	A 6036	5386	7.7	89.2	101	2122	7.8	35.2	102	2289	7.7	37.9	101	975	7.4	16.2	98
CAGNEY & LACEY	C 7698	6890	9.8	89.5	101	2626	9.7	34.1	99	2960	9.9	38.5	102	1304	10.0	16.9	102
CBS EVENING NEWS-DEAN	C 4066	3536	5.0	87.0	98	1354	5.0	33.3	97	1375	4.6	33.8	90	807	6.2	19.8	120
CBS EVENING NEWS-RATHER	C 8092	7015	10.0	86.7	98	2566	9.4	31.7	92	2841	9.5	35.1	93	1608	12.3	19.9	120
CBS SAT. NEWS-SCHIEFFER	C 4795	4052	5.8	84.5	96	1460	5.4	30.4	89	1686	5.7	35.2	94	906	6.9	18.9	114
CBS SATURDAY NIGHT MOVIE	C 6034	5405	7.7	89.6	101	2027	7.5	33.6	98	2299	7.7	38.1	101	1080	8.2	17.9	108
CBS WEDNESDAY NIGHT MOVIE	C 4993	4474	6.4	89.6	101	1750	6.4	35.0	102	1756	5.9	35.2	94	968	7.4	19.4	117
CHEERS	N 6976	6355	9.1	91.1	103	2532	9.3	36.3	106	2639	8.9	37.8	101	1184	9.0	17.0	103
DALLAS	C 13575	12169	17.4	89.6	101	4973	18.3	36.6	107	5100	17.1	37.6	100	2096	16.0	15.4	93
DIFF'RENT STROKES	N 3684	3128	4.5	84.9	96	1144	4.2	31.1	90	1415	4.8	38.4	102	569	4.3	15.4	93
DOUBLE TROUBLE	N 4462	3969	5.7	89.0	101	1436	5.3	32.2	94	1757	5.9	39.4	105	775	5.9	17.4	105
DUCK FACTORY	N 4810	4324	6.2	89.9	102	1752	6.4	36.4	106	1735	5.8	36.1	96	836	6.4	17.4	105
DUKES OF HAZZARD	C 5951	5147	7.3	86.5	98	1869	6.9	31.4	92	2226	7.5	37.4	100	1052	8.0	17.7	107
DYNASTY	A 11325	10203	14.6	90.1	102	4223	15.5	37.3	109	4349	14.6	38.4	102	1631	12.4	14.4	87
FACTS OF LIFE	N 4512	4079	5.8	90.4	102	1518	5.6	33.6	98	1743	5.9	38.6	103	818	6.2	18.1	110
FALCON CREST	C 9215	8291	11.8	90.0	102	3596	13.2	39.0	114	3236	10.9	35.1	93	1459	11.1	15.8	96
FALL GUY	A 8604	7734	11.0	89.9	102	3313	12.2	38.5	112	3103	10.4	36.1	96	1318	10.1	15.3	93
FAMILY TIES	N 4179	3783	5.4	90.5	102	1421	5.2	34.0	99	1645	5.5	39.4	105	716	5.5	17.1	104
FANTASY ISLAND	A 4781	4276	6.1	89.4	101	1693	6.2	35.4	103	1956	6.6	40.9	109	627	4.8	13.1	79
FOULUPS, BLEEPES & BLUNDERS	A 6697	5903	8.4	88.1	100	2145	7.9	32.0	93	2612	8.8	39.0	104	1146	8.7	17.1	104
FOUR SEASONS	C 3873	3428	4.9	88.5	100	1232	4.5	31.8	93	1500	5.0	38.7	103	696	5.3	18.0	109
GIMME A BREAK	N 4310	3939	5.6	91.4	103	1619	6.0	37.6	109	1556	5.2	36.1	96	764	5.8	17.7	107
HART TO HART	A 5751	5184	7.4	90.1	102	1825	6.7	31.7	92	2245	7.5	39.0	104	1114	8.5	19.4	117
HILL STREET BLUES	N 8568	7623	10.9	89.0	101	3143	11.6	36.7	107	3163	10.6	36.9	98	1317	10.1	15.4	93
HOTEL	A 8801	7862	11.2	89.3	101	2905	10.7	33.0	96	3557	11.9	40.4	108	1400	10.7	15.9	96
JEFFERSONS	C 6978	6199	8.8	88.8	100	2230	8.2	32.0	93	2627	8.8	37.6	100	1342	10.2	19.2	116
JENNIFER SLEPT HERE	N 3021	2617	3.7	86.6	98	957	3.5	31.7	92	1228	4.1	40.6	108	433	3.3	14.3	87
KATE & ALLIE	C 6811	6072	8.7	89.1	101	2180	8.0	32.0	93	2892	9.7	42.5	113	1000	7.6	14.7	89
KNIGHT RIDER	N 5256	4623	6.6	88.0	99	1825	6.7	34.7	101	1885	6.3	35.9	95	913	7.0	17.4	105
LOVE BOAT	A 7174	6288	9.0	87.6	99	2464	9.1	34.3	100	2818	9.5	39.3	105	1006	7.7	14.0	85
MAGNUM PI	C 10438	9286	13.2	89.0	101	3779	13.9	36.2	105	3966	13.3	38.0	101	1540	11.8	14.8	89
MAMA'S FAMILY	N 3488	3065	4.4	87.9	99	990	3.6	28.4	83	1262	4.2	36.2	96	813	6.2	23.3	141
MASTER, THE	N 4127	3664	5.2	88.8	100	1301	4.8	31.5	92	1596	5.4	38.7	103	768	5.9	18.6	113
MATT HOUSTON	A 5978	5411	7.7	90.5	102	2149	7.9	35.9	105	2279	7.7	38.1	101	983	7.5	16.4	99
NBC MONDAY NIGHT MOVIE	N 10446	9413	13.4	90.1	102	3647	13.4	34.9	102	4154	13.9	39.8	106	1612	12.3	15.4	93
NBC NIGHTLY NEWS	N 5571	4799	6.8	86.1	97	1748	6.4	31.4	91	2137	7.2	38.4	102	915	7.0	16.4	99
NBC NIGHTLY NEWS-SAT	N 3675	3155	4.5	85.9	97	1092	4.0	29.7	87	1474	4.9	40.1	107	589	4.5	16.0	97
NBC NIGHTLY NEWS-SUN	N 2905	2491	3.6	85.7	97	892	3.3	30.7	89	1131	3.8	38.9	104	467	3.6	16.1	97
NBC SUNDAY NIGHT MOVIE	N 8352	7501	10.7	89.8	102	3135	11.5	37.5	109	3153	10.6	37.8	100	1213	9.3	14.5	88
NEWHART	C 6864	6232	8.9	90.8	103	2282	8.4	33.2	97	2888	9.7	42.1	112	1062	8.1	15.5	94
ONE DAY AT A TIME	C 3866	3368	4.8	87.1	99	1245	4.6	32.2	94	1483	5.0	38.4	102	639	4.9	16.5	100
PEOPLE ARE FUNNY	N 3956	3477	5.0	87.9	99	1185	4.4	30.0	87	1425	4.8	36.0	96	867	6.6	21.9	133
REAL PEOPLE	N 6305	5676	8.1	90.0	102	2012	7.4	31.9	93	2606	8.8	41.3	110	1059	8.1	16.8	102
REMINGTON STEELE	N 5884	5291	7.5	89.9	102	2239	8.2	38.1	111	2216	7.4	37.7	100	837	6.4	14.2	86
RIPLEY'S BELIEVE IT - NOT	A 5706	5031	7.2	88.2	100	1831	6.7	32.1	93	2161	7.3	37.9	101	1039	7.9	18.2	110
RIPIDE	N 6202	5440	7.8	87.7	99	2149	7.9	34.7	101	2298	7.7	37.1	99	994	7.6	16.0	97
SCARECROW & MRS. KING	C 6513	5814	8.3	89.3	101	2146	7.9	32.9	96	2642	8.9	40.6	108	1026	7.8	15.8	95
SIMON & SIMON	C 8593	7665	10.9	89.2	101	2960	10.9	34.4	100	3301	11.1	38.4	102	1404	10.7	16.3	99
60 MINUTES	C 13342	11637	16.6	87.2	99	3992	14.7	29.9	87	5269	17.7	39.5	105	2376	18.1	17.8	108
ST. ELSEWHERE	N 6029	5484	7.8	91.0	103	2163	8.0	35.9	105	2422	8.						

	TOTAL U.S. '000	AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	17405	100.0	22.0	100	6851	100.0	8.6	100	2624	100.0	3.3	100	2390	100.0	3.0	100
HOUSEHOLD HEADS	66405	14623	84.0	22.0	100	5493	80.2	8.3	96	2188	83.4	3.3	100	2012	84.2	3.0	100
18 - 24	13945	3203	18.4	23.0	105	1561	22.8	11.2	130	*415	15.8	3.0	90	*423	17.7	3.0	101
25 - 34	19334	4009	23.0	20.7	94	2060	30.1	10.7	123	*311	11.9	1.6	49	*662	27.7	3.4	114
35 - 44	14196	3580	20.6	25.2	115	1346	19.6	9.5	110	*364	13.9	2.6	77	*493	20.6	3.5	115
45 - 54	10896	2512	14.4	23.1	105	695	10.1	6.4	74	*398	15.2	3.7	110	*260	10.9	2.4	79
55 - 64	10378	2222	12.8	21.4	98	599	8.7	5.8	67	*542	20.7	5.2	158	*242	10.1	2.3	77
65 OR OLDER	10514	1879	10.8	17.9	81	590	8.6	5.6	65	*594	22.6	5.6	171	*311	13.0	3.0	98
18 - 34	33279	7212	41.4	21.7	99	3621	52.9	10.9	126	726	27.7	2.2	66	1084	45.4	3.3	108
18 - 49	52904	12082	69.4	22.8	104	5368	78.4	10.1	117	1281	48.8	2.4	73	1718	71.9	3.2	108
25 - 54	44426	10101	58.0	22.7	104	4101	59.9	9.2	107	1073	40.9	2.4	73	1415	59.2	3.2	106
35 - 49	19625	4871	28.0	24.8	113	1747	25.5	8.9	103	556	21.2	2.8	86	634	26.5	3.2	107
50 OR OLDER	26359	5323	30.6	20.2	92	1484	21.7	5.6	65	1342	51.1	5.1	154	672	28.1	2.5	85
GRADUATED COLLEGE	15982	3018	17.3	18.9	86	1117	16.3	7.0	81	*319	12.2	2.0	60	475	19.9	3.0	99
ATTENDED COLLEGE	13629	2948	16.9	21.6	99	1196	17.5	8.8	102	*323	12.3	2.4	72	*301	12.6	2.2	73
GRADUATED HIGH SCHOOL	28591	6791	39.0	23.8	108	2897	42.3	10.1	117	855	32.6	3.0	90	*868	36.3	3.0	101
DID NOT GRADUATE HIGH SCHOOL	21061	4649	26.7	22.1	101	1641	24.0	7.8	90	1127	42.9	5.4	162	746	31.2	3.5	117
EMPLOYED FULL-TIME	52316	11928	68.5	22.8	104	4588	67.0	8.8	101	1349	51.4	2.6	78	1700	71.1	3.2	108
EMPLOYED PART-TIME	4113	995	5.7	24.2	110	**407	5.9	9.9	114	*154	5.9	3.7	113	**129	5.4	3.1	104
NOT EMPLOYED	22834	4482	25.8	19.6	89	1856	27.1	8.1	94	1121	42.7	4.9	148	561	23.5	2.5	81
PROFESSIONAL/MANAGER	15034	3034	17.4	20.2	92	1067	15.6	7.1	82	*245	9.3	1.6	49	602	25.2	4.0	133
TECH/CLERICAL/SALES	11255	2420	13.9	21.5	98	812	11.9	7.2	83	**245	9.3	2.2	66	**230	9.6	2.0	68
PRECISION/CRAFT	11607	2968	17.1	25.6	116	1255	18.3	10.8	125	*244	9.3	2.1	64	*392	16.4	3.4	112
OTHER EMPLOYED	18534	4500	25.9	24.3	111	1862	27.2	10.0	116	769	29.3	4.1	125	606	25.4	3.3	108
SINGLE	15562	4011	23.0	20.5	93	2039	29.8	10.4	121	*562	21.4	2.9	87	625	26.2	3.2	106
MARRIED	51896	11252	64.6	21.7	99	4221	61.6	8.1	94	1826	69.6	3.5	106	1561	65.3	3.0	100
DIVORCED/SEPARATED/WIDOWED	7804	2143	12.3	27.5	125	591	8.6	7.6	88	*236	9.0	3.0	91	**204	8.5	2.6	87
PARENTS	25372	5993	34.4	23.6	108	2670	39.0	10.5	122	572	21.8	2.3	68	792	33.1	3.1	104
WHITE	69658	15353	88.2	22.0	100	5949	86.8	8.5	99	1764	67.2	2.5	76	1892	79.2	2.7	90
BLACK	7909	1750	10.1	22.1	101	685	10.0	8.7	100	816	31.1	10.3	312	476	19.9	6.0	200
OTHER	1696	**302	1.7	17.8	81	**217	3.2	12.8	148	**44	1.7	2.6	78	**22	0.9	1.3	43
NORTHEAST-CENSUS	17202	3490	20.1	20.3	92	1209	17.6	7.0	81	510	19.4	3.0	90	495	20.7	2.9	95
NORTH CENTRAL	20461	4513	25.9	22.1	100	1659	24.2	8.1	94	529	20.2	2.6	78	*312	13.1	1.5	51
SOUTH	26695	6713	38.6	25.1	115	2843	41.5	10.6	123	1330	50.7	5.0	150	1147	48.0	4.3	142
WEST	14906	2689	15.4	18.0	82	1141	16.7	7.7	89	**255	9.7	1.7	52	*437	18.3	2.9	97
NORTHEAST-MKTG.	17962	3539	20.3	19.7	90	1406	20.5	7.8	91	536	20.4	3.0	90	722	30.2	4.0	133
EAST CENTRAL	11741	2856	16.4	24.3	111	828	12.1	7.1	82	*294	11.2	2.5	76	*193	8.1	1.6	55
WEST CENTRAL	13518	2831	16.3	20.9	95	1183	17.3	8.8	101	*359	13.7	2.7	80	**220	9.2	1.6	54
SOUTH	23168	5902	33.9	25.5	116	2400	35.0	10.4	120	1188	45.3	5.1	155	851	35.6	3.7	122
PACIFIC	12874	2278	13.1	17.7	81	1034	15.1	8.0	93	**246	9.4	1.9	58	*403	16.9	3.1	104
COUNTY SIZE A	32596	6938	39.9	21.3	97	2462	35.9	7.6	87	1086	41.4	3.3	101	1069	44.7	3.3	109
COUNTY SIZE B	23814	5341	30.7	22.4	102	2084	30.4	8.8	101	775	29.5	3.3	98	759	31.8	3.2	106
COUNTY SIZE C	12663	2643	15.2	20.9	95	1142	16.7	9.0	104	*314	12.0	2.5	75	**271	11.3	2.1	71
COUNTY SIZE D	10190	2483	14.3	24.4	111	1164	17.0	11.4	132	*449	17.1	4.4	133	*291	12.2	2.9	95
METRO CENTRAL CITY	23190	4995	28.7	21.5	98	1711	25.0	7.4	85	962	36.7	4.1	125	689	28.8	3.0	99
METRO SUBURBAN	36920	8048	46.2	21.8	99	3093	45.1	8.4	97	957	36.5	2.6	78	1102	46.1	3.0	99
NON METRO	19152	4363	25.1	22.8	104	2048	29.9	10.7	124	704	26.8	3.7	111	599	25.1	3.1	104
TOP 5 ADI'S	18703	3813	21.9	20.4	93	1418	20.7	7.6	88	560	21.3	3.0	90	629	26.3	3.4	112
TOP 10 ADI'S	26158	5490	31.5	21.0	96	2247	32.8	8.6	99	841	32.1	3.2	97	990	41.4	3.8	126
TOP 20 ADI'S	36612	7726	44.4	21.1	96	3078	44.9	8.4	97	1249	47.6	3.4	103	1220	51.0	3.3	111
HSGLD INC. \$50,000 OR MORE	9326	1721	9.9	18.5	84	545	8.0	5.8	68	*182	6.9	2.0	59	*283	11.8	3.0	101
\$40,000 OR MORE	18002	3822	22.0	21.2	97	1270	18.5	7.1	82	*406	15.5	2.3	68	524	21.9	2.9	97
\$30,000 OR MORE	31361	6697	38.5	21.4	97	2347	34.3	7.5	87	613	23.4	2.0	59	808	33.8	2.6	85
\$25,000 OR MORE	39858	8499	48.8	21.3	97	3137	45.8	7.9	91	797	30.4	2.0	60	1034	43.3	2.6	86
\$20,000 - \$24,999	8664	1881	10.8	21.7	99	791	11.5	9.1	106	*397	15.1	4.6	138	*436	18.2	5.0	167
\$15,000 - \$19,999	7964	2012	11.6	25.3	115	807	11.8	10.1	117	*258	9.8	3.2	98	**179	7.5	2.2	75
\$10,000 - \$14,999	11093	2352	13.5	21.2	97	1083	15.8	9.8	113	610	23.2	5.5	166	*270	11.3	2.4	81
UNDER \$10,000	11683	2662	15.3	22.8	104	1034	15.1	8.9	102	562	21.4	4.8	145	472	19.7	4.0	134
HOUSEHOLD OF 1 PERSON	7453	1653	9.5	22.2	101	482	7.0	6.5	75	*184	7.0	2.5	75	*255	10.7	3.4	113
2 PEOPLE	24757	5004	28.8	20.2	92	1669	24.4	6.7	78	1054	40.2	4.3	129	638	26.7	2.6	85
3 OR 4 PEOPLE	32682	7359	42.3	22.5	103	3391	49.5	10.4	120	925	35.3	2.8	85	1117	46.7	3.4	113
5 OR MORE PEOPLE	14370	3390	19.5	23.6	107	1309	19.1	9.1	105	*461	17.6	3.2	97	*380	15.9	2.6	88
NO CHILD IN HSHLD	46768	9874	56.7	21.1	96	3484	50.9	7.4	86	1783	67.9	3.8	115	1278	53.5	2.7	91
CHILD(REN) UNDER 2 YRS	4799	1211	7.0	25.2	115	611	8.9	12.7	147	**98	3.7	2.0	62	**153	6.4	3.2	106
2 - 5 YEARS	11125	2578	14.8	23.2	106	1413	20.6	12.7	147	**253	9.6	2.3	69	*399	16.7	3.6	119
6 - 11 YEARS	14193	3100	17.8	21.8	99	1545	22.6	10.9	126	*419	16.0	3.0	89	*494	20.7	3.5	115
12 - 17 YEARS	17402	4096	23.5	23.5	107	1555	22.7	8.9	103	*508	19.4	2.9	88	*666	27.9	3.8	127
RESIDENCE OWNED	56398	12039	69.2	21.3	97	4627	67.5	8.2	95	1825	69.6	3.2	98	1559	65.2	2.8	92
VALUE: \$50,000 OR MORE	34811	7225	41.5	20.8	95	2793	40.8	8.0	93	877	33.4	2.5	76	968	40.5	2.8	92
VALUE: UNDER \$50,000	21587	4814	27.7	22.3	102	1834	26.8	8.5	98	948	36.1	4.4	133	*591	24.7	2.7	91

		TOTAL U.S. '000	AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES		79263	17405	100.0	22.0	100	6851	100.0	8.6	100	2624	100.0	3.3	100	2390	100.0	3.0	100
MAGAZINES	QUINTILE 1	16033	3455	19.9	21.5	98	1619	23.6	10.1	117	*421	16.0	2.6	79	478	20.0	3.0	99
	QUINTILE 2	15354	3479	20.0	22.7	103	1281	18.7	8.3	97	*459	17.5	3.0	90	428	17.9	2.8	92
	QUINTILE 3	15888	3267	18.8	20.6	94	1327	19.4	8.4	97	*675	25.7	4.2	128	608	25.4	3.8	127
	QUINTILE 4	17310	4132	23.7	23.9	109	1513	22.1	8.7	101	*353	13.5	2.0	62	*496	20.8	2.9	95
	QUINTILE 5	14677	3073	17.7	20.9	95	1111	16.2	7.6	88	717	27.3	4.9	148	380	15.9	2.6	86
NEWSPAPERS	QUINTILE 1	15277	3056	17.6	20.0	91	1280	18.7	8.4	97	493	18.8	3.2	97	*478	20.0	3.1	104
	QUINTILE 2	22745	4959	28.5	21.8	99	2137	31.2	9.4	109	649	24.7	2.9	86	503	21.0	2.2	77
	QUINTILE 3	10692	2452	14.1	22.9	104	999	14.6	9.3	108	*269	10.3	2.5	76	*394	16.5	3.7	122
	QUINTILE 4	11646	2509	14.4	21.5	98	809	11.8	6.9	80	*380	14.5	3.3	99	*297	12.4	2.6	85
	QUINTILE 5	18903	4430	25.5	23.4	107	1627	23.7	8.6	100	833	31.7	4.4	133	718	30.0	3.8	126
OUTDOOR	QUINTILE 1	16620	3434	19.7	20.7	94	1544	22.5	9.3	107	*359	13.7	2.2	65	448	18.7	2.7	89
	QUINTILE 2	16377	3951	22.7	24.1	110	1469	21.4	9.0	104	480	18.3	2.9	89	*571	23.9	3.5	116
	QUINTILE 3	15995	3414	19.6	21.3	97	1417	20.7	8.9	102	631	24.0	3.9	119	473	19.8	3.0	98
	QUINTILE 4	15592	3467	19.9	22.2	101	1038	15.2	6.7	77	595	22.7	3.8	115	445	18.6	2.9	95
	QUINTILE 5	14679	3140	18.0	21.4	97	1383	20.2	9.4	109	*559	21.3	3.8	115	453	19.0	3.1	102
RADIO-DRIVE TIME	QUINTILE 1	15746	3544	20.4	22.5	102	1505	22.0	9.6	111	*492	18.8	3.1	94	*417	17.4	2.6	88
	QUINTILE 2	15067	3300	19.0	21.9	100	1173	17.1	7.8	90	490	18.7	3.3	98	*473	19.8	3.1	104
	QUINTILE 3	15631	3623	20.8	23.2	106	1361	19.9	8.7	101	*416	15.9	2.7	80	644	26.9	4.1	137
	QUINTILE 4	16245	3400	19.5	20.9	95	1444	21.1	8.9	103	632	24.1	3.9	118	405	16.9	2.5	83
	QUINTILE 5	16573	3540	20.3	21.4	97	1369	20.0	8.3	96	594	22.6	3.6	108	452	18.9	2.7	90
RADIO-MID- DAY	TERCILE 1	21788	4684	26.9	21.5	98	1717	25.1	7.9	91	624	23.8	2.9	87	611	25.6	2.8	93
	TERCILE 2	21151	4621	26.5	21.8	99	1812	26.4	8.6	99	793	30.2	3.7	113	732	30.6	3.5	115
	TERCILE 3	36323	8100	46.5	22.3	102	3323	48.5	9.1	106	1207	46.0	3.3	100	1047	43.8	2.9	96
RADIO-TOTAL	QUINTILE 1	15977	3594	20.6	22.5	102	1326	19.4	8.3	96	*460	17.5	2.9	87	*414	17.3	2.6	86
	QUINTILE 2	15923	3309	19.0	20.8	95	1348	19.7	8.5	98	554	21.1	3.5	105	*485	20.3	3.0	101
	QUINTILE 3	14980	3445	19.8	23.0	105	1195	17.4	8.0	92	533	20.3	3.6	107	488	20.4	3.3	108
	QUINTILE 4	17123	3793	21.8	22.2	101	1847	27.0	10.8	125	516	19.7	3.0	91	563	23.6	3.3	109
	QUINTILE 5	15260	3264	18.8	21.4	97	1136	16.6	7.4	86	561	21.4	3.7	111	*440	18.4	2.9	96
TV-PRIME TIME	QUINTILE 1	15674	3298	18.9	21.0	96	1585	23.1	10.1	117	765	29.2	4.9	147	*391	16.4	2.5	83
	QUINTILE 2	15944	3915	22.5	24.6	112	1379	20.1	8.6	100	*313	11.9	2.0	59	569	23.8	3.6	118
	QUINTILE 3	16037	3296	18.9	20.6	94	1293	18.9	8.1	93	*393	15.0	2.5	74	*432	18.2	2.7	89
	QUINTILE 4	15412	3510	20.2	22.8	104	1199	17.5	7.8	90	466	17.8	3.0	91	605	25.3	3.9	130
	QUINTILE 5	16194	3386	19.5	20.9	95	1395	20.4	8.6	100	686	26.1	4.2	128	*394	16.5	2.4	81
TV-DAYTIME	TERCILE 1	19156	4345	25.0	22.7	103	1472	21.5	7.7	89	766	29.2	4.0	121	661	27.7	3.5	114
	TERCILE 2	19343	4337	24.9	22.4	102	1640	23.9	8.5	98	673	25.6	3.5	105	411	17.2	2.1	70
	TERCILE 3	40764	8723	50.1	21.4	97	3739	54.6	9.2	106	1184	45.1	2.9	88	1318	55.1	3.2	107
TV-TOTAL	QUINTILE 1	15844	3419	19.6	21.6	98	1387	20.2	8.8	101	681	26.0	4.3	130	530	22.2	3.3	111
	QUINTILE 2	15767	3663	21.0	23.2	106	1185	17.3	7.5	87	463	17.6	2.9	89	*323	13.5	2.0	68
	QUINTILE 3	15775	3418	19.6	21.7	99	1490	21.7	9.4	109	538	20.5	3.4	103	645	27.0	4.1	136
	QUINTILE 4	15903	3500	20.1	22.0	100	1431	20.9	9.0	104	*344	13.1	2.2	65	*393	16.4	2.5	82
	QUINTILE 5	15974	3406	19.6	21.3	97	1358	19.8	8.5	98	597	22.8	3.7	113	500	20.9	3.1	104
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	21225	4403	25.3	20.7	94	1965	28.7	9.3	107	566	21.6	2.7	81	667	27.9	3.1	104
	NEWSPAPER IMPERATIVE	17728	4093	23.5	23.1	105	1519	22.2	8.6	99	636	24.2	3.6	108	591	24.7	3.3	111
		22987	5055	29.0	22.0	100	1933	28.2	8.4	97	768	29.3	3.3	101	534	22.3	2.3	77
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	3482	20.0	21.4	98	1505	22.0	9.3	107	*394	15.0	2.4	73	575	24.1	3.5	117
	OUTDOOR IMPERATIVE	24016	5198	29.9	21.6	99	2128	31.1	8.9	103	958	36.5	4.0	120	659	27.6	2.7	91
		26020	5989	34.4	23.0	105	2206	32.2	8.5	98	812	30.9	3.1	94	765	32.0	2.9	98
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	3669	21.1	21.7	99	1450	21.2	8.6	99	504	19.2	3.0	90	*498	20.8	2.9	98
	RADIO IMPERATIVE	23456	5053	29.0	21.5	98	2084	30.4	8.9	103	741	28.2	3.2	95	792	33.1	3.4	112
		23900	5301	30.5	22.2	101	1950	28.5	8.2	94	889	33.9	3.7	112	716	30.0	3.0	99
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	3784	21.7	24.0	109	1499	21.9	9.5	110	642	24.5	4.1	123	513	21.5	3.2	108
	TELEVISION IMPERATIVE	25476	5250	30.2	20.6	94	2306	33.7	9.1	105	657	25.0	2.6	78	831	34.8	3.3	108
		25744	5454	31.3	21.2	96	1947	28.4	7.6	87	931	35.5	3.6	109	726	30.4	2.8	94
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	3859	22.2	21.9	100	1823	26.6	10.3	120	398	15.2	2.3	68	537	22.5	3.0	101
	OUTDOOR IMPERATIVE	26414	5562	32.0	21.1	96	2211	32.3	8.4	97	869	33.1	3.3	99	648	27.1	2.5	81
		23059	5348	30.7	23.2	106	1853	27.0	8.0	93	787	30.0	3.4	103	719	30.1	3.1	103
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	3857	22.2	21.4	98	1656	24.2	9.2	106	535	20.4	3.0	90	585	24.5	3.3	108
	RADIO IMPERATIVE	26269	5727	32.9	21.8	99	2355	34.4	9.0	104	786	30.0	3.0	90	715	29.9	2.7	90
		21342	4803	27.6	22.5	102	1669	24.4	7.8	90	805	30.7	3.8	114	645	27.0	3.0	100
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	3909	22.5	22.5	103	1621	23.7	9.3	108	620	23.6	3.6	108	482	20.2	2.8	92
	TELEVISION IMPERATIVE	26889	5594	32.1	20.8	95	2410	35.2	9.0	104	631	24.0	2.3	71	788	33.0	2.9	97
		21698	4974	28.6	22.9	104	1661	24.2	7.7	89	795	30.3	3.7	111	709	29.7	3.3	108
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456	3606	20.7	21.9	100	1345	19.6	8.2	95	498	19.0	3.0	91	552	23.1	3.4	111
	RADIO IMPERATIVE	25870	5858	33.7	22.6	103	2438	35.6	9.4	109	768	29.3	3.0	90	798	33.4	3.1	102
		23943	5094	29.3	21.3	97	1866	27.2	7.8	90	846	32.2	3.5	107	628	26.3		

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(MALES)

	TOTAL U.S. '000	AEROSOL				SPRAY LIQUID				AEROSOL				SPRAY POWDER				CREAM				PUMP SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS
TOTAL MALES	79263	17405	100.0	22.0	100	6851	100.0	8.6	100	2624	100.0	3.3	100	2390	100.0	3.0	100								
ATLANTIC MONTHLY	452	**88	0.5	19.5	89	**66	1.0	14.6	169	**20	0.8	4.4	134	**27	1.1	6.0	198								
BARRON'S	1058	*268	1.5	25.3	115	**98	1.4	9.3	107	**6	0.2	0.6	17	**10	0.4	0.9	31								
BETTER HOMES & GARDENS	4773	1197	6.9	25.1	114	369	5.4	7.7	89	**96	3.7	2.0	61	*123	5.1	2.6	85								
BON APPETIT	1037	*145	0.8	14.0	64	**104	1.5	10.0	116	**12	0.5	1.2	35	**31	1.3	3.0	99								
BUSINESS WEEK	3193	721	4.1	22.6	103	270	3.9	8.5	98	*125	4.8	3.9	118	*112	4.7	3.5	116								
CAR AND DRIVER	2705	663	3.8	24.5	112	323	4.7	11.9	138	**46	1.8	1.7	51	**79	3.3	2.9	97								
CBS MAGAZINE NETWORK (GROSS)	5678	1057	6.1	18.6	85	763	11.1	13.4	155	**144	5.5	2.5	77	**177	7.4	3.1	103								
CHANGING TIMES	1847	379	2.2	20.5	93	**100	1.5	5.4	63	**43	1.6	2.3	70	**24	1.0	1.3	43								
COLONIAL HOMES	492	**74	0.4	15.0	68	**24	0.4	4.9	56	**5	0.2	1.0	31	**8	0.3	1.6	54								
CONDE NAST MAG. PKG. (GROSS)	2066	432	2.5	20.9	95	**80	1.2	3.9	45	**32	1.2	1.5	47	**27	1.1	1.3	43								
CONSUMERS DIGEST	1719	409	2.3	23.8	108	**92	1.3	5.4	62	**24	0.9	1.4	42	**31	1.3	1.8	60								
COSMOPOLITAN	1762	402	2.3	22.8	104	**72	1.1	4.1	47	**41	1.6	2.3	70	**63	2.6	3.6	119								
COUNTRY LIVING	1110	253	1.5	22.8	104	**93	1.4	8.4	97	**17	0.6	1.5	46	**26	1.1	2.3	78								
CUISINE	660	*126	0.7	19.1	87	**44	0.6	6.7	77	**10	0.4	1.5	46	**16	0.7	2.4	80								
CYCLE WORLD	1924	453	2.6	23.5	107	*329	4.8	17.1	198	**38	1.4	2.0	60	**63	2.6	3.3	109								
DCI:CREATIVE IDEAS FOR LIV	437	**68	0.4	15.6	71	**20	0.3	4.6	53	**11	0.4	2.5	76	**5	0.2	1.1	38								
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	541	3.1	21.7	99	*276	4.0	11.1	128	**79	3.0	3.2	96	**81	3.4	3.3	108								
DISCOVER	1279	307	1.8	24.0	109	**79	1.2	6.2	71	**26	1.0	2.0	61	**23	1.0	1.8	60								
EBONY	2898	605	3.5	20.9	95	*210	3.1	7.2	84	*189	7.2	6.5	197	*164	6.9	5.7	188								
ESQUIRE	1384	345	2.0	24.9	114	**66	1.0	4.8	53	*116	0.6	1.2	35	*36	1.5	2.6	86								
ESSENCE	850	*157	0.9	18.5	84	**95	1.4	11.2	129	*21	0.8	2.5	75	*48	2.0	5.6	187								
FAMILY CIRCLE	2430	582	3.3	24.0	109	*252	3.7	10.4	120	*81	3.1	3.3	101	*51	2.1	2.1	70								
THE FAMILY HANDYMAN	2356	470	2.7	19.9	91	*214	3.1	9.1	105	*49	1.9	2.1	63	*106	4.4	4.5	149								
FAMILY WEEKLY	11533	2451	14.1	21.3	97	1029	15.0	8.9	103	313	11.9	2.7	82	330	13.8	2.9	95								
FIELD & STREAM	7444	1911	11.0	25.7	117	914	13.3	12.3	142	*96	3.7	1.3	39	*170	7.1	2.3	76								
FOOD & WINE	416	**64	0.4	15.4	70	**16	0.2	3.8	44	**10	0.4	2.4	73	**10	0.4	2.4	80								
FORBES	1865	357	2.1	19.1	87	*97	1.4	5.2	60	*46	1.8	2.5	75	*39	1.6	2.1	69								
FORTUNE	1849	422	2.4	22.8	104	*170	2.5	9.2	106	*38	1.4	2.1	62	*65	2.7	3.5	117								
GENTLEMEN'S QUARTERLY	2284	555	3.2	24.3	111	*223	3.3	9.8	113	*79	3.0	3.5	104	*72	3.0	3.2	105								
GLAMOUR	538	**107	0.6	19.9	91	**23	0.3	4.3	49	*21	0.8	3.9	118	*5	0.2	0.9	31								
GOLF DIGEST	1649	392	2.3	23.8	108	*135	2.0	8.2	95	*46	1.8	2.8	84	*28	1.2	1.7	56								
GOLF DIGEST/TENNIS (GROSS)	2294	572	3.3	24.9	114	*182	2.7	7.9	92	*51	1.9	2.2	67	*56	2.3	2.4	81								
GOLF MAGAZINE	1577	444	2.6	28.2	128	**123	1.8	7.8	90	*18	0.7	1.1	34	*11	0.5	0.7	23								
GOLF MAGAZINE/SKI (GROSS)	2487	598	3.4	24.0	110	*178	2.6	7.2	83	*20	0.8	0.8	24	*18	0.8	0.7	24								
GOOD HOUSEKEEPING	2569	575	3.3	22.4	102	*240	3.5	9.3	108	*59	2.2	2.3	69	*77	3.2	3.0	99								
HARPER'S BAZAAR	431	**88	0.5	20.4	93	*15	0.2	3.5	40	*7	0.3	1.6	49	*6	0.3	1.4	46								
HEALTH	788	*201	1.2	25.5	116	**99	1.4	12.6	145	*19	0.7	2.4	73	*27	1.1	3.4	114								
HEARST MAG CORP. BUY (GROSS)	18781	4227	24.3	22.5	102	1641	24.0	8.7	101	387	14.7	2.1	62	449	18.8	2.4	79								
HEARST MAN POWER (GROSS)	9169	2070	11.9	22.6	103	889	13.0	9.7	112	*196	7.5	2.1	65	*203	8.5	2.2	73								
HEARST WOMAN POWER (GROSS)	5452	1239	7.1	22.7	103	442	6.5	8.1	94	*118	4.5	2.2	65	*149	6.2	2.7	91								
HOUSE BEAUTIFUL	1020	*282	1.6	27.6	126	**90	1.3	8.8	102	*19	0.7	1.9	56	*47	2.0	4.6	153								
INC.	993	*230	1.3	23.2	105	**40	0.6	4.0	47	*57	2.2	5.7	173	*19	0.8	1.9	63								
JET	2808	629	3.6	22.4	102	*206	3.0	7.3	85	*166	6.3	5.9	179	*139	5.8	5.0	164								
LADIES' HOME JOURNAL	1868	472	2.7	25.3	115	*230	3.4	12.3	142	*61	2.3	3.3	99	*41	1.7	2.2	73								
LHM FAMILY GRP COMBO(GROSS)	3582	882	5.1	24.6	112	393	5.7	11.0	127	*97	3.7	2.7	82	*100	4.2	2.8	93								
LIFE	4817	997	5.7	20.7	94	431	6.3	8.9	104	*155	5.9	3.2	97	*180	7.5	3.7	124								
L.A. TIMES HOME MAGAZINE	1465	256	1.5	17.5	80	*119	1.7	8.1	94	*45	1.7	3.1	93	*68	2.8	4.6	154								
MADEMOISELLE	460	**93	0.5	20.2	92	**10	0.1	2.2	25	**1	0.0	0.2	7	**1	0.0	0.2	7								
MC CALL'S	1764	462	2.7	26.2	119	*112	1.6	6.3	73	*46	1.8	2.6	79	*22	0.9	1.2	41								
MC CALL'S/WRK MOTHER (GROSS)	2062	576	3.3	27.9	127	*130	1.9	6.3	73	*46	1.8	2.2	67	*33	1.4	1.6	53								
MECHANIX ILLUSTRATED	3625	841	4.8	23.2	106	364	5.3	10.0	116	*118	4.5	3.3	98	*166	6.9	4.6	152								
METROPOLITAN HOME	495	**116	0.7	23.4	107	*10	0.1	2.0	23	*19	0.7	3.8	116	*17	0.7	3.4	114								
MONEY	3017	573	3.3	19.0	86	*293	4.3	9.7	112	*51	1.9	1.7	51	*14	4.8	3.8	125								
MOTHER EARTH NEWS	1203	*130	0.7	10.8	49	*50	0.7	4.2	48	*16	0.6	1.3	40	*5	0.2	0.4	14								
MS.	*257	*20	0.1	7																					

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(MALES)

	TOTAL U.S. '000	AEROSOL				SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	17405	100.0	22.0	100	6851	100.0	8.6	100	2624	100.0	3.3	100	2390	100.0	3.0	100				
PARENTS	1126	*222	1.3	19.7	90	*72	1.1	6.4	74	*22	0.8	2.0	59	*47	2.0	4.2	138				
PENTHOUSE	4157	931	5.3	22.4	102	437	6.4	10.5	122	*81	3.1	1.9	59	*152	6.4	3.7	121				
PEOPLE	7591	1597	9.2	21.0	96	549	8.0	7.2	84	*190	7.2	2.5	76	243	10.2	3.2	106				
PLAYBOY	8379	1895	10.9	22.6	103	895	13.1	10.7	124	*221	8.4	2.6	80	307	12.8	3.7	122				
POPULAR HOT RODDING	2110	501	2.9	23.7	108	*279	4.1	13.2	153	*27	1.0	1.3	39	*78	3.3	3.7	123				
POPULAR MECHANICS	4850	1112	6.4	22.9	104	366	5.3	7.5	87	*132	5.0	2.7	82	*135	5.6	2.8	92				
POPULAR SCIENCE	3397	713	4.1	21.0	96	*241	3.5	7.1	82	*97	3.7	2.9	86	*64	2.7	1.9	62				
PREVENTION	1720	239	1.4	13.9	63	*88	1.3	5.1	59	*39	1.5	2.3	68	*36	1.5	2.1	69				
PSYCHOLOGY TODAY	1344	*285	1.6	21.2	97	*71	1.0	5.3	61	*22	0.8	1.6	49	*28	1.2	2.1	69				
READER'S DIGEST	16016	3436	19.7	21.5	98	1380	20.1	8.6	100	593	22.6	3.7	112	481	20.1	3.0	100				
REDBOOK	1121	*263	1.5	23.5	107	*130	1.9	11.6	134	*18	0.7	1.6	49	*9	0.4	0.8	27				
ROAD & TRACK	2161	363	2.1	16.8	76	*253	3.7	11.7	135	*93	3.5	4.3	130	*60	2.5	2.8	92				
ROLLING STONE	1948	427	2.5	21.9	100	*211	3.1	10.8	125	*31	1.2	1.6	48	*55	2.3	2.8	94				
RUNNER'S WORLD	899	*176	1.0	19.6	89	*54	0.8	6.0	69	*16	0.6	1.8	54	*35	1.5	3.9	129				
SATURDAY EVENING POST	841	*162	0.9	19.3	88	*57	0.8	6.8	78	*25	1.0	3.0	90	*21	0.9	2.5	83				
SCIENCE 84	841	*217	1.2	25.8	118	*61	0.9	7.3	84	*36	1.4	4.3	129	*13	0.5	1.5	51				
SCIENCE DIGEST	1194	*220	1.3	18.4	84	*117	1.7	9.8	113	*47	1.8	3.9	119	*11	0.5	0.9	31				
SCIENTIFIC AMERICAN	1379	326	1.9	23.6	108	*60	0.9	4.4	50	*50	1.9	3.6	110	*12	0.5	0.9	29				
SELF	436	*110	0.6	25.2	115	*32	0.5	7.3	85	*3	0.1	0.7	21	*11	0.5	2.5	84				
SEVENTEEN	614	*96	0.6	15.6	71	*35	0.5	5.7	66	*10	0.4	1.6	49	*4	0.2	0.7	22				
SKI	910	*154	0.9	16.9	77	*55	0.8	6.0	70	*2	0.1	0.2	7	*8	0.3	0.9	29				
SMITHSONIAN	2937	485	2.8	16.5	75	*146	2.1	5.0	58	*48	5.6	5.0	152	*48	2.0	1.6	54				
SOAP OPERA DIGEST	545	*91	0.5	16.7	76	*105	1.5	19.3	223	*13	0.5	2.4	72	*18	0.8	3.3	110				
SOUTHERN LIVING	2054	473	2.7	23.0	105	*257	3.8	12.5	145	*68	2.6	3.3	100	*76	3.2	3.7	123				
SPORT	2799	691	4.0	24.7	112	*259	3.8	9.3	107	*91	3.5	3.3	98	*61	2.6	2.2	72				
THE SPORTING NEWS	1938	446	2.6	23.0	105	*231	3.4	11.9	138	*65	2.5	3.4	101	*67	2.8	3.5	115				
SPORTS AFIELD	3125	738	4.2	23.6	108	405	5.9	13.0	150	*18	0.7	0.6	17	*56	2.3	1.8	59				
SPORTS ILLUSTRATED	11159	2420	13.9	21.7	99	1074	15.7	9.6	111	341	13.0	3.1	92	332	13.9	3.0	99				
STAR	4095	873	5.0	21.3	97	446	6.5	10.9	126	*89	3.4	2.2	66	*140	5.9	3.4	113				
SUNDAY	25169	5199	29.9	20.7	94	2020	29.5	8.0	93	784	29.9	3.1	94	705	29.5	2.8	93				
SUNSET	1294	*160	0.9	12.4	56	*71	1.0	5.5	63	*16	0.6	1.2	37	*34	1.4	2.6	87				
TV GUIDE	18508	4303	24.7	23.2	106	1788	26.1	9.7	112	652	24.8	3.5	106	608	25.4	3.3	109				
TENNIS	645	*180	1.0	27.9	127	*47	0.7	7.3	84	*5	0.2	0.8	23	*28	1.2	4.3	144				
TIME	12124	2361	13.6	19.5	89	969	14.1	8.0	92	370	14.1	3.1	92	320	13.4	2.6	88				
TOWN & COUNTRY	493	*73	0.4	14.8	67	*44	0.6	8.9	103	*18	0.7	3.7	110	*7	0.3	1.4	47				
TRAVEL & LEISURE	1122	314	1.8	28.0	127	*33	0.5	2.9	34	*18	0.7	1.6	48	*10	0.4	0.9	30				
TRUE STORY	690	*158	0.9	22.9	104	*58	0.8	8.4	97	*7	0.3	1.0	31	*28	1.2	4.1	135				
U.S. NEWS & WORLD REPORT	6571	1329	7.6	20.2	92	497	7.3	7.6	88	*248	9.5	3.8	114	*172	7.2	2.6	87				
USA TODAY	3120	581	3.3	18.6	85	*197	2.9	6.3	73	*67	2.6	2.1	65	*93	3.9	3.0	99				
US	1315	*241	1.4	18.3	83	*177	2.6	13.5	156	*46	1.8	3.5	106	*24	1.0	1.8	61				
VOGUE	632	*123	0.7	19.5	89	*15	0.2	2.4	27	*7	0.3	1.1	33	*9	0.4	1.4	47				
MALL STREET JOURNAL	4247	852	4.9	20.1	91	292	4.3	6.9	80	*113	4.3	2.7	80	*111	4.6	2.6	87				
WEIGHT WATCHERS	398	*147	0.8	36.9	168	*37	0.5	9.3	108	*0	0.0	0.0	0	*16	0.7	4.0	133				
WOMAN'S DAY	1139	265	1.5	23.3	106	*110	1.6	9.7	112	*13	0.5	1.1	34	*4	0.2	0.4	12				
WORKING MOTHER	*298	*113	0.6	37.9	173	*17	0.2	5.7	66	*0	0.0	0.0	0	*10	0.4	3.4	111				
WORKING WOMAN	327	*106	0.6	32.4	148	*20	0.3	6.1	71	*10	0.4	3.1	92	*23	1.0	7.0	233				
WORLD TENNIS	397	*87	0.5	21.9	100	*51	0.7	12.8	149	*0	0.0	0.0	0	*28	1.2	7.1	234				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2217	12.7	23.0	105	957	14.0	9.9	115	*123	4.7	1.3	39	*210	8.8	2.2	72				
BLAIR INSERTS	43762	9266	53.2	21.2	96	3682	53.7	8.4	97	1323	50.4	3.0	91	1224	51.2	2.8	93				
DAILY NEWSPAPERS																					
READ ANY	52459	11153	64.1	21.3	97	4568	66.7	8.7	101	1690	64.4	3.2	97	1514	63.3	2.9	96				
READ ONE	41891	8871	51.0	21.2	96	3655	53.3	8.7	101	1422	54.2	3.4	103	1228	51.4	2.9	97				
READ TWO OR MORE	10568	2282	13.1	21.6	98	913	13.3	8.6	100	268	10.2	2.5	77	286	12.0	2.7	90				
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	51929	11267	64.7	21.7	99	4616	67.4	8.9	103	1501	57.2	2.9	87	1423	59.5	2.7	91				
READ ONE	44561	9712	55.8	21.8	99	4045	59.0	9.1	105	1294	49.3	2.9	88	1199	50.2	2.7	89				
READ TWO OR MORE	7368	1555	8.9	21.1	96	571	8.3	7.7	90	*207	7.9	2.8	85	*224	9.4	3.0	101				
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	29.63	28.83				30.95				22.64				28.54							
30 DAY REACH	71522	15874	91.2	22.2	101	6090	88.9	8.5	99	2338	89.1	3.3	99	2148	89.9	3.0	100				
50 SHWG - 30 DAY AV FREQ	15.55	15.06				16.48				11.59				14.77							
30 DAY REACH	68168	15206	87.4	22.3	102	5712	83.4	8.4	97	2271	86.5	3.3	101	2067	86.5	3.0	101				
25 SHWG - 30 DAY AV FREQ	8.43	8.24				8.78				6.54				7.98							
30 DAY REACH	62898	13894	79.8	22.1	101	5380	78.5	8.6	99	2000	76.2	3.2	96	1911	80.0	3.0	101				
CABLE TV: HOME WIRED	31664	7025	40.4	22.2	101	2732	39.9	8.6	100	956	36.4	3.0	91	784	32.8	2.5	82				
HOME NOT WIRED	47599	10380	59.6	21.8	99	4120	60.1	8.7	100	1668	63.6	3.5	106	1606	67.2	3.4	112				
HAVE PAY CABLE	17139	3973	22.8	23.2	106	1399	20.4	8.2	94	*559	21.3	3.3	99	*481	20.1	2.8	93				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984.

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DEODORANTS & ANTI-PERSPIRANTS: FORMS
(MALES)

	TOTAL U.S. '000	AEROSOL				SPRAY LIQUID				AEROSOL				SPRAY POWDER				CREAM				PUMP SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	17405	100.0	22.0	100	6851	100.0	8.6	100	2624	100.0	3.3	100	2390	100.0	3.0	100								
RADIO AVG. DAILY (M-F) CUME																									
6:00 AM - 10:00 AM	47526	10485	60.2	22.0	100	4235	61.8	8.9	103	1402	53.4	2.9	89	1546	64.7	3.2	108								
10:00 AM - 3:00 PM	29926	6423	36.9	21.5	98	2488	36.3	8.3	96	944	36.0	3.2	95	929	38.9	3.1	103								
3:00 PM - 7:00 PM	37666	8555	49.2	22.7	103	3449	50.3	9.2	106	1085	41.3	2.9	87	1187	49.7	3.2	105								
7:00 PM - MIDNIGHT	18909	4206	24.2	22.2	101	1688	24.6	8.9	103	650	24.8	3.4	104	523	21.9	2.8	92								
MIDNIGHT - 6:00 AM	11822	2654	15.2	22.4	102	1122	16.4	9.5	110	386	14.7	3.3	99	392	16.4	3.3	110								
6:00 AM - MIDNIGHT	43254	13919	80.0	22.0	100	5551	81.0	8.8	102	2038	77.7	3.2	97	1938	81.1	3.1	102								
ENTIRE DAY	64057	14064	80.8	22.0	100	5651	82.5	8.8	102	2055	78.3	3.2	97	1959	82.0	3.1	101								
AVG DAILY M-F CUME: 6AM-MDNT																									
FORMATS: ADULT CONTEMPORARY	16548	3642	20.9	21.9	100	1485	21.7	8.9	104	511	19.5	3.1	93	495	20.7	3.0	99								
ALL NEWS	3542	738	4.2	20.8	95	240	3.5	6.8	78	*89	3.4	2.5	76	*161	6.7	4.5	151								
AOR/PROGRESSIVE	7465	1443	8.3	19.3	88	565	8.2	7.6	88	**100	3.8	1.3	40	*227	9.5	3.0	101								
BEAUTIFUL MUSIC	5061	1135	6.5	22.4	102	477	7.0	9.4	109	*154	5.9	3.0	92	*80	3.3	1.6	52								
BLUES	1914	488	2.8	25.5	116	*197	2.9	10.3	119	*223	8.5	11.7	352	*101	4.2	5.3	175								
CLASSICAL	2304	495	2.8	21.5	98	*169	2.5	7.3	85	*68	2.6	3.0	89	*66	2.8	2.9	95								
CHR/ROCK	10663	2534	14.6	23.8	108	1382	20.2	13.0	150	323	12.3	3.0	92	415	17.4	3.9	129								
COUNTRY	13919	3248	18.7	23.3	106	1354	19.8	9.7	113	503	19.2	3.6	109	387	16.2	2.8	92								
GOLDEN OLDIES	2040	472	2.7	23.1	105	*150	2.2	7.4	85	*56	2.1	2.7	83	*114	4.8	5.6	185								
MOR/ROMANTIC	5105	1180	6.8	23.1	105	397	5.8	7.8	90	*149	5.7	2.9	88	*150	6.3	2.9	97								
NEWS/TALK	4764	1000	5.7	21.0	96	210	3.1	4.4	51	*186	7.1	3.9	118	*127	5.3	2.7	88								
RELIGIOUS	2164	515	3.0	23.8	108	*215	3.1	9.9	115	*78	3.0	3.6	109	*97	4.1	4.5	149								
SOFT ROCK	623	**125	0.7	20.1	91	*32	0.5	5.1	59	*8	0.3	1.3	39	*3	0.1	0.5	16								
URBAN CONTEMPORARY	1331	*284	1.6	21.3	97	*133	1.9	10.0	116	*52	2.0	3.9	118	*55	2.3	4.1	137								
HIRE NETWORKS:																									
ABC CONTEMPORARY	3186	752	4.3	23.6	107	*342	5.0	10.7	124	**102	3.9	3.2	97	**136	5.7	4.3	142								
ABC DIRECTION	2724	633	3.6	23.2	106	287	4.2	10.5	122	*94	3.6	3.5	104	*76	3.2	2.8	93								
ABC ENTERTAINMENT	5256	1218	7.0	23.2	106	376	5.5	7.2	83	*177	6.7	3.4	102	*185	7.7	3.5	117								
ABC FM	2263	552	3.2	24.4	111	*276	4.0	12.2	141	*57	2.2	2.5	76	*134	5.6	5.9	196								
ABC INFORMATION	5618	1278	7.3	22.7	104	447	6.5	8.0	92	*171	6.5	3.0	92	*190	7.9	3.4	112								
ABC ROCK	2857	598	3.4	20.9	95	*234	3.4	8.2	95	*42	1.6	1.5	44	*80	3.3	2.8	93								
CBS	5953	1324	7.6	22.2	101	423	6.2	7.1	82	*161	6.1	2.7	82	*214	9.0	3.6	119								
MUTUAL	4979	998	5.7	20.0	91	460	6.7	9.2	107	*137	5.2	2.8	83	*120	5.0	2.4	80								
NBC	7279	1551	8.9	21.3	97	599	8.7	8.2	95	*263	10.0	3.6	109	*237	9.9	3.3	108								
RADIO/NO	2389	569	3.3	23.8	108	*177	2.6	7.4	86	*43	1.6	1.8	54	*108	4.5	4.5	150								
RKO ONE	2583	603	3.5	23.3	106	*234	3.4	9.1	105	*122	4.6	4.7	143	*79	3.3	3.1	101								
RKO TWO	3674	838	4.8	22.8	104	312	4.6	8.5	98	**118	4.5	3.2	97	*193	8.1	5.3	174								
THE SOURCE	3514	811	4.7	23.1	105	322	4.7	9.2	106	*73	2.8	2.1	63	*95	4.0	2.7	90								
NON-WIRE : BLAIR	9864	2142	12.3	21.7	99	940	13.7	9.5	110	319	12.2	3.2	98	323	13.5	3.3	109								
INTERNET	13522	2933	16.9	21.7	99	1249	18.2	9.2	107	514	19.6	3.8	115	487	20.4	3.6	119								
KATZ RADIO GROUP	19321	4168	23.9	21.6	98	1689	24.7	8.7	101	686	26.1	3.6	107	501	21.0	2.6	86								
SUPERNET	10739	2582	14.8	24.0	109	1014	14.8	9.4	109	300	11.4	2.8	84	388	16.2	3.6	120								
TELEVISION AVG. HALF HOUR																									
WKDAY 7:00 AM - 9:00 AM	5106	1203	6.9	23.6	107	410	6.0	8.0	93	229	8.7	4.5	135	194	8.1	3.8	126								
WKDAY 9:00 AM - 1:00 PM	5383	1288	7.4	23.9	109	446	6.5	8.3	96	226	8.6	4.2	127	171	7.2	3.2	105								
WKDAY 1:00 PM - 4:30 PM	4469	1435	8.2	22.2	101	533	7.8	8.2	95	275	10.5	4.3	128	222	9.3	3.4	114								
WKDAY 4:30 PM - 7:30 PM	19661	4261	24.5	21.7	99	1585	23.1	8.1	93	691	24.3	3.5	106	577	24.1	2.9	97								
WKDAY 7:30 PM - 8:00 PM	27579	5851	33.6	21.2	97	2330	34.0	8.4	98	1009	38.5	3.7	111	800	33.5	2.9	96								
WKDAY 11:00 PM - 11:30 PM	22964	5185	29.8	22.6	103	2165	31.6	9.4	109	931	35.5	4.1	122	734	30.7	3.2	106								
WKDAY 11:30 PM - 1:00 AM	8158	1827	10.5	22.4	102	760	11.1	9.3	108	296	11.3	3.6	110	256	10.7	3.1	104								
M-SAT 8-11 PM-SUN 7-11 PM	30140	6626	38.1	22.0	100	2702	39.4	9.0	104	1020	38.9	3.4	102	907	37.9	3.0	100								
WKDY DAYTIME NTWK 7AM-4:30PM																									
ALL MY CHILDREN	A	2048	511	2.9	25.0	114	262	3.8	12.8	148	*83	3.2	4.1	122	**58	2.4	2.8	94							
ANOTHER WORLD	N	1214	218	1.3	18.0	82	*102	1.5	8.4	97	*32	1.2	2.6	80	*60	2.5	4.9	164							
AS THE WORLD TURNS	C	1740	390	2.2	22.4	102	77	1.1	4.4	51	*87	3.3	5.0	151	*37	1.5	2.1	71							

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(MALES)

		TOTAL	AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY					
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D		
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX		
TOTAL MALES																				
		79263	17405	100.0	22.0	100	6851	100.0	8.6	100	2624	100.0	3.3	100	2390	100.0	3.0	100		
WKDAY LOCAL EVENING TV NEWS																				
		24321	5302	30.5	21.8	99	1773	25.9	7.3	84	828	31.6	3.4	103	664	27.8	2.7	91		
		17197	3897	22.4	22.7	103	1625	23.7	9.4	109	695	26.5	4.0	122	543	22.7	3.2	105		
		2887	564	3.2	19.5	89	292	4.3	10.1	117	126	4.8	4.4	132	133	5.6	4.6	153		
TV EVENING NTHK 6 PM - 2 AM																				
		A TEAM	N	11301	2472	14.2	21.9	100	1181	17.2	10.5	121	464	17.7	4.1	124	329	13.8	2.9	97
		ABC MONDAY NIGHT MOVIE	A	4379	1062	6.1	24.3	110	395	5.8	9.0	104	*125	4.8	2.9	86	*103	4.3	2.4	78
		ABC SUNDAY NIGHT MOVIE	A	9910	2033	11.7	20.5	93	907	13.2	9.2	106	362	13.8	3.7	110	291	12.2	2.9	97
		ABC WORLD NEWS TONIGHT	A	6212	1298	7.5	20.9	95	491	7.2	7.9	91	186	7.1	3.0	90	244	10.2	3.9	130
		AFTERMASH	C	4575	884	5.1	19.3	88	465	6.8	10.2	118	*110	4.2	2.4	73	*85	3.6	1.9	62
		ALICE	C	6777	1491	8.6	22.0	100	540	7.9	8.0	92	*218	8.3	3.2	97	*153	6.4	2.3	75
		AMERICAN PARADE	C	4868	1078	6.2	22.1	101	294	4.3	6.0	70	*171	6.5	3.5	106	*120	5.0	2.5	82
		BENSON	A	7593	1555	8.9	20.5	93	619	9.0	8.2	94	*361	13.8	4.8	144	*130	5.4	1.7	57
		BLUE THUNDER	A	6036	1429	8.2	23.7	108	562	8.2	9.3	108	*165	6.3	2.7	83	*180	7.5	3.0	99
		CAGNEY & LACEY	C	7698	1609	9.2	20.9	95	678	9.9	8.8	102	*298	11.4	3.9	117	*214	9.0	2.8	92
		CBS EVENING NEWS-DEAN	C	4066	878	5.0	21.6	98	*170	2.5	4.2	48	*143	5.4	3.5	106	*66	2.8	1.6	54
		CBS EVENING NEWS-RATHER	C	8092	1695	9.7	20.9	95	508	7.4	6.3	73	319	12.2	3.9	119	152	6.4	1.9	62
		CBS SAT. NEWS-SCHIEFFER	C	4795	888	5.1	18.5	84	251	3.7	5.2	61	*189	7.2	3.9	119	*105	4.4	2.2	73
		CBS SATURDAY NIGHT MOVIE	C	6034	1261	7.2	20.9	95	498	7.3	8.3	95	*185	7.1	3.1	93	*207	8.7	3.4	114
		CBS WEDNESDAY NIGHT MOVIE	C	4993	1172	6.7	23.5	107	362	5.3	7.3	84	*136	5.2	2.7	82	*104	4.4	2.1	69
		CHEERS	N	6976	1563	9.0	22.4	102	691	10.1	9.9	115	158	6.0	2.3	68	210	8.8	3.0	100
		DALLAS	C	13575	2860	16.4	21.1	96	1391	20.3	10.2	119	643	24.5	4.7	143	465	19.5	3.4	114
		DIFF'RENT STROKES	N	3684	672	3.9	18.2	83	283	4.1	7.7	89	*132	5.0	3.6	108	*107	4.5	2.9	96
		DOUBLE TROUBLE	N	4462	1101	6.3	24.7	112	357	5.2	8.0	93	*172	6.6	3.9	116	*133	5.6	3.0	99
		DUCK FACTORY	N	4810	1086	6.2	22.6	103	536	7.8	11.1	129	*125	4.8	2.6	79	*121	5.1	2.5	83
		DUKES OF HAZZARD	C	5951	1341	7.7	22.5	103	536	7.8	9.0	104	*168	6.4	2.8	85	196	8.2	3.3	109
		DYNASTY	A	11325	2572	14.8	22.7	103	1108	16.2	9.8	113	529	20.2	4.7	141	379	15.9	3.3	111
		FACTS OF LIFE	N	4512	913	5.2	20.2	92	333	4.9	7.4	85	*181	6.9	4.0	121	*123	5.1	2.7	90
		FALCON CREST	C	9215	2138	12.3	23.2	106	846	12.3	9.2	106	*325	12.4	3.5	107	306	12.8	3.3	110
		FALL GUY	A	8604	1783	10.2	20.7	94	1049	15.3	12.2	141	352	13.4	4.1	124	256	10.7	3.0	99
		FAMILY TIES	N	4179	858	4.9	20.5	93	336	4.9	8.0	93	*150	5.7	3.6	108	*151	6.3	3.6	120
		FANTASY ISLAND	A	4781	1117	6.4	23.4	106	427	6.2	8.9	103	*179	6.8	3.7	113	*101	4.2	2.1	70
		FOOLUPS, BLEEPs & BLUNDERS	A	6697	1432	8.2	21.4	97	457	6.7	6.8	79	*223	8.5	3.3	101	*155	6.5	2.3	77
		FOUR SEASONS	C	3873	726	4.2	18.7	85	406	5.9	10.5	121	*143	5.4	3.7	112	*77	3.2	2.0	66
		GIMME A BREAK	N	4310	837	4.8	19.4	88	373	5.4	8.7	100	*129	4.9	3.0	90	*166	6.9	3.9	128
		HART TO HART	A	5751	1285	7.4	22.3	102	535	7.8	9.3	108	*179	6.8	3.1	94	*171	7.2	3.0	99
		HILL STREET BLUES	N	8568	1842	10.6	21.5	98	826	12.1	9.6	112	236	9.0	2.8	83	274	11.5	3.2	106
		HOTEL	A	8801	2001	11.5	22.7	104	854	12.5	9.7	112	388	14.8	4.4	133	330	13.8	3.7	124
		JEFFERSONS	C	6978	1485	8.5	21.3	97	512	7.5	7.3	85	242	9.2	3.5	105	154	6.4	2.2	73
		JENNIFER SLEPT HERE	N	3021	632	3.6	20.9	95	272	4.0	9.0	104	*121	4.6	4.0	121	*84	3.5	2.8	92
		KATE & ALLIE	C	6811	1362	7.8	20.0	91	501	7.3	7.4	85	*265	10.1	3.9	118	*159	6.7	2.3	77
		KNIGHT RIDER	N	5256	1162	6.7	22.1	101	472	6.9	9.0	104	*170	6.5	3.2	98	*140	5.9	2.7	88
		LOVE BOAT	A	7174	1492	8.6	20.8	95	582	8.5	8.1	94	260	9.9	3.6	109	154	6.4	2.1	71
		MAGNUM PI	C	10438	2421	13.9	23.2	106	1012	14.8	9.7	112	341	13.0	3.3	99	261	10.9	2.5	83
		MAMA'S FAMILY	N	3488	791	4.5	22.7	103	314	4.6	9.0	104	*126	4.8	3.6	109	*125	5.2	3.6	119
		MASTER, THE	N	4127	865	5.0	21.0	95	436	6.4	10.6	122	*163	6.2	3.9	119	*139	5.8	3.4	112
		MATT HOUSTON	A	5978	1438	8.3	24.1	110	675	9.9	11.3	131	*147	5.6	2.5	74	*202	8.5	3.4	112
		NBC MONDAY NIGHT MOVIE	N	10446	2240	12.9	21.4	98	932	13.6	8.9	103	306	11.7	2.9	88	347	14.5	3.3	110
		NBC NIGHTLY NEWS	N	5571	1200	6.9	21.5	98	364	5.3	6.5	76	188	7.2	3.4	102	148	6.2	2.7	88
		NBC NIGHTLY NEWS-SAT	N	3675	690	4.0	18.8	86	286	4.2	7.8	90	*133	5.1	3.6	109	*119	5.0	3.2	107
		NBC NIGHTLY NEWS-SUN	N	2905	592	3.4	20.4	93	187	2.7	6.4	74	*100	3.8	3.4	104	*86	3.6	3.0	98
		NBC SUNDAY NIGHT MOVIE	N	8352	2191	12.6	26.2	119	787	11.5	9.4	109	*199	7.6	2.4	72	*288	12.1	3.4	114
		NEWMART	C	6864	1513	8.7	22.0	100	564	8.2	8.2	95	*306	11.7	4.5	135	*174	7.3	2.5	84
		ONE DAY AT A TIME	C	3866	884	5.1	22.9	104	343	5.0	8.9	103	*140	5.3	3.6	109	*117	4.9	3.0	100
		PEOPLE ARE FUNNY	N	3956	935	5.4	23.6	108	419	6.1	10.6	123	*94	3.6	2.4	72	*147	6.2	3.7	123
		REAL PEOPLE	N	6305	1399	8.0	22.2	101	451	6.6	7.2	83	236	9.0	3.7	113	*160	6.7	2.5	84
		REMINGTON STEELE	N	5884	1416	8.1	24.1	110	597	8.7	10.1	117	*231	8.8	3.9	119	*137	5.7	2.3	77
		RIPLY'S BELIEVE IT - NOT	A	5706	1364	7.8	23.9	109	402	5.9	7.0	82	*146	5.6	2.6	77	*124	5.2	2.2	72
		RIPTIDE	N	6202	1306	7.5	21.1	96	696	10.2	11.2	130	298	11.4	4.8	145	165	6.9	2.7	88
		SCARECROW & MRS. KING	C	6513	1334	7.7	20.5	93	484	7.1	7.4	86	*165	6.3	2.5	77	*150	6.3	2.3	76
		SIMON & SIMON	C	8593	1861	10.7	21.7	99	791	11.5	9.2	106	342	13.0	4.0	120	284	11.9	3.3	110
		60 MINUTES	C	13342	2633															

	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	28015	100.0	35.3	100	34071	100.0	43.0	100								
HOUSEHOLD HEADS	66405	23526	84.0	35.4	100	27084	79.5	40.8	95								
18 - 24	13945	5044	18.0	36.2	102	7557	22.2	54.2	126								
25 - 34	19334	6404	22.9	33.1	94	9162	26.9	47.4	110								
35 - 44	14196	5220	13.6	36.8	104	6378	18.7	44.9	105								
45 - 54	10896	3913	14.0	35.9	102	4550	13.4	41.8	97								
55 - 64	10378	3800	13.6	36.6	104	3290	9.7	31.7	74								
65 OR OLDER	10514	3635	13.0	34.6	98	3135	9.2	29.8	69								
18 - 34	33279	11448	40.9	34.4	97	16719	49.1	50.2	117								
18 - 49	52904	18673	66.7	35.3	100	25437	74.7	48.1	112								
25 - 54	44426	15536	55.5	35.0	99	20089	59.0	45.2	105								
35 - 49	19625	7226	25.8	36.8	104	8718	25.6	44.4	103								
50 OR OLDER	26359	9342	33.3	35.4	100	8634	25.3	32.8	76								
GRADUATED COLLEGE	15982	5870	21.0	36.7	104	7251	21.3	45.4	106								
ATTENDED COLLEGE	13629	4756	17.0	34.9	99	6930	20.3	50.8	118								
GRADUATED HIGH SCHOOL	28591	9900	35.3	34.6	98	12624	37.1	44.2	103								
DID NOT GRADUATE HIGH SCHOOL	21061	7488	26.7	35.6	101	7265	21.3	34.5	80								
EMPLOYED FULL-TIME	52316	18681	66.7	35.7	101	23381	68.6	44.7	104								
EMPLOYED PART-TIME	4113	1473	5.3	35.8	101	1977	5.8	48.1	112								
NOT EMPLOYED	22834	7861	28.1	34.4	97	8713	25.6	38.2	89								
PROFESSIONAL/MANAGER	15034	5657	20.2	37.6	106	6852	20.1	45.6	106								
TECH/CLERICAL/SALES	11255	4189	15.0	37.2	105	5448	16.0	48.4	113								
PRECISION/CRAFT	11607	4078	14.6	35.1	99	5056	14.8	43.6	101								
OTHER EMPLOYED	18534	6231	22.2	33.6	95	8003	23.5	43.2	100								
SINGLE	19562	6247	22.3	31.9	90	9988	29.3	51.1	119								
MARRIED	51896	19676	70.2	37.9	107	21265	62.4	41.0	95								
DIVORCED/SEPARATED/WIDOWED	7804	2091	7.5	26.8	76	2818	8.3	36.1	84								
PARENTS	25372	9714	34.7	38.3	108	11470	33.7	45.2	105								
WHITE	69658	24528	87.6	35.2	100	30705	90.1	44.1	103								
BLACK	7909	3137	11.2	39.7	112	2727	8.0	34.5	80								
OTHER	1696	*350	1.2	20.6	58	*639	1.9	37.7	88								
NORTHEAST-CENSUS	17202	5867	20.9	34.1	96	7277	21.4	42.3	98								
NORTH CENTRAL	20461	7297	26.0	35.7	101	9676	28.4	47.3	110								
SOUTH	26695	9973	35.6	37.4	106	10306	30.2	38.6	90								
WEST	14906	4877	17.4	32.7	93	6813	20.0	45.7	106								
NORTHEAST-MKTG.	17962	5992	21.4	33.4	94	7443	21.8	41.4	96								
EAST CENTRAL	11741	4087	14.6	34.8	98	5319	15.6	45.3	105								
WEST CENTRAL	13518	4637	16.6	34.3	97	6554	19.2	48.5	113								
SOUTH	23168	8962	32.0	38.7	109	8979	26.4	38.8	90								
PACIFIC	12874	4338	15.5	33.7	95	5776	17.0	44.9	104								
COUNTY SIZE A	32596	11434	40.8	35.1	99	13323	39.1	40.9	95								
COUNTY SIZE B	23814	8507	30.4	35.7	101	10870	31.9	45.6	106								
COUNTY SIZE C	12663	4151	14.8	32.8	93	5777	17.0	45.6	106								
COUNTY SIZE D	10190	3923	14.0	38.5	109	4102	12.0	40.3	94								
METRO CENTRAL CITY	23190	8247	29.4	35.6	101	9193	27.0	39.6	92								
METRO SUBURBAN	36920	13001	46.4	35.2	100	16989	49.9	46.0	107								
NON METRO	19152	6767	24.2	35.3	100	7889	23.2	41.2	96								
TOP 5 ADI'S	18703	6556	23.4	35.1	99	7990	23.5	42.7	99								
TOP 10 ADI'S	26158	9088	32.4	34.7	98	10711	31.4	40.9	95								
TOP 20 ADI'S	36612	12639	45.1	34.5	98	15070	44.2	41.2	96								
HSHLD INC. \$50,000 OR MORE	9326	3447	12.3	37.0	105	4541	13.3	48.7	113								
\$40,000 OR MORE	18002	6441	23.0	35.8	101	8720	25.6	48.4	113								
\$30,000 OR MORE	31361	11178	39.9	35.6	101	15174	44.5	48.4	113								
\$25,000 OR MORE	39858	14128	50.4	35.4	100	18947	55.6	47.5	111								
\$20,000 - \$24,999	8664	3041	10.9	35.1	99	3690	10.8	42.6	99								
\$15,000 - \$19,999	7964	2798	10.0	35.1	99	3224	9.5	40.5	94								
\$10,000 - \$14,999	11093	3923	14.0	35.4	100	3940	11.6	35.5	85								
UNDER \$10,000	11683	4124	14.7	35.3	100	4270	12.5	36.5	83								
HOUSEHOLD OF 1 PERSON	7453	1942	6.9	26.1	74	2705	7.9	36.3	84								
2 PEOPLE	24757	8857	31.6	35.8	101	9205	27.0	37.2	86								
3 OR 4 PEOPLE	32682	11649	41.6	35.6	101	15429	45.3	47.2	110								
5 OR MORE PEOPLE	14370	5567	19.9	38.7	110	6731	19.8	46.8	109								
NO CHILD IN HSHLD	46768	15844	56.6	33.9	96	18853	55.3	40.3	94								
CHILD(REN) UNDER 2 YRS	4799	1671	6.0	34.8	99	2278	6.7	47.5	110								
2 - 5 YEARS	11125	3980	14.2	35.8	101	5248	15.4	47.2	110								
6 - 11 YEARS	14193	5484	19.6	38.6	109	6411	18.8	45.2	105								
12 - 17 YEARS	17402	6727	24.0	38.7	109	8300	24.4	47.7	111								
RESIDENCE OWNED	56398	20669	73.8	36.6	104	24642	72.3	43.7	102								
VALUE: \$50,000 OR MORE	34811	12669	45.2	36.4	103	15413	45.2	44.3	103								
VALUE: UNDER \$50,000	21587	8000	28.6	37.1	105	9230	27.1	42.8	99								

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(MALES)

		TOTAL U.S. '000	ROLL-ON				STICK											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	28015	100.0	35.3	100	34071	100.0	43.0	100								
MAGAZINES	QUINTILE 1	16033	6033	21.5	37.6	106	7545	22.1	47.1	109								
	QUINTILE 2	16354	5500	19.6	35.8	101	6748	19.8	43.9	102								
	QUINTILE 3	15888	5771	20.6	36.3	103	7065	20.7	44.5	103								
	QUINTILE 4	17510	5902	21.1	34.1	96	7664	22.5	44.3	103								
	QUINTILE 5	14677	4809	17.2	32.8	93	5048	14.8	34.4	80								
NEWSPAPERS	QUINTILE 1	15277	5508	19.7	36.1	102	6686	19.6	43.8	102								
	QUINTILE 2	22745	8337	29.8	36.7	104	9586	28.1	42.1	98								
	QUINTILE 3	10692	4083	14.6	38.2	108	4415	13.0	41.3	96								
	QUINTILE 4	11646	3758	13.4	32.3	91	5568	16.3	47.8	111								
	QUINTILE 5	18903	6329	22.6	33.5	95	7817	22.9	41.4	96								
OUTDOOR	QUINTILE 1	16620	5543	19.8	33.4	94	7684	22.6	46.2	108								
	QUINTILE 2	16377	5623	20.1	34.3	97	7211	21.2	44.0	102								
	QUINTILE 3	15995	5963	21.3	37.3	105	7031	20.6	44.0	102								
	QUINTILE 4	15592	5690	20.3	36.5	103	6666	19.6	42.8	99								
	QUINTILE 5	14679	5196	18.5	35.4	100	5479	16.1	37.3	87								
RADIO-DRIVE TIME	QUINTILE 1	15746	5841	20.8	37.1	105	6809	20.0	43.2	101								
	QUINTILE 2	15067	5442	19.4	36.1	102	6940	20.4	46.1	107								
	QUINTILE 3	15631	5382	19.2	34.4	97	7050	20.7	45.1	105								
	QUINTILE 4	16245	5813	20.7	35.8	101	7068	20.7	43.5	101								
	QUINTILE 5	16573	5537	19.8	33.4	95	6203	18.2	37.4	87								
RADIO-MID- DAY	TERCILE 1	21788	7828	27.9	35.9	102	9826	28.8	45.1	105								
	TERCILE 2	21151	7052	25.2	33.3	94	8991	26.4	42.5	99								
	TERCILE 3	36323	13135	46.9	36.2	102	15254	44.8	42.0	98								
RADIO-TOTAL	QUINTILE 1	15977	5976	21.3	37.4	106	7301	21.4	45.7	106								
	QUINTILE 2	15923	5537	19.8	34.8	98	7142	21.0	44.9	104								
	QUINTILE 3	14980	5126	18.3	34.2	97	6747	19.8	45.0	105								
	QUINTILE 4	17123	6100	21.8	35.6	101	6748	19.8	39.4	92								
	QUINTILE 5	15260	5276	18.8	34.6	98	6133	18.0	40.2	93								
TV-PRIME TIME	QUINTILE 1	15674	5474	19.5	34.9	99	6435	18.9	41.1	96								
	QUINTILE 2	15944	5728	20.4	35.9	102	6457	19.0	40.5	94								
	QUINTILE 3	16037	5762	20.6	35.9	102	7480	22.0	46.6	109								
	QUINTILE 4	15412	5403	19.3	35.1	99	6738	19.8	43.7	102								
	QUINTILE 5	16194	5648	20.2	34.9	99	6961	20.4	43.0	100								
TV-DAYTIME	TERCILE 1	19156	6884	24.6	35.9	102	7599	22.3	39.7	92								
	TERCILE 2	19343	6846	24.4	35.4	100	8290	24.3	42.9	100								
	TERCILE 3	40764	14285	51.0	35.0	99	18182	53.4	44.6	104								
TV-TOTAL	QUINTILE 1	15844	5674	20.3	35.8	101	6125	18.0	38.7	90								
	QUINTILE 2	15767	5376	19.2	34.1	96	6680	19.6	42.4	99								
	QUINTILE 3	15775	5666	20.2	35.9	102	6976	20.5	44.2	103								
	QUINTILE 4	15903	5807	20.7	36.5	103	7147	21.0	44.9	105								
	QUINTILE 5	15974	5492	19.6	34.4	97	7143	21.0	44.7	104								
MAGAZINES-NEWSPAPERS: DUAL		21225	7591	27.1	35.8	101	9675	28.4	45.6	106								
MAGAZINE IMPERATIVE		17728	6569	23.4	37.1	105	8200	24.1	46.3	108								
NEWSPAPER IMPERATIVE		22987	8436	30.1	36.7	104	9161	26.9	39.9	93								
MAGAZINES-OUTDOOR: DUAL		16244	5712	20.4	35.2	99	7645	22.4	47.1	109								
MAGAZINE IMPERATIVE		24016	9094	32.5	37.9	107	10405	30.5	43.3	101								
OUTDOOR IMPERATIVE		26020	8788	31.4	33.8	96	11128	32.7	42.8	99								
MAGAZINES-RADIO: DUAL		16918	6119	21.8	36.2	102	8063	23.7	47.7	111								
MAGAZINE IMPERATIVE		23456	8615	30.8	36.7	104	10167	29.8	43.3	101								
RADIO IMPERATIVE		23900	8408	30.0	35.2	100	10283	30.2	43.0	100								
MAGAZINES-TELEVISION: DUAL		15791	5617	20.0	35.6	101	6714	19.7	42.5	99								
MAGAZINE IMPERATIVE		25476	9390	33.5	36.9	104	12045	35.4	47.3	110								
TELEVISION IMPERATIVE		25744	8794	31.4	34.2	97	10296	30.2	40.0	93								
NEWSPAPERS-OUTDOOR: DUAL		17628	6260	22.3	35.5	100	7704	22.6	43.7	102								
NEWSPAPER IMPERATIVE		26414	10015	35.7	37.9	107	10913	32.0	41.3	96								
OUTDOOR IMPERATIVE		23059	7557	27.0	32.8	93	10391	30.5	45.1	105								
NEWSPAPERS-RADIO: DUAL		17996	6890	24.6	38.3	108	8010	23.5	44.5	104								
NEWSPAPER IMPERATIVE		26269	9464	33.8	36.0	102	10654	31.3	40.6	94								
RADIO IMPERATIVE		21342	7200	25.7	33.7	95	9984	29.3	46.8	109								
NEWSPAPERS-TELEVISION: DUAL		17359	6243	22.3	36.0	102	7297	21.4	42.0	98								
NEWSPAPER IMPERATIVE		26889	10008	35.7	37.2	105	11734	34.4	43.6	102								
TELEVISION IMPERATIVE		21698	7446	26.6	34.3	97	8977	26.3	41.4	96								
OUTDOOR-RADIO: DUAL		16456	6099	21.8	37.1	105	7532	22.1	45.8	106								
OUTDOOR IMPERATIVE		25870	8656	30.9	33.5	95	11196	32.9	43.3	101								
RADIO IMPERATIVE		23943	8563	30.6	35.8	101	10510	30.8	43.9	102								
OUTDOOR-TELEVISION: DUAL		15918	5740	20.5	36.1	102	6926	20.3	43.5	101								
OUTDOOR IMPERATIVE		26398	9142	32.6	34.6	98	12369	36.3	46.9	109								
TELEVISION IMPERATIVE		24851	8828	31.5	35.5	101	9739	28.6	39.2	91								
RADIO-TELEVISION: DUAL		15584	5145	18.4	33.0	93	6739	19.8	43.2	101								
RADIO IMPERATIVE		25472	9500	33.9	37.3	106	11875	34.9	46.6	108								
TELEVISION IMPERATIVE		25578	9224	32.9	36.1	102	10064	29.5	39.3	92								

	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	28015	100.0	35.3	100	34071	100.0	43.0	100								
ATLANTIC MONTHLY	452	*130	0.5	28.8	81	*246	0.7	54.4	127								
BARRON'S	1058	438	1.6	41.4	117	390	1.1	36.9	86								
BETTER HOMES & GARDENS	4773	1834	6.5	38.4	109	2223	6.5	46.6	108								
BON APPETIT	1037	403	1.4	38.9	110	553	1.6	53.3	124								
BUSINESS WEEK	3193	1116	4.0	35.0	99	1449	4.3	45.4	106								
CAR AND DRIVER	2705	964	3.4	35.6	101	1275	3.7	47.1	110								
CBS MAGAZINE NETWORK (GROSS)	5678	1913	6.8	33.7	95	2970	8.7	52.3	122								
CHANGING TIMES	1847	753	2.7	40.8	115	838	2.5	45.4	106								
COLONIAL HOMES	492	*211	0.8	42.9	121	*260	0.8	52.8	123								
CONDE NAST MAG. PKG. (GROSS)	2066	640	2.3	31.0	88	1184	3.5	57.3	133								
CONSUMERS DIGEST	1719	683	2.4	39.7	112	825	2.4	48.0	112								
COSMOPOLITAN	1762	809	2.9	45.9	130	848	2.5	48.1	112								
COUNTRY LIVING	1110	345	1.2	31.1	88	480	1.4	43.2	101								
CUISINE	660	194	0.7	29.4	83	361	1.1	54.7	127								
CYCLE WORLD	1924	683	2.4	35.5	100	944	2.8	49.1	114								
DCI:CREATIVE IDEAS FOR LIV	437	*168	0.6	38.4	109	*182	0.5	41.6	97								
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	835	3.0	33.5	95	1097	3.2	44.0	102								
DISCOVER	1279	491	1.8	38.4	109	683	2.0	53.4	124								
EBONY	2898	1189	4.2	41.0	116	1171	3.4	40.4	94								
ESQUIRE	1384	579	2.1	41.8	118	628	1.8	45.4	106								
ESSENCE	850	359	1.3	42.2	119	352	1.0	41.4	96								
FAMILY CIRCLE	2430	890	3.2	36.6	104	1108	3.3	45.6	106								
THE FAMILY HANDYMAN	2356	863	3.1	36.6	104	1188	3.5	50.4	117								
FAMILY WEEKLY	11533	4160	14.8	36.1	102	5636	16.5	48.9	114								
FIELD & STREAM	7444	2573	9.2	34.6	98	3316	9.7	44.5	104								
FOOD & WINE	416	*91	0.3	21.9	62	266	0.8	63.9	149								
FORBES	1865	717	2.6	38.4	109	776	2.3	41.6	97								
FORTUNE	1849	725	2.6	39.2	111	828	2.4	44.8	104								
GENTLEMEN'S QUARTERLY	2284	969	3.5	42.4	120	1135	3.3	49.7	116								
GLAMOUR	538	*178	0.6	33.1	94	*293	0.9	54.5	127								
GOLF DIGEST	1649	601	2.1	36.4	103	706	2.1	42.8	100								
GOLF DIGEST/TENNIS (GROSS)	2294	755	2.7	32.9	93	1041	3.1	45.4	106								
GOLF MAGAZINE	1577	614	2.2	38.9	110	714	2.1	45.3	105								
GOLF MAGAZINE/SKI (GROSS)	2487	820	2.9	33.0	93	1228	3.6	49.4	115								
GOOD HOUSEKEEPING	2569	1014	3.6	39.5	112	1121	3.3	43.6	102								
HARPER'S BAZAAR	431	*120	0.4	27.8	79	*249	0.7	57.8	134								
HEALTH	788	349	1.2	44.3	125	422	1.2	53.6	125								
HEARST MAG CORP. BUY (GROSS)	18781	6638	23.7	35.3	100	8420	24.7	44.8	104								
HEARST MAN POWER (GROSS)	9169	2993	10.7	32.6	92	4130	12.1	45.0	105								
HEARST WOMAN POWER (GROSS)	5452	2172	7.8	39.8	113	2424	7.1	44.5	103								
HOUSE BEAUTIFUL	1020	445	1.6	43.6	123	368	1.1	36.1	84								
INC.	993	318	1.1	32.0	91	384	1.1	38.7	90								
JET	2808	1121	4.0	39.9	113	1140	3.3	40.6	94								
LADIES' HOME JOURNAL	1868	794	2.8	42.5	120	768	2.3	41.1	96								
LHJ FAMILY GRP COMBO(GROSS)	3582	1542	5.5	43.0	122	1665	4.9	44.5	108								
LIFE	4817	1766	6.3	36.7	104	2054	6.0	42.6	99								
L.A. TIMES HOME MAGAZINE	1465	585	2.1	39.9	113	646	1.9	44.1	103								
MADMOISELLE	460	*135	0.5	29.3	83	*325	1.0	70.7	164								
MC CALL'S	1764	671	2.4	38.0	108	792	2.3	44.9	104								
MC CALL'S/WRK MOTHER (GROSS)	2062	788	2.8	38.2	108	930	2.7	45.1	105								
MECHANIX ILLUSTRATED	3625	1276	4.6	35.2	100	1847	5.4	51.0	119								
METROPOLITAN HOME	495	*194	0.7	39.2	111	*177	0.5	35.8	83								
MONEY	3017	1311	4.7	43.5	123	1291	3.8	42.8	100								
MOTHER EARTH NEWS	1203	448	1.6	37.2	105	708	2.1	58.9	137								
MS.	*257	*100	0.4	38.9	110	*157	0.5	61.1	142								
NATIONAL ENQUIRER	6921	2542	9.1	36.7	104	2814	8.3	40.7	95								
NATIONAL GEOGRAPHIC	11626	3978	14.2	34.2	97	5607	16.5	48.2	112								
NATIONAL SUNDAY MAGAZINE PKG.	49424	17808	63.6	36.0	102	21890	64.2	44.3	103								
NATURAL HISTORY	753	*226	0.8	30.0	85	342	1.0	45.4	106								
NEM WOMAN	*296	*100	0.4	33.8	96	*234	0.7	79.1	184								
NEW YORK INCLUDING CUE	541	*168	0.6	31.1	88	262	0.8	48.4	113								
THE NEW YORKER	1078	338	1.2	31.4	89	490	1.4	45.5	106								
NEWSWEEK	9602	3732	13.3	38.9	110	4332	12.7	45.1	105								
THE N.Y. TIMES DAILY EDITION	1376	447	1.6	32.5	92	515	1.5	37.4	87								
THE N.Y. TIMES MAGAZINE	2110	672	2.4	31.8	90	876	2.6	41.5	97								
OMNI	1927	664	2.4	34.5	97	1195	3.5	62.0	144								
ON CABLE	911	267	1.0	29.3	83	529	1.6	58.1	135								
1001 HOME IDEAS	927	399	1.4	43.0	122	474	1.4	51.1	119								
ORGANIC GARDENING	1430	538	1.9	37.6	106	602	1.8	42.1	98								
OUTDOOR LIFE	4064	1403	5.0	34.5	98	1826	5.4	44.9	105								
PARADE MAGAZINE	24538	8652	30.9	35.3	100	10141	29.8	41.3	96								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	72263	28015	100.0	35.3	100	34071	100.0	43.0	100								
PARENTS	1124	470	1.7	41.7	118	565	1.7	50.2	117								
PENTHOUSE	4157	1436	5.1	34.5	98	1891	5.6	45.5	106								
PEOPLE	7591	2877	10.3	37.9	107	3647	10.7	48.0	112								
PLAYBOY	8379	2945	10.5	35.1	99	3930	11.5	46.9	109								
POPULAR HOT RODDING	2110	853	3.0	40.4	114	1080	3.2	51.2	119								
POPULAR MECHANICS	4850	1758	6.3	36.2	103	2152	6.3	44.4	103								
POPULAR SCIENCE	3397	1071	3.8	31.5	89	1603	4.7	47.2	110								
PREVENTION	1720	594	2.1	34.5	98	736	2.2	42.8	100								
PSYCHOLOGY TODAY	1344	451	1.6	33.6	95	604	1.8	44.9	105								
READER'S DIGEST	16016	6010	21.5	37.5	106	6825	20.0	42.6	99								
REDBOOK	1121	349	1.2	31.1	88	455	1.3	40.6	94								
ROAD & TRACK	2161	700	2.5	32.4	92	1215	3.6	56.2	131								
ROLLING STONE	1948	710	2.5	36.4	103	1068	3.1	54.8	128								
RUNNER'S WORLD	899	*337	1.2	37.5	106	448	1.3	49.8	116								
SATURDAY EVENING POST	841	275	1.0	32.7	93	463	1.4	55.1	128								
SCIENCE 84	841	*233	0.8	27.7	78	411	1.2	48.9	114								
SCIENCE DIGEST	1194	271	1.0	22.7	64	609	1.8	51.0	119								
SCIENTIFIC AMERICAN	1379	475	1.7	34.4	97	734	2.2	53.2	124								
SELF	436	*158	0.6	36.2	103	*226	0.7	51.8	121								
SEVENTEEN	614	*210	0.7	34.2	97	*373	1.1	60.7	141								
SKI	910	*206	0.7	22.6	64	514	1.5	56.5	131								
SMITHSONIAN	2937	955	3.4	32.5	92	1412	4.1	48.1	112								
SOAP OPERA DIGEST	545	*177	0.6	32.5	92	*301	0.9	55.2	128								
SOUTHERN LIVING	2054	667	2.4	32.5	92	915	2.7	44.5	104								
SPORT	2799	986	3.5	35.2	100	1385	4.1	49.5	115								
THE SPORTING NEWS	1938	742	2.6	38.3	108	884	2.6	45.6	106								
SPORTS AFIELD	3125	963	3.4	30.8	87	1370	4.0	43.8	102								
SPORTS ILLUSTRATED	11159	3825	13.7	34.3	97	5259	15.4	47.1	110								
STAR	4095	1505	5.4	36.8	104	1650	4.8	40.3	94								
SUNDAY	25169	9163	32.7	36.4	103	10709	31.4	42.5	99								
SUNSET	1294	479	1.7	37.0	105	644	1.9	49.8	116								
TV GUIDE	18508	6753	24.1	36.5	103	8091	23.7	43.7	102								
TENNIS	645	*154	0.5	23.9	68	335	1.0	51.9	121								
TIME	12124	4384	15.6	36.2	102	5590	16.4	46.1	107								
TOWN & COUNTRY	493	*160	0.6	32.5	92	*222	0.7	45.0	105								
TRAVEL & LEISURE	1122	377	1.3	33.6	95	383	1.1	34.1	79								
TRUE STORY	690	*279	1.0	40.4	114	380	1.1	55.1	128								
U.S. NEWS & WORLD REPORT	6571	2267	8.1	34.5	98	2801	8.2	42.6	99								
USA TODAY	3120	1266	4.5	40.6	115	1378	4.0	44.2	103								
US	1315	465	1.7	35.4	100	633	1.9	48.1	112								
VOGUE	632	*168	0.6	26.6	75	340	1.0	53.8	125								
WALL STREET JOURNAL	4247	1642	5.9	38.7	109	1720	5.0	40.5	94								
WEIGHT WATCHERS	398	*179	0.6	45.0	127	*173	0.5	43.5	101								
WOMAN'S DAY	1139	450	1.6	39.5	112	502	1.5	44.1	103								
WORKING MOTHER	*298	**116	0.4	38.9	110	**138	0.4	46.3	108								
WORKING WOMAN	327	*124	0.4	37.9	107	**132	0.4	40.4	94								
WORLD TENNIS	397	**146	0.5	36.8	104	**159	0.5	40.1	93								
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3168	11.3	32.9	93	4839	14.2	50.2	117								
BLAIR INSERTS	43762	15777	56.3	36.1	102	18873	55.4	43.1	100								
DAILY NEWSPAPERS																	
READ ANY	52459	18992	67.8	36.2	102	22683	66.6	43.2	101								
READ ONE	41891	15190	54.2	36.3	103	18194	53.4	43.4	101								
READ TWO OR MORE	10568	3802	13.6	36.0	102	4489	13.2	42.5	99								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	18638	66.5	35.9	102	22677	66.6	43.7	102								
READ ONE	44561	16022	57.2	36.0	102	19573	57.4	43.9	102								
READ TWO OR MORE	7368	2616	9.3	35.5	100	3104	9.1	42.1	98								
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	28.77				30.86											
30 DAY REACH	71522	25106	89.6	35.1	99	31247	91.7	43.7	102								
50 SHMG - 30 DAY AV FREQ	15.55	15.14				16.10											
30 DAY REACH	68168	23874	85.2	35.0	99	29962	87.9	44.0	102								
25 SHMG - 30 DAY AV FREQ	8.43	8.14				8.72											
30 DAY REACH	62898	22196	79.2	35.3	100	27647	81.1	44.0	102								
CABLE TV: HOME WIRED	31664	11933	42.6	37.7	107	14534	42.7	45.9	107								
HOME NOT WIRED	47599	16082	57.4	33.8	96	19537	57.3	41.0	95								
HAVE PAY CABLE	17139	6822	24.4	39.8	113	8200	24.1	47.8	111								

	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	28015	100.0	35.3	100	34071	100.0	43.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	17107	61.1	35.9	102	21369	62.7	44.9	104								
10:00 AM - 3:00 PM	29926	10429	37.2	34.8	99	13313	39.1	44.5	103								
3:00 PM - 7:00 PM	37666	13603	48.6	36.1	102	17062	50.1	45.3	105								
7:00 PM - MIDNIGHT	18909	6695	23.9	35.4	100	8543	25.1	45.2	105								
MIDNIGHT - 6:00 AM	11822	4241	15.1	35.9	101	5150	15.1	43.6	101								
6:00 AM - MIDNIGHT	63254	22572	80.6	35.7	101	28090	82.4	44.4	103								
ENTIRE DAY	64057	22841	81.5	35.7	101	28423	83.4	44.4	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	5839	20.8	35.2	100	7602	22.3	45.8	107								
ALL NEWS	3542	1251	4.5	35.3	100	1337	3.9	37.7	88								
AOR/PROGRESSIVE	7465	2409	8.6	32.3	91	4009	11.8	53.7	125								
BEAUTIFUL MUSIC	5061	1822	6.5	36.0	102	2213	6.5	43.7	102								
BLACK	1914	840	3.0	43.9	124	806	2.4	42.1	98								
CLASSICAL	2304	868	3.1	37.7	107	941	2.8	40.8	95								
CHR/ROCK	10663	3756	13.4	35.2	100	5244	15.4	49.2	114								
COUNTRY	13919	4879	17.4	35.1	99	5845	17.2	42.0	98								
GOLDEN OLDIES	2040	633	2.3	31.0	88	811	2.4	39.8	92								
MOR/NOSTALGIA	5105	1763	6.3	34.5	98	2172	6.4	42.5	99								
NEWS/TALK	4764	1818	6.5	38.2	108	1814	5.3	38.1	89								
RELIGIOUS	2164	918	3.3	42.4	120	906	2.7	41.9	97								
SOFT ROCK	623	*183	0.7	29.4	83	353	1.0	56.7	132								
URBAN CONTEMPORARY	1331	385	1.4	28.9	82	516	1.5	38.8	90								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1159	4.1	36.4	103	1594	4.7	50.0	116								
ABC DIRECTION	2724	914	3.3	33.6	95	1178	3.5	43.2	101								
ABC ENTERTAINMENT	5256	1705	6.1	32.4	92	2323	6.8	44.2	103								
ABC FM	2263	786	2.8	34.7	98	1078	3.2	47.6	111								
ABC INFORMATION	5618	1989	7.1	35.4	100	2269	6.7	40.4	94								
ABC ROCK	2857	916	3.3	32.1	91	1522	4.5	53.3	124								
CBS	5953	2120	7.6	35.6	101	2476	7.3	41.6	97								
MUTUAL	4979	1860	6.6	37.4	106	1981	5.8	39.8	93								
NBC	7279	2500	8.9	34.3	97	2940	8.6	40.4	94								
RADIORADIO	2389	711	2.5	29.8	84	1155	3.4	48.3	112								
RKO ONE	2583	984	3.5	38.1	108	1271	3.7	49.2	114								
RKO TWO	3674	1265	4.5	34.4	97	1524	4.5	41.5	97								
THE SOURCE	3514	1296	4.6	36.9	104	1776	5.2	50.5	118								
NON-WIRED: BLAIR	9864	3492	12.5	35.4	100	4454	13.1	45.2	105								
INTERNET	13522	4947	17.7	36.6	104	6210	18.2	45.9	107								
KATZ RADIO GROUP	19321	6950	24.8	36.0	102	8533	25.0	44.2	103								
SUPERNET	10739	3663	13.1	34.1	97	5123	15.0	47.7	111								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1824	6.5	35.7	101	1974	5.8	38.7	90								
WKDAY 9:00 AM - 1:00 PM	5383	1882	6.7	35.0	99	2147	6.3	39.9	93								
WKDAY 1:00 PM - 4:30 PM	6469	2359	8.4	36.5	103	2688	7.9	41.6	97								
WKDAY 4:30 PM - 7:30 PM	19661	6912	24.7	35.2	99	8157	23.9	41.5	97								
WKDAY 7:30 PM - 8:00 PM	27579	9725	34.7	35.3	100	11316	33.2	41.0	95								
WKDAY 11:00 PM - 11:30 PM	22964	8248	29.4	35.9	102	9779	28.7	42.6	99								
WKDAY 11:30 PM - 1:00 AM	8158	2741	9.8	33.6	95	3438	10.1	42.1	98								
M-SAT 8-11 PM+SUN 7-11 PM	30140	10741	38.3	35.6	101	12777	37.5	42.4	99								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	696	2.5	34.0	96	980	2.9	47.9	111								
ANOTHER WORLD	N 1214	545	1.9	44.9	127	400	1.2	32.9	77								
AS THE WORLD TURNS	C 1740	653	2.3	37.5	106	832	2.4	47.8	111								
CAPITOL	C 1016	399	1.4	39.3	111	514	1.5	50.6	118								
CBS MORN. NEWS 1	C 1203	485	1.7	40.3	114	524	1.5	43.6	101								
CBS MORN. NEWS 2	C 773	266	0.9	34.4	97	334	1.0	43.2	101								
DAYS OF OUR LIVES	N 1629	654	2.3	40.1	114	542	1.6	33.3	77								
FACTS OF LIFE - DAYTIME	N 961	264	0.9	27.5	78	399	1.2	41.5	97								
FAMILY FEUD	A 1390	420	1.5	30.2	85	574	1.7	41.3	96								
GENERAL HOSPITAL	A 1463	485	1.7	33.2	94	639	1.9	43.7	102								
GOOD MORNING, AMERICA-730	A 1705	622	2.2	36.5	103	606	1.8	35.5	83								
GOOD MORNING, AMERICA-830	A 889	353	1.3	39.7	112	336	1.0	37.8	88								
GUIDING LIGHT	C 1754	674	2.4	38.4	109	846	2.5	48.2	112								
ONE LIFE TO LIVE	A 1100	411	1.5	37.4	106	481	1.4	43.7	102								
PRESS YOUR LUCK	C 1222	414	1.5	33.9	96	410	1.2	33.6	78								
PRICE IS RIGHT 1	C 2692	974	3.5	36.2	102	941	2.8	35.0	81								
PRICE IS RIGHT 2	C 2764	1033	3.7	37.4	106	1099	3.2	39.8	93								
RYAN'S HOPE	A 880	320	1.1	36.4	103	393	1.2	44.7	104								
SALE OF THE CENTURY	N 926	248	0.9	26.8	76	351	1.0	37.9	88								
SEARCH FOR TOMORROW	N 359	148	0.5	41.2	117	127	0.4	35.4	82								
TODAY SHOW 1	N 1890	591	2.1	31.3	88	682	2.0	36.1	84								
TODAY SHOW 2	N 1344	462	1.6	34.4	97	453	1.3	33.7	78								
\$25,000 PYRAMID	C 1462	470	1.7	32.1	91	583	1.7	39.9	93								
WHEEL OF FORTUNE	N 1497	421	1.5	28.1	80	578	1.7	38.6	90								
YOUNG AND THE RESTLESS	C 1954	726	2.6	37.2	105	885	2.6	45.3	105								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 2755	1004	3.6	36.4	103	1166	3.4	42.3	98								
NBA PLAYOFF GAME -1	C 3881	1270	4.5	32.7	93	1797	5.3	46.3	108								
NBC MAJOR LEAGUE PRE-GAME N	2805	1041	3.7	37.1	105	1111	3.3	39.6	92								
SPORTSWORLD - SUN	N 2041	732	2.6	35.9	101	898	2.6	44.0	102								
SUNDAY MORNING	C 2555	855	3.1	33.5	95	989	2.9	38.7	90								

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	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	28015	100.0	35.3	100	34071	100.0	43.0	100								
WEDNESDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	8721	31.1	35.9	101	9921	29.1	40.8	95								
NETWORK AFFILIATES - LATE	17197	6225	22.2	36.2	102	7356	21.6	42.8	100								
INDEPENDENTS - LATE - EARLY	2887	941	3.4	32.6	92	1094	3.2	37.9	88								
TV EVENING NTWK 6 PM - 2 AM	17197	6225	22.2	36.2	102	7356	21.6	42.8	100								
A TEAM	N	11301	3845	13.7	34.0	96	4688	13.8	41.9	97							
ABC MONDAY NIGHT MOVIE	A	4379	1607	5.7	36.7	104	1780	5.2	40.6	95							
ABC SUNDAY NIGHT MOVIE	A	9910	3575	12.8	36.1	102	4288	12.6	43.3	101							
ABC WORLD NEWS TONIGHT	A	6212	2141	7.6	34.5	98	2627	7.7	42.8	98							
AFTERMASH NIGHT MOVIE	C	4575	1581	5.6	34.6	98	1850	5.4	40.4	94							
ALICE NIGHT NEWS TONIGHT	C	4777	2507	8.9	37.0	105	2965	8.7	43.8	102							
AMERICAN PARADE	C	4868	1935	6.9	39.7	112	1779	5.2	36.4	85							
BENSON	A	7593	2810	10.0	37.0	105	3072	9.0	40.5	94							
BLUE THUNDER	A	6036	1990	7.1	33.0	93	2429	7.1	40.2	94							
CAGNEY & LACEY	C	7698	2889	10.3	37.5	106	3382	9.9	43.9	102							
CBS EVENING NEWS-DEAN	C	4066	1364	4.9	33.5	95	1604	4.7	39.4	92							
CBS EVENING NEWS-RATHER	C	8092	2834	10.1	35.0	99	3157	9.9	39.0	91							
CBS SAT. NEWS-SCHIEFFER	C	4795	1780	6.4	37.1	105	1901	5.6	39.6	92							
CBS SATURDAY NIGHT MOVIE	C	6034	2180	7.8	36.1	102	2624	7.7	43.5	101							
CBS WEDNESDAY NIGHT MOVIE	C	4993	1855	6.6	37.2	105	2334	6.9	44.7	109							
CHEERS NIGHT MOVIE	N	6976	2524	9.0	36.2	102	3024	8.9	43.3	101							
DALLAS NIGHT MOVIE	C	13575	5227	18.7	38.5	109	5688	16.7	41.9	99							
DIFF'RENT STROKES	N	3684	1302	4.6	35.3	100	1499	4.4	40.5	94							
DOUBLE TROUBLE	N	14462	1492	5.3	33.4	95	1790	5.3	40.1	93							
DUCK FACTORY DUKES	N	4810	1736	6.2	36.1	102	1912	5.6	39.8	92							
DUKES OF HAZZARD	C	5951	1926	6.9	32.4	92	2464	7.2	41.4	96							
DYNASTY	N	11325	4415	15.8	39.0	110	4739	13.9	41.8	97							
FACTS OF LIFE	N	4512	1636	5.8	36.3	103	1770	5.2	39.2	91							
FALCON CREST	C	9215	3755	13.4	40.7	115	3857	11.3	41.9	97							
FALL GUY	A	8604	3289	11.7	38.2	108	3470	10.2	40.2	94							
FAMILY TIES	N	4179	1711	6.1	40.9	116	1772	5.2	42.4	99							
FANTASY ISLAND	A	4781	1835	6.6	38.4	109	2066	6.1	43.2	101							
FOULUPS, BLEEPs & BLUNDERS	A	4697	2501	8.9	37.3	106	3101	9.1	46.3	108							
FOUR SEASONS	C	3873	1385	4.9	35.8	101	1551	4.6	40.0	93							
GIMME A BREAK & BLUNDERS	N	4310	1774	6.3	41.2	116	1786	5.2	41.4	96							
HART TO HART	A	5751	2141	7.6	37.2	105	2542	7.5	44.2	103							
HILL STREET BLUES	N	8568	2984	10.7	34.8	99	3512	10.3	41.0	95							
HOTEL	A	8801	3156	11.3	35.9	101	3648	10.7	41.4	96							
JEFFERSONS	C	6978	2483	8.9	35.6	101	2951	8.7	42.3	98							
JENNIFER SLEPT HERE	N	3021	1010	3.6	33.4	95	1301	3.8	43.1	100							
KATE & ALLIE	C	6811	2310	8.2	33.9	96	3133	8.2	46.0	107							
KNIGHT RIDER HERE	N	5256	1939	6.9	36.9	104	2273	6.7	43.2	101							
LOVE BOAT	A	7174	2674	9.5	37.3	105	2879	8.5	40.1	93							
MAGNUM PI	C	10438	3749	13.4	35.9	102	4486	13.2	43.0	100							
MAMA'S FAMILY	N	3488	1352	4.8	38.8	110	1362	4.0	39.0	91							
MASTER, THE	N	4127	1542	5.5	37.4	106	1572	4.6	38.1	89							
MATT HOUSTON	A	5978	2032	7.3	34.0	96	2461	7.2	41.2	96							
NBC MONDAY NIGHT MOVIE	N	10446	3544	12.7	33.9	96	4885	14.3	46.8	109							
NBC NIGHTLY NEWS	N	5571	2005	7.2	36.0	102	2192	6.4	39.3	92							
NBC NIGHTLY NEWS-SAT	N	3675	1369	4.9	37.3	105	1510	4.4	41.3	96							
NBC NIGHTLY NEWS-SUN	N	2905	1087	3.9	37.4	106	1138	3.3	39.2	91							
NBC SUNDAY NIGHT MOVIE	N	8352	2783	9.9	33.3	94	3673	10.8	44.0	102							
NEWHART NIGHTLY NEWS-SUN	C	6864	2371	8.5	34.5	98	3142	9.2	45.8	106							
ONE DAY AT A TIME	C	3864	1316	4.7	34.0	96	1611	4.7	41.7	97							
PEOPLE ARE FUNNY	N	3956	1484	5.3	37.5	106	1578	4.6	39.9	93							
REAL PEOPLE	N	6305	2319	8.3	36.8	104	2402	7.0	38.1	89							
REMINGTON STEELE	N	5884	2129	7.6	36.2	102	2494	7.3	42.4	99							
RIPLEY'S BELIEVE IT - NOT	A	5706	2047	7.3	35.9	101	2341	6.9	41.0	95							
RIPTIDE	N	6202	2101	7.5	33.9	96	2307	6.8	37.2	87							
SCARECROW & MRS. KING	C	6513	2345	8.4	36.0	102	3121	9.2	47.9	111							
SIMON & SIMON	C	8593	3069	11.0	35.7	101	3878	11.4	45.1	105							
60 MINUTES MRS. KING	C	13342	4777	17.1	35.8	101	5414	15.9	40.6	94							
ST. ELSEWHERE	N	6029	2054	7.3	34.1	96	2709	8.0	44.9	105							
THREE'S COMPANY	A	8565	3113	11.1	36.3	103	3736	11.0	43.6	101							
T.J. HOOKER	A	7400	2648	9.5	35.8	101	2897	8.5	39.1	91							
TONIGHT SHOW	N	2433	787	2.8	32.3	92	1093	3.2	44.9	105							
TRAPPER JOHN, M.D.	C	5958	2275	8.1	38.2	108	2646	7.8	44.4	103							
TV BLOOPERS & PRAC. JOKES	N	9086	3194	11.4	35.2	99	3887	11.4	42.8	100							
20/20 M.D.	A	8306	3094	11.0	37.3	105	3491	10.2	42.0	98							
WEBSTER M.D. & PRAC. JOKES	A	7888	2475	8.8	36.5	103	2728	8.0	40.2	93							
WORLD NEWS - SUN	A	2036	780	2.8	38.3	108	835	2.5	41.0	95							
YELLOW ROSE	N	3174	1035	3.7	32.6	92	1304	3.8	41.1	96							
TV VIEWING SPORTS EVENTS	N																
BASEBALL		16307	5779	20.6	35.4	100	7822	23.0	48.0	112							
BASKETBALL - COLLEGE GAMES		10054	3658	13.1	36.4	103	5100	15.0	50.7	118							
BASKETBALL - PRO GAMES		8248	3291	11.7	39.9	113	3809	11.2	46.2	107							
BOWLING - COLLEGE GAMES		5356	1989	7.1	37.1	105	2464	7.2	46.0	107							
BOXING - PRO GAMES		11255	3697	13.2	32.8	93	5516	16.2	49.0	114							
FOOTBALL - COLLEGE GAMES		14647	5109	18.2	34.9	99	7111	20.9	48.5	113							
FOOTBALL - PRO GAMES		23581	8770	31.3	37.2	105	11840	34.8	50.2	117							
GOLF		6145	2077	7.4	33.8	96	2961	8.7	48.2	112							
POST-SEASON COLL. FOOTBALL		12828	4470	16.0	34.8	99	6472	19.0	50.5	117							
POST-SEASON PRO FOOTBALL		15397	5124	18.3	33.3	94	8201	24.1	53.3	124							
TENNIS		3483	1336	4.8	38.4	109	1668	14.9	47.9	111							
WRESTLING - PROFESSIONAL		6023	2270	8.1	37.7	107	2541	7.5	42.2	98							

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DEODORANTS & ANTI-PERSPIRANTS: TYPES
(MALES)

			TOTAL	ANTI-PERSPIRANT				DEODORANT															
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	DOWN	ACROSS	ACROSS		DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS
TOTAL MALES			71243	37066	100.0	46.8	100	38601	100.0	48.7	100												
MAGAZINES	QUINTILE 1		16033	8318	22.4	51.9	111	8123	21.0	50.7	104												
	QUINTILE 2		15354	7730	20.9	50.3	108	7360	19.1	47.9	98												
	QUINTILE 3		15888	7582	20.5	47.7	102	7799	20.2	49.1	101												
	QUINTILE 4		17310	7640	20.6	44.1	94	8767	22.7	50.6	104												
	QUINTILE 5		14677	5797	15.6	39.5	84	6552	17.0	44.6	92												
NEWSPAPERS	QUINTILE 1		15277	7221	19.5	47.3	101	7631	19.8	50.0	103												
	QUINTILE 2		22745	11064	29.8	48.6	104	10970	28.4	48.2	99												
	QUINTILE 3		10692	5194	14.0	48.6	104	5252	13.6	49.1	101												
	QUINTILE 4		11646	5415	14.6	46.5	99	5595	14.5	48.0	99												
	QUINTILE 5		18903	8172	22.0	43.2	92	9153	23.7	48.4	99												
OUTDOOR	QUINTILE 1		16620	8188	22.1	49.3	105	8016	20.8	48.2	99												
	QUINTILE 2		16377	8086	21.8	49.4	106	7983	20.7	48.7	100												
	QUINTILE 3		15995	7079	19.1	44.3	95	8200	21.2	51.3	105												
	QUINTILE 4		15592	7319	19.7	46.9	100	7298	18.9	46.8	96												
	QUINTILE 5		14679	6395	17.3	43.6	93	7105	18.4	48.4	99												
RADIO-DRIVE TIME	QUINTILE 1		15746	7610	20.5	48.3	103	8180	21.2	51.9	107												
	QUINTILE 2		15067	7009	18.9	46.5	99	7656	19.8	50.8	104												
	QUINTILE 3		15631	7833	21.1	50.1	107	7443	19.3	47.6	98												
	QUINTILE 4		16245	7480	20.2	46.0	98	7902	20.5	48.6	100												
	QUINTILE 5		16573	7134	19.2	43.0	92	7420	19.2	44.8	92												
RADIO-MID- DAY	TERCILE 1		21781	10884	29.4	50.0	107	10548	27.3	48.4	99												
	TERCILE 2		21151	9593	25.9	45.4	97	10278	26.6	48.6	100												
	TERCILE 3		26333	16589	44.8	45.7	98	17775	46.0	48.9	100												
RADIO-TOTAL	QUINTILE 1		15977	7745	20.9	48.5	104	8364	21.7	52.4	107												
	QUINTILE 2		15923	7874	21.2	49.5	106	7617	19.7	47.8	98												
	QUINTILE 3		14980	6999	18.9	46.7	100	7380	19.1	49.3	101												
	QUINTILE 4		17123	7964	21.5	46.5	99	8235	21.3	48.1	99												
	QUINTILE 5		15260	6484	17.5	42.5	91	7005	18.1	45.9	94												
TV-PRIME TIME	QUINTILE 1		15674	7458	20.1	47.6	102	7317	19.0	46.7	96												
	QUINTILE 2		15944	7653	20.6	48.0	103	7748	20.1	48.6	100												
	QUINTILE 3		16037	7423	20.0	46.3	99	7749	20.1	48.3	99												
	QUINTILE 4		15412	7379	19.9	47.9	102	7561	19.6	49.1	101												
	QUINTILE 5		16194	7154	19.3	44.2	94	8226	21.3	50.8	104												
TV-DAYTIME	TERCILE 1		19156	8856	23.9	46.2	99	8891	23.0	46.4	95												
	TERCILE 2		19343	8871	23.9	45.9	98	9457	24.5	48.9	100												
	TERCILE 3		40764	19340	52.2	47.4	101	20253	52.5	49.7	102												
TV-TOTAL	QUINTILE 1		15844	7373	19.9	46.5	100	7107	18.4	44.9	92												
	QUINTILE 2		15767	7223	19.5	45.8	98	7610	19.7	48.3	99												
	QUINTILE 3		15775	7322	19.8	46.4	99	7737	20.0	49.0	101												
	QUINTILE 4		15903	7763	20.9	48.8	104	7854	20.3	49.4	101												
	QUINTILE 5		15974	7387	19.9	46.2	99	8292	21.5	51.9	107												
MAGAZINES-NEWSPAPERS: DUAL			21225	10998	29.7	51.8	111	10406	27.0	49.0	101												
MAGAZINE IMPERATIVE			17728	8642	23.3	48.7	104	8858	22.9	50.0	103												
NEWSPAPER IMPERATIVE			22987	10252	27.7	44.6	95	11175	29.0	48.6	100												
MAGAZINES-OUTDOOR: DUAL			16244	8215	22.2	50.6	108	7910	20.5	48.7	100												
MAGAZINE IMPERATIVE			24016	11771	31.8	49.0	105	11907	30.8	49.6	102												
OUTDOOR IMPERATIVE			24020	11831	31.9	45.5	97	12748	33.0	49.0	101												
MAGAZINES-RADIO: DUAL			16918	8801	23.7	52.0	111	8554	22.2	50.6	104												
MAGAZINE IMPERATIVE			23456	11425	30.8	48.7	104	11333	29.4	48.3	99												
RADIO IMPERATIVE			23900	10917	29.5	45.7	98	11730	30.4	49.1	101												
MAGAZINES-TELEVISION: DUAL			15791	7739	20.9	49.0	105	7615	19.7	48.2	99												
MAGAZINE IMPERATIVE			25476	13007	35.1	51.1	109	12858	33.3	50.5	104												
TELEVISION IMPERATIVE			25744	11189	30.2	43.5	93	11899	30.8	46.2	95												
NEWSPAPERS-OUTDOOR: DUAL			17628	8865	23.9	50.3	108	8618	22.3	48.9	100												
NEWSPAPER IMPERATIVE			26414	12195	32.9	46.2	99	12919	33.5	48.9	100												
OUTDOOR IMPERATIVE			23059	10642	28.7	46.2	99	11270	29.2	48.9	100												
NEWSPAPERS-RADIO: DUAL			17996	9159	24.7	50.9	109	9191	23.8	51.1	105												
NEWSPAPER IMPERATIVE			26269	12025	32.4	45.8	98	12517	32.4	47.6	98												
RADIO IMPERATIVE			21342	10080	27.2	47.2	101	10511	27.2	49.3	101												
NEWSPAPERS-TELEVISION: DUAL			17359	8199	22.1	47.2	101	8456	21.9	48.7	100												
NEWSPAPER IMPERATIVE			26889	13066	35.3	48.6	104	13354	34.6	49.7	102												
TELEVISION IMPERATIVE			21698	9803	26.4	45.2	97	10001	25.9	46.1	95												
OUTDOOR-RADIO: DUAL			16456	8277	22.3	50.3	108	8246	21.4	50.1	103												
OUTDOOR IMPERATIVE			25870	11872	32.0	45.9	98	12511	32.4	48.4	99												
RADIO IMPERATIVE			23943	10977	29.6	45.8	98	12031	31.2	50.2	103												
OUTDOOR-TELEVISION: DUAL			15918	7752	20.9	48.7	104	7439	19.3	46.7	96												
OUTDOOR IMPERATIVE			26398	12770	34.5	48.4	103	13532	35.1	51.3	105												
TELEVISION IMPERATIVE			24851	11006	29.7	44.3	95	11807	30.6	47.5	98												
RADIO-TELEVISION: DUAL			15584	7561	20.4	48.5	104	7417	19.2	47.6	98												
RADIO IMPERATIVE			25472	12205	32.9	47.9	102	13190	34.2	51.8	106												
TELEVISION IMPERATIVE			25578	11264	30.4	44.0	94	11870	30.8	46.4	95												

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT				A				B			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	37066	100.0	46.8	100	38601	100.0	48.7	100								
ATLANTIC MONTHLY	452	*189	0.5	41.8	89	275	0.7	60.8	125								
BARRON'S	1058	477	1.3	45.1	96	652	1.7	61.6	127								
BETTER HOMES & GARDENS	4773	2254	6.1	47.2	101	2446	6.3	51.2	105								
BON APPETIT	1037	533	1.4	51.4	110	479	1.2	46.2	95								
BUSINESS WEEK	3193	1627	4.4	51.0	109	1634	4.2	51.2	105								
CAR AND DRIVER	2705	1583	4.3	58.5	125	1349	3.5	49.9	102								
CBS MAGAZINE NETWORK (GROSS)	5678	3032	8.2	53.4	114	3156	8.2	55.6	114								
CHANGING TIMES	1847	855	2.3	46.3	99	925	2.4	50.1	103								
COLONIAL HOMES	492	229	0.6	46.5	100	246	0.6	50.0	103								
CONDE NAST MAG. PKG. (GROSS)	2066	866	2.3	41.9	90	1172	3.0	56.7	116								
CONSUMERS DIGEST	1719	916	2.5	53.3	114	815	2.1	47.4	97								
COSMOPOLITAN	1762	890	2.4	50.5	108	918	2.4	52.1	107								
COUNTRY LIVING	1110	595	1.6	53.6	115	490	1.3	44.1	91								
CUISINE	660	310	0.8	47.0	100	310	0.8	47.0	96								
CYCLE WORLD	1924	1021	2.8	53.1	113	1134	2.9	58.9	121								
DCI:CREATIVE IDEAS FOR LIV	437	*200	0.5	45.8	98	*192	0.5	43.9	90								
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1210	3.3	48.6	104	1297	3.4	52.1	107								
DISCOVER	1279	651	1.8	50.9	109	650	1.7	50.8	104								
EBONY	2898	1404	3.8	48.4	104	1365	3.5	47.1	97								
ESQUIRE	1384	699	1.9	50.5	108	716	1.9	51.7	106								
ESSENCE	850	377	1.0	44.4	95	444	1.2	52.2	107								
FAMILY CIRCLE	2430	1214	3.3	50.0	107	1276	3.3	52.5	108								
THE FAMILY HANDYMAN	2356	1156	3.1	49.1	105	1190	3.1	50.5	104								
FAMILY WEEKLY	11533	5816	15.7	50.4	108	5693	14.7	49.4	101								
FIELD & STREAM	7444	3643	9.8	48.9	105	3752	9.7	50.4	103								
FOOD & WINE	416	*175	0.5	42.1	90	244	0.6	58.7	120								
FORBES	1865	833	2.2	44.7	96	900	2.3	48.3	99								
FORTUNE	1849	876	2.4	47.4	101	970	2.5	52.5	108								
GENTLEMEN'S QUARTERLY	2284	1136	3.1	49.7	106	1257	3.3	55.0	113								
GLAMOUR	538	271	0.7	50.4	108	*270	0.7	50.2	103								
GOLF DIGEST	1649	775	2.1	47.0	101	824	2.1	50.0	103								
GOLF DIGEST/TENNIS (GROSS)	2294	1071	2.9	46.7	100	1135	2.9	49.5	102								
GOLF MAGAZINE	1577	763	2.1	48.4	103	913	2.4	57.9	119								
GOLF MAGAZINE/SKI (GROSS)	2487	1115	3.0	44.8	96	1446	3.7	58.1	119								
GOOD HOUSEKEEPING	2569	1262	3.4	49.1	105	1269	3.2	48.6	100								
HARPER'S BAZAAR	431	*171	0.5	39.7	85	*220	0.6	51.0	105								
HEALTH	788	427	1.2	54.2	116	424	1.1	53.8	110								
HEARST MAG CORP. BUY (GROSS)	18781	9429	25.4	50.2	107	9052	23.5	48.2	99								
HEARST MAN POWER (GROSS)	9169	4742	12.8	51.7	111	4469	11.6	48.7	100								
HEARST WOMAN POWER (GROSS)	5452	2648	7.1	48.6	104	2702	7.0	49.6	102								
HOUSE BEAUTIFUL	1020	462	1.2	45.3	97	501	1.3	49.1	101								
INC.	993	397	1.1	40.0	85	531	1.4	53.5	110								
JET	2808	1215	3.3	43.3	93	1421	3.7	50.6	104								
LADIES' HOME JOURNAL	1868	791	2.1	42.3	91	1125	2.9	60.2	124								
LHJ FAMILY GRP COMBO(GROSS)	3582	1656	4.5	46.2	99	2085	5.4	58.2	120								
LIFE	4817	2407	6.5	50.0	107	2317	6.0	48.1	99								
L.A. TIMES HOME MAGAZINE	1465	780	2.1	53.2	114	706	1.8	48.2	99								
MADMOISELLE	460	*208	0.6	45.2	97	*268	0.7	58.3	120								
MC CALL'S	1764	723	2.0	41.0	88	1001	2.6	56.7	117								
MC CALL'S/WRK MOTHER (GROSS)	2062	875	2.4	42.4	91	1180	3.1	57.2	118								
MECHANIX ILLUSTRATED	3625	1880	5.1	51.9	111	1898	4.9	52.4	108								
METROPOLITAN HOME	495	242	0.7	48.9	105	*208	0.5	42.0	86								
MONEY	3017	1636	4.4	54.2	116	1424	3.7	47.2	97								
MOTHER EARTH NEWS	1203	637	1.7	53.0	113	647	1.7	53.8	110								
MS.	*257	**75	0.2	29.2	62	**158	0.4	61.5	126								
NATIONAL ENQUIRER	6921	3546	9.6	51.2	110	3431	8.9	49.6	102								
NATIONAL GEOGRAPHIC	11626	5838	15.8	50.2	107	5769	14.9	49.6	102								
NATIONAL SUNDAY MAGAZINE PKG	49424	24031	64.8	48.6	104	24139	62.5	48.8	100								
NATURAL HISTORY	753	279	0.8	37.1	79	418	1.1	55.5	114								
NEW WOMAN	*296	**128	0.3	43.2	92	**217	0.6	73.3	151								
NEW YORK INCLUDING CUE	541	284	0.8	52.5	112	226	0.6	41.8	86								
THE NEW YORKER	1078	561	1.5	52.0	111	487	1.3	45.2	93								
NEWSWEEK	9602	5047	13.6	52.6	112	4527	11.7	47.1	97								
THE N.Y. TIMES DAILY EDITION	1376	563	1.5	40.9	87	626	1.6	45.5	93								
THE N.Y. TIMES MAGAZINE	2110	970	2.6	46.0	98	941	2.4	44.6	92								
OMNI	1927	1095	3.0	56.8	122	1103	2.9	57.2	118								
ON CABLE	911	399	1.1	43.8	94	519	1.3	57.0	117								
1001 HOME IDEAS	927	438	1.2	47.2	101	537	1.4	57.9	119								
ORGANIC GARDENING	1430	513	1.4	35.9	77	712	1.8	49.8	102								
OUTDOOR LIFE	4064	2057	5.5	50.6	108	1970	5.1	48.5	100								
PARADE MAGAZINE	24538	11879	32.0	48.4	104	11728	30.4	47.8	98								

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 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: TYPES
(MALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	37066	100.0	46.8	100	38601	100.0	48.7	100								
PARENTS	1128	642	1.7	57.0	122	596	1.5	52.9	109								
PENTHOUSE	4157	2078	5.6	50.0	107	2085	5.4	50.2	103								
PEOPLE	7591	3979	10.7	52.4	112	3918	10.1	51.6	106								
PLAYBOY	8379	4440	12.0	53.0	113	4316	11.2	51.5	106								
POPULAR HOT RODDING	2110	1019	2.7	48.3	103	1241	3.2	58.8	121								
POPULAR MECHANICS	4850	2620	7.1	54.0	116	2362	6.1	48.7	100								
POPULAR SCIENCE	3397	1733	4.7	51.0	109	1595	4.1	47.0	96								
PREVENTION	1720	682	1.8	39.7	85	791	2.0	46.0	94								
PSYCHOLOGY TODAY	1344	722	1.9	53.7	115	586	1.5	43.6	90								
READER'S DIGEST	16016	7416	20.0	46.3	99	7887	20.4	49.2	101								
REDBOOK	1121	496	1.3	44.2	95	535	1.4	47.7	98								
ROAD & TRACK	2161	1204	3.2	55.7	119	1272	3.3	58.9	121								
ROLLING STONE	1948	1105	3.0	56.7	121	1129	2.9	58.0	119								
RUNNER'S WORLD	899	454	1.2	50.5	108	537	1.4	59.7	123								
SATURDAY EVENING POST	841	428	1.2	50.9	109	464	1.2	55.2	113								
SCIENCE 84	841	406	1.1	48.3	103	369	1.0	43.9	90								
SCIENCE DIGEST	1194	619	1.7	51.8	111	628	1.6	52.6	108								
SCIENTIFIC AMERICAN	1379	781	2.1	56.6	121	710	1.8	51.5	106								
SELF	436	*155	0.4	35.6	76	*292	0.8	67.0	138								
SEVENTEEN	614	*281	0.8	45.8	98	*350	0.9	57.0	117								
SKI	910	353	1.0	38.8	83	533	1.4	58.6	120								
SMITHSONIAN	2937	1432	3.9	48.8	104	1352	3.5	46.0	95								
SOAP OPERA DIGEST	545	*253	0.7	46.4	99	*297	0.8	54.5	112								
SOUTHERN LIVING	2054	1010	2.7	49.2	105	1105	2.9	53.8	110								
SPORT	2799	1296	3.5	46.3	99	1461	3.8	52.2	107								
THE SPORTING NEWS	1938	955	2.6	49.3	105	1023	2.7	52.8	108								
SPORTS AFIELD	3125	1504	4.1	48.1	103	1479	3.8	47.3	97								
SPORTS ILLUSTRATED	11159	5609	15.1	50.3	107	5591	14.5	50.1	103								
STAR	4095	1846	5.0	45.1	96	2239	5.8	54.7	112								
SUNDAY	25169	12055	32.5	47.9	102	12304	31.9	48.9	100								
SUNSET	1294	621	1.7	48.0	103	595	1.5	46.0	94								
TV GUIDE	18508	9290	25.1	50.2	107	9106	23.6	49.2	101								
TENNIS	645	297	0.8	46.0	98	311	0.8	48.2	99								
TIME	12124	5808	15.7	47.9	102	6075	15.7	50.1	103								
TOWN & COUNTRY	493	*220	0.6	44.6	95	*215	0.6	43.6	90								
TRAVEL & LEISURE	1122	477	1.3	42.5	91	560	1.5	49.9	102								
TRUE STORY	690	*303	0.8	43.9	94	*360	0.9	52.2	107								
U.S. NEWS & WORLD REPORT	6571	3188	8.6	48.5	104	3123	8.1	47.5	98								
USA TODAY	3120	1439	3.9	46.1	99	1650	4.3	52.9	109								
US	1315	650	1.8	49.4	106	674	1.7	51.3	105								
VOGUE	632	233	0.6	36.9	79	*343	0.9	54.3	111								
WALL STREET JOURNAL	4247	2070	5.6	48.7	104	1981	5.1	46.6	96								
WEIGHT WATCHERS	398	*222	0.6	55.8	119	*227	0.6	57.0	117								
WOMAN'S DAY	1139	457	1.2	40.1	86	578	1.5	50.7	104								
WORKING WOMAN	*298	*152	0.4	51.0	109	*178	0.5	59.7	123								
WORKING WOMAN	327	*171	0.5	52.3	112	*174	0.5	53.2	109								
WORLD TENNIS	397	*244	0.7	61.5	131	*119	0.3	30.0	62								
ZIFF-DAVIS MAG NETWK (GROSS)	9635	5063	13.7	52.5	112	5217	13.5	54.1	111								
BLAIR INSERTS	43762	21129	57.0	48.3	103	21185	54.9	48.4	99								
DAILY NEWSPAPERS																	
READ ANY	52459	24818	67.0	47.3	101	25800	66.8	49.2	101								
READ ONE	41891	19926	53.8	47.6	102	20405	52.9	48.7	100								
READ TWO OR MORE	10568	4892	13.2	46.3	99	5394	14.0	51.0	105								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	25054	67.6	48.2	103	25402	65.8	48.9	100								
READ ONE	44561	21396	57.7	48.0	103	21801	56.5	48.9	100								
READ TWO OR MORE	7368	3658	9.9	49.6	106	3601	9.3	48.9	100								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.78				29.54											
30 DAY REACH	71522	33802	91.2	47.3	101	34816	90.2	48.7	100								
50 SHWG - 30 DAY AV FREQ	15.55	16.09				15.51											
30 DAY REACH	68168	32349	87.3	47.5	101	33160	85.9	48.6	100								
25 SHWG - 30 DAY AV FREQ	8.43	8.74				8.39											
30 DAY REACH	62898	29785	80.4	47.4	101	30675	79.5	48.8	100								
CABLE TV: HOME WIRED	31664	15609	42.1	49.3	105	16151	41.8	51.0	105								
HOME NOT WIRED	47599	21457	57.9	45.1	96	22450	58.2	47.2	97								
HAVE PAY CABLE	17139	8852	23.9	51.6	110	8638	22.4	50.4	103								

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DEODORANTS & ANTI-PERSPIRANTS: TYPES
(MALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	37066	100.0	46.8	100	38601	100.0	48.7	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	10931	29.5	44.9	96	11446	29.7	47.1	97								
NETWORK AFFILIATES - LATE	17197	8112	21.9	47.2	101	8420	21.8	49.0	101								
INDEPENDENTS - LATE	2887	1296	3.5	44.9	96	1363	3.5	47.2	97								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	5476	14.8	48.5	104	5454	14.1	48.3	99								
ABC MONDAY NIGHT MOVIE	A 4379	2183	5.9	49.9	107	2217	5.7	50.6	104								
ABC SUNDAY NIGHT MOVIE	A 9910	4684	12.6	47.3	101	4845	12.6	48.9	100								
ABC WORLD NEWS TONIGHT	A 6212	2860	7.7	46.0	98	3063	7.9	49.3	101								
AFTERMASH	C 4575	2085	5.6	45.6	97	2106	5.5	46.0	95								
ALICE	C 6777	3329	9.0	49.1	105	3167	8.2	46.7	96								
AMERICAN PARADE	C 4868	2238	6.0	46.0	98	2205	5.7	45.3	93								
BENSON	A 7593	3781	10.2	49.8	106	3239	8.4	42.7	88								
BLUE THUNDER	A 6036	3037	8.2	50.3	108	2718	7.0	45.0	92								
CAGNEY & LACEY	C 7698	3638	9.8	47.3	101	3649	9.5	47.4	97								
CBS EVENING NEWS-DEAN	C 4066	1767	4.8	43.5	93	1881	4.9	46.3	95								
CBS EVENING NEWS-RATHER	C 8092	3499	9.4	43.2	92	3643	9.4	45.0	92								
CBS SAT. NEWS-SCHIEFFER	C 4795	2027	5.5	42.3	90	2155	5.6	44.9	92								
CBS SATURDAY NIGHT MOVIE	C 6034	3038	8.2	50.3	108	2734	7.1	45.3	93								
CBS WEDNESDAY NIGHT MOVIE	C 4993	2591	7.0	51.9	111	2285	5.9	45.8	94								
CHEERS	N 6976	3528	9.5	50.6	108	3522	9.1	50.5	104								
DALLAS	C 13575	6452	17.4	47.5	102	6501	16.8	47.9	98								
DIFF'RENT STROKES	N 3684	1549	4.2	42.0	90	1817	4.7	49.3	101								
DOUBLE TROUBLE	N 4462	1961	5.3	43.9	94	2358	6.1	52.8	109								
DUCK FACTORY	N 4810	2464	6.6	51.2	110	2302	6.0	47.9	98								
DUKES OF HAZZARD	C 5951	2798	7.5	47.0	101	2678	6.9	45.0	92								
DYNASTY	A 11325	5641	15.2	49.8	107	5507	14.3	48.6	100								
FACTS OF LIFE	N 4512	1989	5.4	44.1	94	2249	5.8	49.8	102								
FALCON CREST	C 9215	4479	12.1	48.6	104	4413	11.4	47.9	98								
FALL GUY	A 8604	4195	11.3	48.8	104	3974	10.3	46.2	95								
FAMILY TIES	N 4179	1982	5.3	47.4	101	2175	5.6	52.0	107								
FANTASY ISLAND	A 4781	2274	6.1	47.6	102	2269	5.9	47.5	97								
FOULUPS, BLEEPERS & BLUNDERS	A 6697	3145	8.5	47.0	100	3261	8.4	48.7	100								
FOUR SEASONS	C 3873	1766	4.8	45.6	98	1789	4.6	46.2	95								
GIMME A BREAK	N 4310	2061	5.6	47.8	102	2220	5.8	51.5	106								
HART TO HART	A 5751	2745	7.4	47.7	102	2696	7.0	46.9	96								
HILL STREET BLUES	N 8568	4172	11.3	48.7	104	4117	10.7	48.1	99								
HOTEL	A 8801	4164	11.2	47.3	101	4175	10.8	47.4	97								
JEFFERSONS	C 6978	3304	8.9	47.3	101	3343	8.7	47.9	98								
JENNIFER SLEPT HERE	N 3021	1376	3.7	45.5	97	1425	3.7	47.2	97								
KATE & ALLIE	C 6811	3208	8.7	47.1	101	3339	8.7	49.0	101								
KNIGHT RIDER	N 5256	2448	6.6	46.6	100	2548	6.6	48.5	100								
LOVE BOAT	A 7174	3334	9.0	46.5	99	3379	8.8	47.1	97								
MAGNUM PI	C 10438	5263	14.2	50.4	108	5080	13.2	48.7	100								
MAMA'S FAMILY	N 3488	1608	4.3	46.1	99	1787	4.6	51.2	105								
MASTER, THE	N 4127	1995	5.4	48.3	103	2053	5.3	49.7	102								
MATT HOUSTON	A 5978	2935	7.9	49.1	105	2844	7.4	47.6	98								
NBC MONDAY NIGHT MOVIE	N 10446	5129	13.8	49.1	105	5153	13.3	49.3	101								
NBC NIGHTLY NEWS	N 5571	2419	6.5	43.4	93	2578	6.7	46.3	95								
NBC NIGHTLY NEWS-SAT	N 3675	1666	4.5	45.3	97	1702	4.4	46.3	95								
NBC NIGHTLY NEWS-SUN	N 2905	1341	3.6	46.2	99	1343	3.5	46.2	95								
NBC SUNDAY NIGHT MOVIE	N 8352	3991	10.8	47.8	102	3974	10.3	47.6	98								
NEWHART	C 6864	3174	8.6	46.2	99	3404	8.8	49.6	102								
ONE DAY AT A TIME	C 3866	1824	4.9	47.2	101	1822	4.7	47.1	97								
PEOPLE ARE FUNNY	N 3956	1815	4.9	45.9	98	2060	5.3	52.1	107								
REAL PEOPLE	N 6305	2791	7.5	44.3	95	3186	8.3	50.5	104								
REMINGTON STEELE	N 5884	3066	8.3	52.1	111	2740	7.1	46.6	96								
RIPLEY'S BELIEVE IT - NOT	A 5706	2877	7.8	50.4	108	2533	6.6	44.4	91								
RIPTIDE	N 6202	3087	8.3	49.8	106	2827	7.3	45.6	94								
SCARECROW & MRS. KING	C 6513	3109	8.4	47.7	102	3175	8.2	48.7	100								
SIMON & SIMON	C 8593	4428	11.9	51.5	110	4138	10.7	48.2	99								
60 MINUTES	C 13342	5873	15.8	44.0	94	6331	16.4	47.5	97								
ST. ELSEWHERE	N 6029	3198	8.6	53.0	113	2963	7.7	49.1	101								
THREE'S COMPANY	A 8565	3922	10.6	45.8	98	4115	10.7	48.0	99								
T.J. HOOKER	A 7400	3456	9.3	46.7	100	3309	8.6	44.7	92								
TONIGHT SHOW	N 2433	1177	3.2	48.4	103	1237	3.2	50.8	104								
TRAPPER JOHN, M.D.	C 5958	2896	7.8	48.6	104	2775	7.2	46.6	96								
TV BLOOPERS & PRAC. JOKES	N 9086	4419	11.9	48.6	104	4435	11.5	48.8	100								
20/20	A 8306	3963	10.7	47.7	102	4044	10.5	48.7	100								
WEBSTER	A 6788	3432	9.3	50.6	108	2871	7.4	42.3	87								
WORLD NEWS - SUN	A 2036	976	2.6	47.9	103	896	2.3	44.0	90								
YELLOW ROSE	N 3174	1467	4.0	46.2	99	1697	4.4	53.5	110								
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	7994	21.6	49.0	105	8031	20.8	49.2	101								
BASKETBALL - COLLEGE GAMES	10054	5178	14.0	51.5	110	5222	13.5	51.9	107								
BASKETBALL - PRO GAMES	8248	4019	10.8	48.7	104	4225	10.9	51.2	105								
BOWLING	5356	2627	7.1	49.0	105	2662	6.9	49.7	102								
BOXING	11255	5346	14.4	47.5	102	5629	14.6	50.0	103								
FOOTBALL - COLLEGE GAMES	14647	7211	19.5	49.2	105	7777	20.1	53.1	109								
FOOTBALL - PRO GAMES	23581	12219	33.0	51.8	111	12294	31.8	52.1	107								
GOLF	6145	3000	8.1	48.8	104	3119	8.1	50.8	104								
POST-SEASON COLL. FOOTBALL	12828	6169	16.6	48.1	103	6688	17.3	52.1	107								
POST-SEASON PRO FOOTBALL	15397	7998	21.6	51.9	111	8164	21.1	53.0	109								
TENNIS	3483	1751	4.7	50.3	108	1969	5.1	56.5	116								
WRESTLING - PROFESSIONAL	6023	2927	7.9	48.6	104	3124	8.1	51.9	107								

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	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	39161	100.0	49.4	100	30722	100.0	38.8	100								
HOUSEHOLD HEADS	66405	32288	82.4	48.6	98	25708	83.7	38.7	100								
18 - 24	13945	7996	20.4	57.3	116	5493	17.9	39.4	102								
25 - 34	19334	10010	25.6	51.8	105	7975	26.0	41.2	106								
35 - 44	14196	7600	19.4	53.5	108	5581	18.2	39.3	101								
45 - 54	10896	4896	12.5	44.9	91	4405	14.3	40.4	104								
55 - 64	10378	4622	11.8	44.5	90	3864	12.6	37.2	96								
65 OR OLDER	10514	4038	10.3	38.4	78	3404	11.1	32.4	84								
18 - 34	33279	18005	46.0	54.1	110	13468	43.8	40.5	104								
18 - 49	52904	28233	72.1	53.4	108	21130	68.8	39.9	103								
25 - 54	44426	22506	57.5	50.7	103	17961	58.5	40.4	104								
35 - 49	19625	10228	26.1	52.1	105	7663	24.9	39.0	101								
50 OR OLDER	26359	10928	27.9	41.5	84	9592	31.2	36.4	94								
GRADUATED COLLEGE	15982	7190	18.4	45.0	91	7130	23.2	44.6	115								
ATTENDED COLLEGE	13629	7331	18.7	53.8	109	5719	18.6	42.0	108								
GRADUATED HIGH SCHOOL	28591	14385	36.7	50.3	102	11243	36.6	39.3	101								
DID NOT GRADUATE HIGH SCHOOL	21061	10255	26.2	48.7	99	6630	21.6	31.5	81								
EMPLOYED FULL-TIME	52316	26608	67.9	50.9	103	21377	69.6	40.9	105								
EMPLOYED PART-TIME	4113	2196	5.6	53.4	108	1337	4.4	32.5	84								
NOT EMPLOYED	22834	10357	26.4	45.4	92	8009	26.1	35.1	90								
PROFESSIONAL/MANAGER	15034	7136	18.2	47.5	96	6584	21.4	43.8	113								
TECH/CLERICAL/SALES	11255	5622	14.4	50.0	101	4926	16.0	43.8	113								
PRECISION/CRAFT	11607	6294	16.1	54.2	110	4443	14.5	38.3	99								
OTHER EMPLOYED	18534	9753	24.9	52.6	107	6761	22.0	36.5	94								
SINGLE	19562	10402	26.6	53.2	108	7309	23.8	37.4	96								
MARRIED	51896	25337	64.7	48.8	99	20655	67.2	39.8	103								
DIVORCED/SEPARATED/WIDOWED	7804	3422	8.7	43.8	89	2759	9.0	35.4	91								
PARENTS	25372	13732	35.1	54.1	110	10292	33.5	40.6	105								
WHITE	69658	34529	88.2	49.6	100	27256	88.7	39.1	101								
BLACK	7909	4123	10.5	52.1	106	2871	9.3	36.3	94								
OTHER	1696	8509	1.3	30.0	61	8596	1.9	35.1	91								
NORTHEAST-CENSUS	17202	7967	20.3	46.3	94	6625	21.6	38.5	99								
NORTH CENTRAL	20461	10492	26.8	51.3	104	7570	24.6	37.0	95								
SOUTH	26695	13536	34.6	50.7	103	10507	34.2	39.4	102								
WEST	14906	7166	18.3	48.1	97	6021	19.6	40.4	104								
NORTHEAST-MKTG.	17962	8133	20.8	45.3	92	7321	23.8	40.8	105								
EAST CENTRAL	11741	5946	15.2	50.6	103	4155	13.5	35.4	91								
WEST CENTRAL	13518	6965	17.8	51.5	104	5118	16.7	37.9	98								
SOUTH	23168	12005	30.7	51.8	105	8866	28.9	38.3	99								
PACIFIC	12874	6112	15.6	47.5	96	5261	17.1	40.9	105								
COUNTY SIZE A	32596	15327	39.1	47.0	95	12720	41.4	39.0	101								
COUNTY SIZE B	23814	11861	30.3	49.8	101	9796	31.9	41.1	106								
COUNTY SIZE C	12663	6664	17.0	52.6	107	4461	14.5	35.2	91								
COUNTY SIZE D	10190	5311	13.6	52.1	105	3746	12.2	36.8	95								
METRO CENTRAL CITY	23190	10761	27.5	46.4	94	8996	29.3	38.8	100								
METRO SUBURBAN	36920	18497	47.2	50.1	101	14939	48.6	40.5	104								
NON METRO	19152	9904	25.3	51.7	105	6788	22.1	35.4	91								
TOP 5 ADI'S	18703	8551	21.8	45.7	93	7344	23.9	39.3	101								
TOP 10 ADI'S	26158	11931	30.5	45.6	92	10288	33.5	39.3	101								
TOP 20 ADI'S	36612	17089	43.6	46.7	94	14223	46.3	38.8	100								
HSMLD INC. \$50,000 OR MORE	9326	4082	10.4	43.8	89	4333	14.1	46.5	120								
\$40,000 OR MORE	18002	8545	21.8	47.5	96	8294	27.0	46.1	119								
\$30,000 OR MORE	31361	15238	38.9	48.6	98	13437	43.7	42.8	111								
\$25,000 OR MORE	39858	19580	50.0	49.1	99	16914	55.1	42.4	109								
\$20,000 - \$24,999	8664	4296	11.0	49.6	100	3372	11.0	38.9	100								
\$15,000 - \$19,999	7964	3901	10.0	49.0	99	3032	9.9	38.1	98								
\$10,000 - \$14,999	11093	5562	14.2	50.1	101	4028	13.1	36.3	94								
UNDER \$10,000	11683	5822	14.9	49.8	101	3376	11.0	28.9	75								
HOUSEHOLD OF 1 PERSON	7453	3179	8.1	42.7	86	2655	8.6	35.6	92								
2 PEOPLE	24757	11210	28.6	45.3	92	9384	30.5	37.9	98								
3 OR 4 PEOPLE	32682	16834	43.0	51.5	104	13559	44.1	41.5	107								
5 OR MORE PEOPLE	14370	7938	20.3	55.2	112	5125	16.7	35.7	92								
NO CHILD IN HSMLD	46768	21317	54.4	45.6	92	17933	58.4	38.3	99								
CHILD(REN) UNDER 2 YRS	4799	2525	6.4	52.6	106	2130	6.9	44.4	115								
2 - 5 YEARS	11125	6438	16.4	57.9	117	4471	14.6	40.2	104								
6 - 11 YEARS	14193	7582	19.4	53.4	108	5393	17.6	38.0	98								
12 - 17 YEARS	17402	9650	24.6	55.5	112	6557	21.3	37.7	97								
RESIDENCE OWNED	56398	27452	70.1	48.7	99	22750	74.1	40.3	104								
VALUE: \$50,000 OR MORE	34811	16437	42.0	47.2	96	14779	48.1	42.5	110								
VALUE: UNDER \$50,000	21587	11015	28.1	51.0	103	7971	25.9	36.9	95								

DEODORANTS & ANTI-PERSPIRANTS: KINDS
(MALES)

		TOTAL U.S. '000	SCENTED				UNSCENTED											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL MALES		79263	39161	100.0	49.4	100	30722	100.0	38.8	100								
MAGAZINES	QUINTILE 1	16033	8445	21.6	52.7	107	6995	22.8	43.6	113								
	QUINTILE 2	15354	7364	18.8	48.0	97	6622	21.6	43.1	111								
	QUINTILE 3	15888	7945	20.3	50.0	101	5886	19.2	37.0	96								
	QUINTILE 4	17310	8980	22.9	51.9	105	6199	20.2	35.8	92								
	QUINTILE 5	14677	6427	16.4	43.8	89	5022	16.3	34.2	88								
NEWSPAPERS	QUINTILE 1	15277	7385	18.9	48.3	98	6290	20.5	41.2	106								
	QUINTILE 2	22745	11061	28.2	48.6	98	9375	30.5	41.2	106								
	QUINTILE 3	10692	5414	13.8	50.6	102	4356	14.2	40.7	105								
	QUINTILE 4	11646	5672	14.5	48.7	99	4390	14.3	37.7	97								
	QUINTILE 5	18903	9630	24.6	50.9	103	6312	20.5	33.4	86								
OUTDOOR	QUINTILE 1	16620	8639	22.1	52.0	105	6362	20.7	38.3	99								
	QUINTILE 2	16377	8161	20.8	49.8	101	6673	21.7	40.7	105								
	QUINTILE 3	15995	7548	19.3	47.2	96	6394	20.8	40.0	103								
	QUINTILE 4	15592	7782	19.9	49.9	101	5982	19.5	38.4	99								
	QUINTILE 5	14679	7032	18.0	47.9	97	5311	17.3	36.2	93								
RADIO-DRIVE TIME	QUINTILE 1	15746	7766	19.8	49.3	100	6834	22.2	43.4	112								
	QUINTILE 2	15067	7476	19.1	49.6	100	5981	19.5	39.7	102								
	QUINTILE 3	15631	7913	20.2	50.6	102	5972	19.4	38.2	99								
	QUINTILE 4	16245	8613	22.0	53.0	107	5848	19.0	36.0	93								
	QUINTILE 5	16573	7394	18.9	44.6	90	6088	19.8	36.7	95								
RADIO-MID- DAY	TERCILE 1	21788	10605	27.1	48.7	99	8848	28.8	40.6	105								
	TERCILE 2	21151	10496	26.8	49.6	100	7756	25.2	36.7	95								
	TERCILE 3	36323	18060	46.1	49.7	101	14119	46.0	38.9	100								
RADIO-TOTAL	QUINTILE 1	15977	7887	20.1	49.4	100	6827	22.2	42.7	110								
	QUINTILE 2	15923	7871	20.1	49.4	100	6168	20.1	38.7	100								
	QUINTILE 3	14980	7653	19.5	51.1	103	5737	18.7	38.3	99								
	QUINTILE 4	17123	8679	22.2	50.7	103	6402	20.8	37.4	96								
	QUINTILE 5	15260	7071	18.1	46.3	94	5588	18.2	36.6	94								
TV-PRIME TIME	QUINTILE 1	15674	7714	19.7	49.2	100	5745	18.7	36.7	95								
	QUINTILE 2	15944	7872	20.1	49.4	100	6551	21.3	41.1	106								
	QUINTILE 3	16037	8219	21.0	51.3	104	5974	19.4	37.3	96								
	QUINTILE 4	15412	7515	19.2	48.8	99	6326	20.6	41.0	106								
	QUINTILE 5	16194	7841	20.0	48.4	98	6126	19.9	37.8	98								
TV-DAYTIME	TERCILE 1	19156	9443	24.1	49.3	100	6839	22.3	35.7	92								
	TERCILE 2	19343	9518	24.3	49.2	100	7512	24.5	38.8	100								
	TERCILE 3	40764	20200	51.6	49.6	100	16371	53.3	40.2	104								
TV-TOTAL	QUINTILE 1	15844	7770	19.8	49.0	99	5625	18.3	35.5	92								
	QUINTILE 2	15767	7785	19.9	49.4	100	6330	20.6	40.1	104								
	QUINTILE 3	15775	7605	19.4	48.2	98	6103	19.9	38.7	100								
	QUINTILE 4	15903	8014	20.5	50.4	102	6303	20.5	39.6	102								
	QUINTILE 5	15974	7987	20.4	50.0	101	6361	20.7	39.8	103								
MAGAZINES-NEWSPAPERS: DUAL		21225	10597	27.1	49.9	101	9395	30.6	44.3	114								
MAGAZINE IMPERATIVE		17728	9096	23.2	51.3	104	6936	22.6	39.1	101								
NEWSPAPER IMPERATIVE		22987	11000	28.1	47.9	97	8715	28.4	37.9	98								
MAGAZINES-OUTDOOR: DUAL		16244	8313	21.2	51.2	104	6659	21.7	41.0	106								
MAGAZINE IMPERATIVE		24016	11683	29.8	48.6	98	10249	33.4	42.7	110								
OUTDOOR IMPERATIVE		26020	12974	33.1	49.9	101	9524	31.0	36.6	94								
MAGAZINES-RADIO: DUAL		16918	8467	21.6	50.0	101	7456	24.3	44.1	114								
MAGAZINE IMPERATIVE		23456	11843	30.2	50.5	102	9500	30.9	40.5	104								
RADIO IMPERATIVE		23900	11806	30.1	49.4	100	8707	28.3	36.4	94								
MAGAZINES-TELEVISION: DUAL		15791	8344	21.3	52.8	107	5961	19.4	37.7	97								
MAGAZINE IMPERATIVE		25476	12697	32.4	49.8	101	11127	36.2	43.7	113								
TELEVISION IMPERATIVE		25744	12044	30.8	46.8	95	9433	30.7	36.6	95								
NEWSPAPERS-OUTDOOR: DUAL		17628	8986	22.9	51.0	103	7264	23.6	41.2	106								
NEWSPAPER IMPERATIVE		26414	12376	31.6	46.9	95	10924	35.6	41.4	107								
OUTDOOR IMPERATIVE		23059	11697	29.9	50.7	103	8414	27.4	36.5	94								
NEWSPAPERS-RADIO: DUAL		17996	8791	22.4	48.8	99	7827	25.5	43.5	112								
NEWSPAPER IMPERATIVE		26269	12801	32.7	48.7	99	10419	33.9	39.7	102								
RADIO IMPERATIVE		21342	10874	27.8	51.0	103	7896	25.7	37.0	95								
NEWSPAPERS-TELEVISION: DUAL		17359	8802	22.5	50.7	103	6956	22.6	40.1	103								
NEWSPAPER IMPERATIVE		26889	12806	32.7	47.6	96	11293	36.8	42.0	108								
TELEVISION IMPERATIVE		21698	10591	27.0	48.8	99	7649	24.9	35.3	91								
OUTDOOR-RADIO: DUAL		16456	8485	21.7	51.6	104	6736	21.9	40.9	106								
OUTDOOR IMPERATIVE		25870	12714	32.5	49.1	99	9846	32.0	38.1	98								
RADIO IMPERATIVE		23943	11588	29.6	48.4	98	9319	30.3	38.9	100								
OUTDOOR-TELEVISION: DUAL		15918	8093	20.7	50.8	103	6120	19.9	38.4	99								
OUTDOOR IMPERATIVE		26398	13276	33.9	50.3	102	10613	34.5	40.2	104								
TELEVISION IMPERATIVE		24851	11839	30.2	47.6	96	9398	30.6	37.8	98								
RADIO-TELEVISION: DUAL		15584	7511	19.2	48.2	98	6307	20.5	40.5	104								
RADIO IMPERATIVE		25472	12728	32.5	50.0	101	10439	34.0	41.0	106								
TELEVISION IMPERATIVE		25578	12415	31.7	48.5	98	9367	30.5	36.6	94								

DEODORANTS & ANTI-PERSPIRANTS: KINDS
(MALES)

	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		DOWN	DOWN	ACROSS	INDX	DOWN	DOWN	ACROSS	INDX	DOWN	DOWN	ACROSS	INDX	DOWN	DOWN	ACROSS	INDX
TOTAL MALES	79263	39161	100.0	49.4	100	30722	100.0	38.8	100								
ATLANTIC MONTHLY	452	*203	0.5	44.9	91	*211	0.7	46.7	120								
BARRON'S	1058	563	1.4	53.2	108	440	1.4	41.6	107								
BETTER HOMES & GARDENS	4773	2518	6.4	52.8	107	2049	6.7	42.9	111								
BON APPETIT	1037	501	1.3	48.3	98	518	1.7	50.0	129								
BUSINESS WEEK	3193	1645	4.2	51.5	104	1330	4.3	41.7	107								
CAR AND DRIVER	2705	1502	3.8	55.5	112	1106	3.6	40.9	105								
CBS MAGAZINE NETWORK (GROSS)	5678	3257	8.3	57.4	116	2256	7.3	39.7	103								
CHANGING TIMES	1847	895	2.3	48.5	98	832	2.7	45.0	116								
COLONIAL HOMES	492	261	0.7	53.0	107	*225	0.7	45.7	118								
CONDE NAST MAG. PKG. (GROSS)	2066	1277	3.3	61.8	125	762	2.5	36.9	95								
CONSUMERS DIGEST	1719	898	2.3	52.2	106	773	2.5	45.0	116								
COSMOPOLITAN	1762	944	2.4	53.6	108	854	2.8	48.5	125								
COUNTRY LIVING	1110	594	1.5	53.5	108	362	1.2	32.6	84								
CUISINE	660	347	0.9	52.6	106	324	1.1	49.1	127								
CYCLE WORLD	1924	1085	2.8	56.4	114	861	2.8	44.8	115								
DCI:CREATIVE IDEAS FOR LIV	437	*224	0.6	51.3	104	*177	0.6	40.5	104								
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	1387	3.5	55.7	113	1036	3.4	41.6	107								
DISCOVER	1279	715	1.8	55.9	113	451	1.5	35.3	91								
EBONY	2898	1538	3.9	53.1	107	1099	3.6	37.9	98								
ESQUIRE	1384	687	1.8	49.6	100	637	2.1	46.0	119								
ESSENCE	850	484	1.2	56.9	115	352	1.1	41.4	107								
FAMILY CIRCLE	2430	1303	3.3	53.6	109	1020	3.3	42.0	108								
THE FAMILY HANDYMAN	2356	1215	3.1	51.6	104	1002	3.3	42.5	110								
FAMILY WEEKLY	11533	6136	15.7	53.2	108	4473	14.6	38.8	100								
FIELD & STREAM	7444	4175	10.7	56.1	114	2788	9.1	37.5	97								
FOOD & WINE	416	290	0.7	69.7	141	*123	0.4	29.6	76								
FORBES	1865	834	2.1	44.7	91	839	2.7	45.0	116								
FORTUNE	1849	851	2.2	46.0	93	849	2.8	45.9	118								
GENTLEMEN'S QUARTERLY	2284	1351	3.4	59.2	120	878	2.9	38.4	99								
GLAMOUR	538	*377	1.0	70.1	142	*195	0.6	36.2	94								
GOLF DIGEST	1649	794	2.0	48.2	97	686	2.2	41.6	107								
GOLF DIGEST/TENNIS (GROSS)	2294	1090	2.8	47.5	96	970	3.2	42.3	109								
GOLF MAGAZINE	1577	923	2.4	58.5	118	575	1.9	36.5	94								
GOLF MAGAZINE/SKI (GROSS)	2487	1402	3.6	56.4	114	898	2.9	36.1	93								
GOOD HOUSEKEEPING	2569	1364	3.5	53.1	107	1174	3.8	45.7	118								
HARPER'S BAZAAR	431	*272	0.7	63.1	128	*162	0.5	37.6	97								
HEALTH	788	520	1.3	66.0	134	305	1.0	38.7	100								
HEARST MAG CORP. BUY (GROSS)	18781	10183	26.0	54.2	110	7716	25.1	41.1	106								
HEARST MAN POWER (GROSS)	9169	5075	13.0	55.3	112	3641	11.9	39.7	102								
HEARST WOMAN POWER (GROSS)	5452	2931	7.5	53.8	109	2425	7.9	44.5	115								
HOUSE BEAUTIFUL	1020	469	1.2	46.0	93	477	1.6	46.8	121								
INC.	993	463	1.2	46.6	94	430	1.4	43.3	112								
JET	2808	1487	3.8	53.0	107	1082	3.5	38.5	99								
LADIES' HOME JOURNAL	1848	973	2.5	52.1	105	831	2.7	44.5	115								
LHJ FAMILY GRP COMBO(GROSS)	3582	1946	5.0	54.3	110	1645	5.4	45.9	118								
LIFE	4817	2306	5.9	47.9	97	2194	7.1	45.5	118								
L.A. TIMES HOME MAGAZINE	1465	650	1.7	44.4	90	710	2.3	48.5	125								
MADMOISELLE	460	*296	0.8	64.3	130	*144	0.5	31.3	81								
MC CALL'S	1764	921	2.4	52.2	106	722	2.4	40.9	106								
MC CALL'S/WRK MOTHER (GROSS)	2062	1084	2.8	52.6	106	896	2.9	43.5	112								
MECHANIX ILLUSTRATED	3625	2027	5.2	55.9	113	1537	5.0	42.4	109								
METROPOLITAN HOME	495	*193	0.5	39.0	79	*221	0.7	44.6	115								
MONEY	3017	1523	3.9	50.5	102	1362	4.4	45.1	116								
MOTHER EARTH NEWS	1203	685	1.7	56.9	115	470	1.5	39.1	101								
MS.	*257	*165	0.4	64.2	130	*103	0.3	40.1	103								
NATIONAL ENQUIRER	6921	3743	9.6	54.1	109	2666	8.7	38.5	99								
NATIONAL GEOGRAPHIC	11626	5783	14.8	49.7	101	4880	15.9	42.0	108								
NATIONAL SUNDAY MAGAZINE PKG.	49424	24483	62.5	49.5	100	20040	65.2	40.5	105								
NATURAL HISTORY	753	371	0.9	49.3	100	250	0.8	33.2	86								
NEW WOMAN	*296	*197	0.5	66.6	135	*115	0.4	38.9	100								
NEW YORK INCLUDING CUE	541	*207	0.5	38.3	77	277	0.9	51.2	132								
THE NEW YORKER	1078	470	1.2	43.6	88	472	1.5	43.8	113								
NEWSWEEK	9602	4758	12.1	49.6	100	4233	13.8	44.1	114								
THE N.Y. TIMES DAILY EDITION	1376	519	1.3	37.7	76	531	1.7	38.6	100								
THE N.Y. TIMES MAGAZINE	2110	832	2.1	39.4	80	829	2.7	39.3	101								
OMNI	1927	1121	2.9	58.2	118	878	2.9	45.6	118								
ON CABLE	911	508	1.3	55.8	113	316	1.0	34.7	89								
1001 HOME IDEAS	927	453	1.2	48.9	99	509	1.7	54.9	142								
ORGANIC GARDENING	1430	657	1.7	45.9	93	513	1.7	35.9	93								
OUTDOOR LIFE	4064	2100	5.4	51.7	105	1580	5.1	38.9	100								
PARADE MAGAZINE	24538	12088	30.9	49.3	100	9895	32.2	40.3	104								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION.
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY.

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DEODORANTS & ANTI-PERSPIRANTS: KINDS
(MALES)

	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	39161	100.0	49.4	100	30722	100.0	38.8	100								
PARENTS	1126	576	1.5	51.2	104	605	2.0	53.7	139								
PENTHOUSE	4157	2053	5.2	49.4	100	1765	5.7	42.5	110								
PEOPLE	7591	4057	10.4	53.4	108	3496	11.4	46.1	119								
PLAYBOY	8379	4451	11.4	53.1	108	3549	11.6	42.4	109								
POPULAR HOT RODDING	2110	1271	3.2	60.2	122	803	2.6	38.1	98								
POPULAR MECHANICS	4850	2702	6.9	55.7	113	2033	6.6	41.9	108								
POPULAR SCIENCE	3397	1635	4.2	48.1	97	1426	4.6	42.0	108								
PREVENTION	1720	784	2.0	45.6	92	640	2.1	37.2	96								
PSYCHOLOGY TODAY	1344	783	2.0	58.3	118	432	1.4	32.1	83								
READER'S DIGEST	16016	7828	20.0	48.9	99	6339	20.6	39.6	102								
REDBOOK	1121	623	1.6	55.6	112	396	1.3	35.3	91								
ROAD & TRACK	2161	1322	3.4	61.2	124	754	2.5	34.9	90								
ROLLING STONE	1948	1159	3.0	59.5	120	830	2.7	42.6	110								
RUNNER'S WORLD	899	555	1.4	61.7	125	375	1.2	41.7	108								
SATURDAY EVENING POST	841	442	1.1	52.6	106	407	1.3	48.4	125								
SCIENCE 84	841	334	0.9	39.7	80	353	1.1	42.0	108								
SCIENCE DIGEST	1194	637	1.6	53.4	108	448	1.5	37.5	97								
SCIENTIFIC AMERICAN	1379	655	1.7	47.5	96	598	1.9	43.4	112								
SELF	436	*264	0.7	60.6	123	*191	0.6	43.8	113								
SEVENTEEN	614	*415	1.1	67.6	137	*245	0.8	39.9	103								
SKI	910	479	1.2	52.6	107	323	1.1	35.5	92								
SMITHSONIAN	2937	1417	3.6	48.2	98	1158	3.8	39.4	102								
SOAP OPERA DIGEST	545	360	0.9	66.1	134	*210	0.7	38.5	99								
SOUTHERN LIVING	2054	1163	3.0	56.6	115	859	2.8	41.8	108								
SPORT	2799	1406	3.6	50.2	102	1155	3.8	41.3	106								
THE SPORTING NEWS	1938	926	2.4	47.8	97	994	3.2	51.3	132								
SPORTS AFIELD	3125	1735	4.4	55.5	112	1160	3.8	37.1	96								
SPORTS ILLUSTRATED	11159	5769	14.7	51.7	105	4644	15.1	41.6	107								
STAR	4095	2163	5.5	52.8	107	1566	5.1	38.2	99								
SUNDAY	25169	12102	30.9	48.1	97	10240	33.3	40.7	105								
SUNSET	1294	595	1.5	46.0	93	661	2.2	51.1	132								
TV GUIDE	18508	9677	24.7	52.3	106	7618	24.8	41.2	106								
TENNIS	645	*296	0.8	45.9	93	285	0.9	44.2	114								
TIME	12124	5811	14.8	47.9	97	5218	17.0	43.0	111								
TOWN & COUNTRY	493	*245	0.6	49.7	101	*223	0.7	45.2	117								
TRAVEL & LEISURE	1122	501	1.3	44.7	90	482	1.6	43.0	111								
TRUE STORY	690	404	1.0	58.6	119	*289	0.9	41.9	108								
U.S. NEWS & WORLD REPORT	6571	3090	7.9	47.0	95	2756	9.0	41.9	108								
USA TODAY	3120	1588	4.1	50.9	103	1219	4.0	39.1	101								
US	1315	626	1.6	47.6	96	568	1.8	43.2	111								
VOGUE	632	*341	0.9	54.0	109	*233	0.8	36.9	95								
WALL STREET JOURNAL	4247	1690	4.3	39.8	81	1986	6.5	46.8	121								
WEIGHT WATCHERS	398	243	0.6	61.1	124	*169	0.6	42.5	110								
WOMAN'S DAY	1139	626	1.6	55.0	111	450	1.5	39.5	102								
WORKING MOTHER	*298	*162	0.4	54.4	110	*174	0.6	58.4	151								
WORKING WOMAN	327	*174	0.4	53.2	108	*172	0.6	52.6	136								
WORLD TENNIS	397	*184	0.5	46.3	94	*168	0.5	42.3	109								
ZIFF-DAVIS MAG NETHK (GROSS)	9635	5232	13.4	54.3	110	3775	12.3	39.2	101								
BLAIR INSERTS	43762	21210	54.2	48.5	98	17902	58.3	40.9	106								
DAILY NEWSPAPERS																	
READ ANY	52459	25774	65.8	49.1	99	21194	69.0	40.4	104								
READ ONE	41891	20536	52.4	49.0	99	16954	55.2	40.5	104								
READ TWO OR MORE	10568	5238	13.4	49.6	100	4240	13.8	40.1	104								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	25427	64.9	49.0	99	21060	68.6	40.6	105								
READ ONE	44561	21917	56.0	49.2	100	18002	58.6	40.4	104								
READ TWO OR MORE	7368	3510	9.0	47.6	96	3058	10.0	41.5	107								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.44				28.90											
30 DAY REACH	71522	35513	90.7	49.7	100	27981	91.1	39.1	101								
50 SHWG - 30 DAY AV FREQ	15.55	16.00				15.11											
30 DAY REACH	68168	33820	86.4	49.6	100	26773	87.1	39.3	101								
25 SHWG - 30 DAY AV FREQ	8.43	8.67				8.18											
30 DAY REACH	62898	31233	79.8	49.7	101	24705	80.4	39.3	101								
CABLE TV: HOME WIRED	31664	16423	41.9	51.9	105	12532	40.8	39.6	102								
HOME NOT WIRED	47599	22738	58.1	47.8	97	18190	59.2	38.2	99								
HAVE PAY CABLE	17139	9023	23.0	52.6	107	6876	22.4	40.1	104								

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	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	39161	100.0	49.4	100	30722	100.0	38.8	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	24102	61.5	50.6	102	19061	62.0	40.0	103								
10:00 AM - 3:00 PM	29926	14715	37.6	49.2	100	11612	37.8	38.8	100								
3:00 PM - 7:00 PM	37666	19030	48.6	50.5	102	15515	50.5	41.2	106								
7:00 PM - MIDNIGHT	18909	9579	24.5	50.7	103	7368	24.0	39.0	101								
MIDNIGHT - 6:00 AM	11822	6286	16.1	53.2	108	4508	14.7	38.1	98								
6:00 AM - MIDNIGHT	43254	31880	81.4	50.4	102	24813	80.8	39.2	101								
ENTIRE DAY	64057	32222	82.3	50.3	102	25140	81.8	39.2	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	8668	22.1	52.2	106	6624	21.6	39.9	103								
ALL NEWS	3542	1644	4.2	46.4	94	1333	4.3	37.6	97								
AOR/PROGRESSIVE	7465	3944	10.1	52.8	107	2957	9.6	39.6	102								
BEAUTIFUL MUSIC	5061	2456	6.3	48.5	98	1955	6.4	38.6	100								
BLACK	1914	1042	2.7	54.4	110	721	2.3	37.7	97								
CLASSICAL	2304	1093	2.8	47.4	96	1034	3.4	44.9	116								
CHR/ROCK	10663	5852	14.9	54.9	111	4060	13.2	38.1	98								
COUNTRY	13919	7042	18.0	50.6	102	5235	17.0	37.6	97								
GOLDEN OLDIES	2040	908	2.3	44.5	90	807	2.6	39.6	102								
MOR/NOSTALGIA	5105	2437	6.2	47.7	97	2127	6.9	41.7	107								
NEWS/TALK	4764	2009	5.1	42.2	85	2103	6.8	44.1	114								
RELIGIOUS	2164	1085	2.8	50.1	101	872	2.8	40.3	104								
SOFT ROCK	623	283	0.7	45.4	92	*245	0.8	39.3	101								
URBAN CONTEMPORARY	1331	599	1.5	45.0	91	585	1.9	44.0	113								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1767	4.5	55.5	112	1348	4.4	42.3	109								
ABC DIRECTION	2724	1379	3.5	50.6	102	1032	3.4	37.9	98								
ABC ENTERTAINMENT	5256	2413	6.2	45.9	93	2089	6.8	39.7	103								
ABC FM	2263	1274	3.3	56.3	114	811	2.6	35.8	92								
ABC INFORMATION	5618	2597	6.6	46.2	94	2336	7.6	41.6	107								
ABC ROCK	2857	1530	3.9	53.6	108	1107	3.6	38.7	100								
CBS	5953	2857	7.3	48.0	97	2406	7.8	40.4	104								
MUTUAL	4979	2389	6.1	48.0	97	2001	6.5	40.2	104								
NBC	7279	3553	9.1	48.8	99	2823	9.2	38.8	100								
RADIORADIO	2389	1297	3.3	54.3	110	894	2.9	37.4	97								
RKO ONE	2583	1405	3.6	54.4	110	963	3.1	37.3	96								
RKO TWO	3674	1887	4.8	51.4	104	1210	3.9	32.9	85								
THE SOURCE	3514	1949	5.0	55.5	112	1324	4.3	37.7	97								
NON-WIRED: BLAIR	9864	4814	12.3	48.8	99	4063	13.2	41.2	106								
INTERNET	13522	7063	18.0	52.2	106	5471	17.8	40.5	104								
KATZ RADIO GROUP	19321	9352	23.9	48.4	98	7850	25.6	40.6	105								
SUPERNET	10739	5600	14.3	52.1	106	4173	13.6	38.9	100								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	2486	6.3	48.7	99	2045	6.7	40.1	103								
WKDAY 9:00 AM - 1:00 PM	5383	2650	6.8	49.2	100	1934	6.3	35.9	93								
WKDAY 1:00 PM - 4:30 PM	6469	3299	8.4	51.0	103	2248	7.3	34.8	90								
WKDAY 4:30 PM - 7:30 PM	19661	9472	24.2	48.2	98	7422	24.2	37.7	97								
WKDAY 7:30 PM - 8:00 PM	27579	13322	34.0	48.3	98	10546	34.3	38.2	99								
WKDAY 11:00 PM - 11:30 PM	22964	11426	29.2	49.8	101	9065	29.5	39.5	102								
WKDAY 11:30 PM - 1:00 AM	8158	4000	10.2	49.0	99	3082	10.0	37.8	97								
M-SAT 8-11 PM-SUN 7-11 PM	30140	14939	38.1	49.6	100	11610	37.8	38.5	99								
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A	2048	1191	3.0	58.2	118	567	1.8	27.7	71							
ANOTHER WORLD	N	1214	574	1.5	47.3	96	462	1.5	38.1	98							
AS THE WORLD TURNS	C	1740	1020	2.6	58.6	119	614	2.0	35.3	91							
CAPITOL	C	1016	697	1.8	68.6	139	302	1.0	29.7	77							
CBS MORN. NEWS 1	C	1203	545	1.4	45.3	92	495	1.6	41.1	106							
CBS MORN. NEWS 2	C	773	402	1.0	52.0	105	254	0.8	32.9	85							
DAYS OF OUR LIVES	N	1629	754	1.9	46.3	94	631	2.1	38.7	100							
FACTS OF LIFE - DAYTIME	N	961	512	1.3	53.3	108	323	1.1	33.6	87							
FAMILY FEUD	A	1390	694	1.8	49.9	101	486	1.6	35.0	90							
GENERAL HOSPITAL	A	1463	749	1.9	51.2	104	464	1.5	31.7	82							
GOOD MORNING, AMERICA-730	A	1705	806	2.1	47.3	96	652	2.1	38.2	99							
GOOD MORNING, AMERICA-830	A	889	428	1.1	48.1	97	317	1.0	35.7	92							
GUIDING LIGHT	C	1754	1049	2.7	59.8	121	574	1.9	32.7	84							
ONE LIFE TO LIVE	A	1100	522	1.3	47.5	96	289	0.9	26.3	68							
PRESS YOUR LUCK	C	1222	614	1.6	50.2	102	372	1.2	30.4	79							
PRICE IS RIGHT 1	C	2692	1291	3.3	48.0	97	926	3.0	34.4	89							
PRICE IS RIGHT 2	C	2764	1367	3.5	49.5	100	945	3.1	34.2	88							
RYAN'S HOPE	A	880	449	1.1	51.0	103	315	1.0	35.8	92							
SALE OF THE CENTURY	N	926	443	1.1	47.8	97	370	1.2	40.0	103							
SEARCH FOR TOMORROW	N	359	171	0.4	47.6	96	138	0.4	38.4	99							
TODAY SHOW 1	N	1890	820	2.1	43.4	88	750	2.4	39.7	102							
TODAY SHOW 2	N	1344	596	1.5	44.3	90	508	1.7	37.8	98							
\$25,000 PYRAMID	C	1462	725	1.9	49.6	100	527	1.7	36.0	93							
WHEEL OF FORTUNE	N	1497	688	1.8	46.0	93	526	1.7	35.1	91							
YOUNG AND THE RESTLESS	C	1954	1095	2.8	56.0	113	678	2.2	34.7	90							
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A		2755	1357	3.5	49.3	100	1056	3.4	38.3	99							
NBA PLAYOFF GAME -1 C		3881	1974	5.0	50.9	103	1544	5.0	39.8	103							
NBC MAJOR LEAGUE PRE-GAME N		2805	1495	3.8	53.3	108	1054	3.4	37.6	97							
SPORTSWORLD - SUN	N	2041	1039	2.7	50.9	103	767	2.5	37.6	97							
SUNDAY MORNING	C	2555	1139	2.9	44.6	90	1053	3.4	41.2	106							

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	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	39161	100.0	49.4	100	30722	100.0	38.8	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	11594	29.6	47.7	96	9347	30.4	38.4	99								
NETWORK AFFILIATES - LATE	17197	8500	21.7	49.4	100	6740	21.9	39.2	101								
INDEPENDENTS - LATE	2887	1418	3.6	49.1	99	1044	3.4	36.2	93								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	5506	14.1	48.7	99	4558	14.8	40.3	104								
ABC MONDAY NIGHT MOVIE	A 4379	2181	5.6	49.8	101	1732	5.6	39.6	102								
ABC SUNDAY NIGHT MOVIE	A 9910	4792	12.2	48.4	98	4134	13.5	41.7	108								
ABC WORLD NEWS TONIGHT	A 6212	2985	7.6	48.1	97	2473	8.0	39.8	103								
AFTERMASH	C 4575	2295	5.9	50.2	102	1633	5.3	35.7	92								
ALICE	C 6777	3437	8.8	50.7	103	2517	8.2	37.1	96								
AMERICAN PARADE	C 4868	2189	5.6	45.0	91	1985	6.5	40.8	105								
BENSON	A 7593	3682	9.4	48.5	98	2766	9.0	36.4	94								
BLUE THUNDER	A 6036	2696	6.9	44.7	90	2467	8.0	40.9	105								
CAGNEY & LACEY	C 7698	3856	9.8	50.1	101	2939	9.6	38.2	99								
CBS EVENING NEWS-DEAN	C 4066	1645	4.2	40.5	82	1734	5.6	42.6	110								
CBS EVENING NEWS-RATHER	C 8092	3752	9.6	46.4	94	2994	9.7	37.0	95								
CBS SAT. NEWS-SCHIEFFER	C 4795	2174	5.6	45.3	92	1697	5.5	35.4	91								
CBS SATURDAY NIGHT MOVIE	C 6034	3057	7.8	50.7	103	2449	8.0	40.6	105								
CBS WEDNESDAY NIGHT MOVIE	C 4993	2476	6.3	49.6	100	1962	6.4	39.3	101								
CHEERS	N 6976	3509	9.0	50.3	102	2770	9.0	39.7	102								
DALLAS	C 13575	6993	17.9	51.5	104	5148	16.8	37.9	98								
DIFF'RENT STROKES	N 3684	1574	4.0	42.7	86	1360	4.4	36.9	95								
DOUBLE TROUBLE	N 4462	2346	6.0	52.6	106	1604	5.2	35.9	93								
DUCK FACTORY	N 4810	2319	5.9	48.2	98	1891	6.2	39.3	101								
DUKES OF HAZZARD	C 5951	2922	7.5	49.1	99	2169	7.1	36.4	94								
DYNASTY	A 11325	5567	14.2	49.2	99	4598	15.0	40.6	105								
FACTS OF LIFE	N 4512	2280	5.8	50.5	102	1690	5.5	37.5	97								
FALCON CREST	C 9215	4416	11.3	47.9	97	3745	12.2	40.6	105								
FALL GUY	A 8604	4311	11.0	50.1	101	3375	11.0	39.2	101								
FAMILY TIES	N 4179	2140	5.5	51.2	104	1511	4.9	36.2	93								
FANTASY ISLAND	A 4781	2405	6.1	50.3	102	1858	6.0	38.9	100								
FOULUPS, BLEEPs & BLUNDERS	A 6697	3404	8.7	50.8	103	2546	8.3	38.0	98								
FOUR SEASONS	C 3873	1929	4.9	49.8	101	1430	4.7	36.9	95								
GIMME A BREAK	N 4310	2204	5.6	51.1	104	1651	5.4	38.3	99								
HART TO HART	A 5751	2931	7.5	51.0	103	2173	7.1	37.8	97								
HILL STREET BLUES	N 8568	4151	10.6	48.4	98	3299	10.7	38.5	99								
HOTEL	A 8801	4308	11.0	48.9	99	3459	11.3	39.3	101								
JEFFERSONS	C 6978	3588	9.2	51.4	104	2562	8.3	36.7	95								
JENNIFER SLEPT HERE	N 3021	1359	3.5	45.0	91	1171	3.8	38.8	100								
KATE & ALLIE	C 6811	3336	8.5	49.0	99	2630	8.6	38.6	100								
KNIGHT RIDER	N 5256	2674	6.8	50.9	103	2034	6.6	38.7	100								
LOVE BOAT	A 7174	3509	9.0	48.9	99	2724	8.9	38.0	98								
MAGNUM PI	C 10438	5154	13.2	49.4	100	4265	13.9	40.9	105								
MAMA'S FAMILY	N 3488	1543	3.9	44.2	90	1447	4.7	41.5	107								
MASTER, THE	N 4127	1993	5.1	48.3	98	1700	5.5	41.2	106								
MATT HOUSTON	A 5978	3031	7.7	50.7	103	2399	7.8	40.1	104								
NBC MONDAY NIGHT MOVIE	N 10446	5376	13.7	51.5	104	3978	12.9	38.1	98								
NBC NIGHTLY NEWS	N 5571	2483	6.3	44.6	90	2216	7.2	39.8	103								
NBC NIGHTLY NEWS-SAT	N 3675	1719	4.4	46.8	95	1470	4.8	40.0	103								
NBC NIGHTLY NEWS-SUN	N 2905	1309	3.3	45.1	91	1145	3.7	39.4	102								
NBC SUNDAY NIGHT MOVIE	N 8352	4207	10.7	50.4	102	3048	9.9	36.5	94								
NEWMART	C 6864	3394	8.7	49.4	100	2634	8.6	38.4	99								
ONE DAY AT A TIME	C 3866	1809	4.6	46.8	95	1473	4.8	38.1	98								
PEOPLE ARE FUNNY	N 3956	1824	4.7	46.1	93	1603	5.2	40.5	105								
REAL PEOPLE	N 6305	3033	7.7	48.1	97	2502	8.1	39.7	102								
REMINGTON STEELE	N 5884	2787	7.1	47.4	96	2443	8.0	41.5	107								
RIPLY'S BELIEVE IT - NOT	A 5706	2710	6.9	47.5	96	2309	7.5	40.5	104								
RIPTIDE	N 6202	2835	7.2	45.7	93	2461	8.0	39.7	102								
SCARECROW & MRS. KING	C 6513	3134	8.0	48.1	97	2604	8.5	40.0	103								
SIMON & SIMON	C 8593	4359	11.1	50.7	103	3335	10.9	38.8	100								
60 MINUTES	C 13342	6332	16.2	47.5	96	5276	17.2	39.5	102								
ST. ELSEWHERE	N 6029	3099	7.9	51.4	104	2432	7.9	40.3	104								
THREE'S COMPANY	A 8565	4221	10.8	49.3	100	3404	11.1	39.7	103								
T.J. HOOKER	A 7400	3635	9.3	49.1	99	2809	9.1	38.0	98								
TONIGHT SHOW	N 2433	1193	3.0	49.0	99	940	3.1	38.6	100								
TRAPPER JOHN, M.D.	C 5958	2956	7.5	49.6	100	2253	7.3	37.8	98								
TV BLOOPERS & PRAC. JOKES	N 9086	4796	12.2	52.8	107	3308	10.8	36.4	94								
20/20	A 8306	4115	10.5	49.5	100	3355	10.9	40.4	104								
WEBSTER	A 6788	3277	8.4	48.3	98	2591	8.4	38.2	98								
WORLD NEWS - SUN	A 2036	991	2.5	48.7	99	875	2.8	43.0	111								
YELLOW ROSE	N 3174	1549	4.0	48.8	99	1310	4.3	41.3	106								
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	8245	21.1	50.6	102	6456	21.0	39.6	102								
BASKETBALL - COLLEGE GAMES	10054	5551	14.2	55.2	112	4137	13.5	41.1	106								
BASKETBALL - PRO GAMES	8248	4332	11.1	52.5	106	3405	11.1	41.3	107								
BOWLING	5356	2835	7.2	52.9	107	1990	6.5	37.2	96								
BOXING	11255	5948	15.2	52.8	107	4073	13.3	36.2	93								
FOOTBALL - COLLEGE GAMES	14647	7628	19.5	52.1	105	5957	19.4	40.7	105								
FOOTBALL - PRO GAMES	23581	12695	32.4	53.8	109	9815	31.9	41.6	107								
GOLF	6145	3029	7.7	49.3	100	2499	8.1	40.7	105								
POST-SEASON COLL. FOOTBALL	12828	6711	17.1	52.3	106	4914	16.0	38.3	99								
POST-SEASON PRO FOOTBALL	15397	8036	20.5	52.2	106	6525	21.2	42.4	109								
TENNIS	3483	1723	4.4	49.5	100	1653	5.4	47.5	122								
WRESTLING - PROFESSIONAL	6023	3520	9.0	58.4	118	2174	7.1	36.1	93								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				BAN ROLL-ON				BRUT			
		A '000	B % ACROSS	C % ACROSS	D INDX	A '000	B % ACROSS	C % ACROSS	D INDX	A '000	B % ACROSS	C % ACROSS	D INDX	A '000	B % ACROSS	C % ACROSS	D INDX
TOTAL MALES	79263	3768	100.0	4.8	100	3201	100.0	4.0	100	9199	100.0	11.6	100	7788	100.0	9.8	100
HOUSEHOLD HEADS	66405	3183	84.5	4.8	101	2647	82.7	4.0	99	7885	85.7	11.9	102	6136	78.8	9.2	94
18 - 24	13945	663	17.6	4.8	100	*523	16.3	3.8	93	1294	14.1	9.3	80	1794	23.0	12.9	131
25 - 34	19334	1040	27.6	5.4	113	696	21.7	3.6	89	1935	21.0	10.0	86	1967	25.3	10.2	104
35 - 44	14196	702	18.6	4.9	104	650	20.3	4.6	113	1893	20.6	13.3	115	1454	18.7	10.2	104
45 - 54	10896	*404	10.7	3.7	78	*456	14.2	4.2	104	1325	14.4	12.2	105	951	12.2	8.7	89
55 - 64	10378	475	12.6	4.6	96	*482	15.1	4.6	115	1461	15.9	14.1	121	833	10.7	8.0	82
65 OR OLDER	10514	485	12.9	4.6	97	*396	12.4	3.8	93	1291	14.0	12.3	106	790	10.1	7.5	76
18 - 34	33279	1703	45.2	5.1	108	1219	38.1	3.7	91	3230	35.1	9.7	84	3761	48.3	11.3	115
18 - 49	52904	2523	67.0	4.8	100	2039	63.7	3.9	95	5786	62.9	10.9	94	5719	73.4	10.8	110
25 - 54	44426	2145	56.9	4.8	102	1801	56.3	4.1	100	5153	56.0	11.6	100	4372	56.1	9.8	100
35 - 49	19625	821	21.8	4.2	88	820	25.6	4.2	103	2556	27.8	13.0	112	1958	25.1	10.0	102
50 OR OLDER	26359	1245	33.0	4.7	99	1163	36.3	4.4	109	3414	37.1	13.0	112	2070	26.6	7.9	80
GRADUATED COLLEGE	15982	678	18.0	4.2	89	550	17.2	3.4	85	1938	21.1	12.1	104	941	12.1	5.9	60
ATTENDED COLLEGE	13629	633	16.8	4.6	98	*522	16.3	3.8	95	1451	15.8	10.6	92	1415	18.2	10.4	106
GRADUATED HIGH SCHOOL	28591	1448	38.4	5.1	107	1175	36.7	4.1	102	3124	34.0	10.9	94	3040	39.0	10.6	108
DID NOT GRADUATE HIGH SCHOOL	21061	1009	26.8	4.8	101	954	29.8	4.5	112	2686	29.2	12.8	110	2393	30.7	11.4	116
EMPLOYED FULL-TIME	52316	2590	68.7	5.0	104	2102	65.7	4.0	99	6078	66.1	11.6	100	5075	65.2	9.7	99
EMPLOYED PART-TIME	4113	**142	3.8	3.5	73	**153	4.8	3.7	92	*422	4.6	10.3	88	*376	4.8	9.1	93
NOT EMPLOYED	22834	1036	27.5	4.5	95	947	29.6	4.1	103	2699	29.3	11.8	102	2337	30.0	10.2	104
PROFESSIONAL/MANAGER	15034	647	17.2	4.3	91	617	19.3	4.1	102	1826	19.8	12.1	105	990	12.7	6.6	67
TECH/CLERICAL/SALES	11255	*401	10.6	3.6	75	*391	12.2	3.5	86	1487	16.2	13.2	114	1070	13.7	9.5	97
PRECISION/CRAFT	11607	533	14.1	4.6	97	*443	13.8	3.8	95	1170	12.7	10.1	87	1220	15.7	10.5	107
OTHER EMPLOYED	18534	1152	30.6	6.2	131	805	25.1	4.3	108	2017	21.9	10.9	94	2171	27.9	11.7	119
SINGLE	19562	783	20.8	4.0	84	734	22.9	3.8	93	1715	18.6	8.8	76	2269	29.1	11.6	118
MARRIED	51896	2555	67.8	4.9	104	2264	70.7	4.4	108	6643	72.2	12.8	110	4748	61.0	9.1	93
DIVORCED/SEPARATED/WIDOWED	7804	*431	11.4	5.5	116	*203	6.3	2.6	64	841	9.1	10.8	93	772	9.9	9.9	101
PARENTS	25372	1278	33.9	5.0	106	1188	37.1	4.7	116	3414	37.1	13.5	116	2495	32.0	9.8	100
WHITE	69658	3351	88.9	4.8	101	2642	82.5	3.8	94	7928	86.2	11.4	98	6847	87.9	9.8	100
BLACK	7909	*370	9.8	4.7	98	*522	16.3	6.6	163	1139	12.4	14.4	124	832	10.7	10.5	107
OTHER	1696	**48	1.3	2.8	60	**37	1.2	2.2	54	**132	1.4	7.8	67	**109	1.4	6.4	65
NORTHEAST-CENSUS	17202	803	21.3	4.7	98	863	27.0	5.0	124	2122	23.1	12.3	106	1577	20.2	9.2	93
NORTH CENTRAL	20461	956	25.4	4.7	98	663	20.7	3.2	80	2447	26.6	12.0	103	1966	25.2	9.6	98
SOUTH	26695	1381	36.7	5.2	109	1224	38.2	4.6	114	3055	33.2	11.4	99	2843	36.5	10.6	108
WEST	14906	629	16.7	4.2	89	*451	14.1	3.0	75	1575	17.1	10.6	91	1403	18.0	9.4	96
NORTHEAST-MKTG.	17962	840	22.3	4.7	98	825	25.8	4.6	114	2066	22.5	11.5	99	1507	19.4	8.4	85
EAST CENTRAL	11741	492	13.1	4.2	88	539	16.8	4.6	114	1352	14.7	11.5	99	1159	14.9	9.9	100
WEST CENTRAL	13518	759	20.1	5.6	118	*358	11.2	2.6	66	1614	17.5	11.9	103	1293	16.6	9.6	97
SOUTH	23168	1196	31.7	5.2	109	1105	34.5	4.8	118	2788	30.3	12.0	104	2625	33.7	11.3	115
PACIFIC	12874	*481	12.8	3.7	79	*375	11.7	2.9	72	1381	15.0	10.7	92	1204	15.5	9.4	95
COUNTY SIZE A	32596	1264	33.5	3.9	82	1360	42.5	4.2	103	3559	38.7	10.9	94	2980	38.3	9.1	93
COUNTY SIZE B	23814	1205	32.0	5.1	106	974	30.4	4.1	101	2910	31.6	12.2	105	2352	30.2	9.9	101
COUNTY SIZE C	12663	634	16.8	5.0	105	*327	10.2	2.6	64	1356	14.7	10.7	92	1313	16.9	10.4	106
COUNTY SIZE D	10190	666	17.7	6.5	137	*541	16.9	5.3	131	1375	14.9	13.5	116	1144	14.7	11.2	114
METRO CENTRAL CITY	23190	1063	28.2	4.6	96	1061	33.1	4.6	113	2679	29.1	11.6	100	2069	26.6	8.9	91
METRO SUBURBAN	36920	1535	40.7	4.2	87	1285	40.1	3.5	86	4103	44.6	11.1	96	3719	47.8	10.1	103
NON METRO	19152	1170	31.1	6.1	129	856	26.7	4.5	111	2418	26.3	12.6	109	2001	25.7	10.4	106
TOP 5 ADI'S	18703	789	20.9	4.2	89	819	25.6	4.4	108	2052	22.3	11.0	95	1821	23.4	9.7	99
TOP 10 ADI'S	26158	1069	28.4	4.1	86	1185	37.0	4.5	112	2814	30.6	10.8	93	2322	29.8	8.9	90
TOP 20 ADI'S	36612	1493	39.6	4.1	86	1492	46.6	4.1	101	4053	44.1	11.1	95	3264	41.9	8.9	91
HSOLD INC. \$50,000 OR MORE	9326	*365	9.7	3.9	82	*400	12.5	4.3	106	1200	13.0	12.9	111	702	9.0	7.5	77
\$40,000 OR MORE	18002	721	19.1	4.0	84	814	25.4	4.5	112	2123	23.1	11.8	102	1400	18.0	7.8	79
\$30,000 OR MORE	13166	1316	34.9	4.2	88	1317	41.1	4.2	104	3721	40.5	11.9	102	2788	35.8	8.9	90
\$25,000 OR MORE	39858	1601	42.5	4.0	84	1630	50.9	4.1	101	4583	49.8	11.5	99	3617	46.4	9.1	92
\$20,000 - \$24,999	8664	592	15.7	6.8	144	*376	11.7	4.3	107	1069	11.6	12.3	106	670	8.6	7.7	79
\$15,000 - \$19,999	7964	*531	14.1	6.7	140	*352	11.0	4.4	109	949	10.3	11.9	103	754	9.7	9.5	96
\$10,000 - \$14,999	11093	464	12.3	4.2	88	*439	13.7	4.0	98	1148	12.5	10.3	89	1224	15.7	11.0	112
UNDER \$10,000	11683	580	15.4	5.0	104	*405	12.7	3.5	86	1450	15.8	12.4	107	1524	19.6	13.0	133
HOUSEHOLD OF 1 PERSON	7453	377	10.0	5.1	106	*238	7.4	3.2	79	654	7.1	8.8	76	761	9.8	10.2	104
2 PEOPLE	24757	1200	31.8	4.8	102	920	28.7	3.7	92	2878	31.3	11.6	100	2026	26.0	8.2	83
3 OR 4 PEOPLE	32682	1488	39.5	4.6	96	1189	37.1	3.6	90	3694	40.2	11.3	97	3109	39.9	9.5	97
5 OR MORE PEOPLE	14370	*703	18.7	4.9	103	*855	26.7	5.9	147	1974	21.5	13.7	118	1892	24.3	13.2	134
NO CHILD IN HSOLD	46768	2233	59.3	4.8	100	1633	51.0	3.5	86	5060	55.0	10.8	93	4192	53.8	9.0	91
CHILD(REN) UNDER 2 YRS	4799	**257	6.8	5.4	113	**211	6.6	4.4	109	*584	6.3	12.2	105	*486	6.2	10.1	103
2 - 5 YEARS	11125	567	15.0	5.1	107	*402	12.6	3.6	89	1257	13.7	11.3	97	1224	15.7	11.0	112
6 - 11 YEARS	14193	679	18.0	4.8	101	733	22.9	5.2	128	1861	20.2	13.1	113	1488	19.1	10.5	107
12 - 17 YEARS	17402	759	20.1	4.4	92	993	31.0	5.7	141	2360	25.7	13.6	117	1982	25.4	11.4	116
RESIDENCE OWNED	56398	2556	67.8	4.5	95	2415	75.4	4.3	106	6760	73.5	12.0	103	5083	65.3	9.0	92
VALUE: \$50,000 OR MORE	34811	1310	34.8	3.8	79	1439	45.0	4.1	102	4151	45.1	11.9	103	2735	35.1	7.9	80
VALUE: UNDER \$50,000	21587	1246	33.1	5.8	121	976	30.5	4.5	112	2608	28.4	12.1	104	2349	30.2	10.9	111

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

		TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				BAN ROLL-ON				BUTY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL MALES		79263	3768	100.0	4.8	100	3201	100.0	4.0	100	9199	100.0	11.6	100	7788	100.0	9.8	100
MAGAZINES	QUINTILE 1	16033	760	20.2	4.7	100	664	20.7	4.1	103	1828	19.9	11.4	98	1439	18.5	9.0	91
	QUINTILE 2	15354	802	21.3	5.2	110	634	19.8	4.1	102	1772	19.3	11.5	99	1461	18.8	9.5	97
	QUINTILE 3	15888	696	18.5	4.4	92	772	24.1	4.9	120	1873	20.4	11.8	102	1516	19.5	9.5	97
	QUINTILE 4	17310	804	21.3	4.6	98	653	20.4	3.8	93	2032	22.1	11.7	101	1947	25.0	11.2	114
	QUINTILE 5	14677	707	18.8	4.8	101	*478	14.9	3.3	81	1696	18.4	11.6	100	1426	18.3	9.7	99
NEWSPAPERS	QUINTILE 1	15277	695	18.4	4.5	96	760	23.7	5.0	123	1814	19.7	11.9	102	1314	16.9	8.6	88
	QUINTILE 2	22745	1061	28.2	4.7	98	885	27.6	3.9	96	2662	28.9	11.7	101	1969	25.3	8.7	88
	QUINTILE 3	10692	*488	13.0	4.6	96	*570	17.8	5.3	132	1273	13.8	11.9	103	995	12.8	9.3	95
	QUINTILE 4	11646	*569	15.1	4.9	103	*336	10.5	2.9	71	1362	14.8	11.7	101	1166	15.0	10.0	102
	QUINTILE 5	18903	956	25.4	5.1	106	650	20.3	3.4	85	2089	22.7	11.1	95	2345	30.1	12.4	126
OUTDOOR	QUINTILE 1	16620	729	19.3	4.4	92	721	22.5	4.3	107	1842	20.0	11.1	95	1588	20.4	9.6	97
	QUINTILE 2	16377	713	18.9	4.4	92	*374	11.7	2.3	57	1668	18.1	10.2	88	1756	22.5	10.7	109
	QUINTILE 3	15995	757	20.1	4.7	100	788	24.6	4.9	122	2065	22.4	12.9	111	1491	19.1	9.3	95
	QUINTILE 4	15592	740	19.6	4.7	100	720	22.5	4.6	114	2089	22.7	13.4	115	1392	17.9	8.9	91
	QUINTILE 5	14679	829	22.0	5.6	119	598	18.7	4.1	101	1536	16.7	10.5	90	1561	20.0	10.6	108
RADIO-DRIVE TIME	QUINTILE 1	15746	640	17.0	4.1	86	*459	14.3	2.9	72	1790	19.5	11.4	98	1719	22.1	10.9	111
	QUINTILE 2	15067	859	22.8	5.7	120	641	20.0	4.3	105	2028	22.0	13.5	116	1500	19.3	10.0	101
	QUINTILE 3	15631	754	20.0	4.8	101	669	20.9	4.3	106	1666	18.1	10.7	92	1480	19.0	9.5	96
	QUINTILE 4	16245	794	21.1	4.9	103	834	26.1	5.1	127	1819	19.8	11.2	96	1630	20.9	10.0	102
	QUINTILE 5	16573	723	19.2	4.4	92	599	18.7	3.6	89	1897	20.6	11.4	99	1460	18.7	8.8	90
RADIO-MID- DAY	TERCILE 1	21788	992	26.3	4.6	96	727	22.7	3.3	83	2373	25.8	10.9	94	2312	29.7	10.6	108
	TERCILE 2	21151	1173	31.1	5.5	117	864	27.0	4.1	101	2373	25.8	11.2	97	1917	24.6	9.1	92
	TERCILE 3	36323	1604	42.6	4.4	93	1610	50.3	4.4	110	4453	48.4	12.3	106	3560	45.7	9.8	100
RADIO-TOTAL	QUINTILE 1	15977	601	16.0	3.8	79	*500	15.6	3.1	77	1893	20.6	11.8	102	1894	24.3	11.9	121
	QUINTILE 2	15923	858	22.8	5.4	113	687	21.5	4.3	107	1982	21.5	12.4	107	1548	19.9	9.7	99
	QUINTILE 3	14980	827	21.9	5.5	116	620	19.4	4.1	102	1589	17.3	10.6	91	1395	17.9	9.3	95
	QUINTILE 4	17123	815	21.6	4.8	100	749	23.4	4.4	108	1917	20.8	11.2	96	1347	17.3	7.9	80
	QUINTILE 5	15260	669	17.8	4.4	92	647	20.2	4.2	105	1819	19.8	11.9	103	1604	20.6	10.5	107
TV-PRIME TIME	QUINTILE 1	15674	762	20.2	4.9	102	661	20.6	4.2	104	1718	18.7	11.0	94	1610	20.7	10.3	105
	QUINTILE 2	15944	832	22.1	5.2	110	635	19.8	4.0	99	2147	23.3	13.5	116	1773	22.8	11.1	113
	QUINTILE 3	16037	790	21.0	4.9	104	747	23.3	4.7	115	2025	22.0	12.6	109	1479	19.0	9.2	94
	QUINTILE 4	15412	706	18.7	4.6	96	607	19.0	3.9	98	1671	18.2	10.8	93	1379	17.7	8.9	91
	QUINTILE 5	16194	678	18.0	4.2	88	552	17.2	3.4	84	1638	17.8	10.1	87	1548	19.9	9.6	97
TV-DAYTIME	TERCILE 1	19156	803	21.3	4.2	88	773	24.1	4.0	100	2394	26.0	12.5	108	1925	24.7	10.0	102
	TERCILE 2	19343	933	24.8	4.8	101	756	23.6	3.9	97	2433	26.4	12.6	108	1717	22.0	8.9	90
	TERCILE 3	40764	2032	53.9	5.0	105	1672	52.2	4.1	102	4373	47.5	10.7	92	4147	53.2	10.2	104
TV-TOTAL	QUINTILE 1	15844	790	21.0	5.0	105	593	18.5	3.7	93	1987	21.6	12.5	108	1620	20.8	10.2	104
	QUINTILE 2	15767	727	19.3	4.6	97	658	20.6	4.2	103	1875	20.4	11.9	102	1483	19.0	9.4	96
	QUINTILE 3	15775	802	21.3	5.1	107	*632	19.7	4.0	99	1956	21.3	12.4	107	1759	22.6	11.2	113
	QUINTILE 4	15903	721	19.1	4.5	95	681	21.3	4.3	106	1839	20.0	11.6	100	1582	20.3	9.9	101
	QUINTILE 5	15974	729	19.3	4.6	96	638	19.9	4.0	99	1543	16.8	9.7	83	1344	17.3	8.4	86
MAGAZINES-NEWSPAPERS: DUAL		21225	868	23.0	4.1	86	858	26.8	4.0	100	2444	26.6	11.5	99	1771	22.7	8.3	85
MAGAZINE IMPERATIVE		17728	1037	27.5	5.8	123	805	25.1	4.5	112	2008	21.8	11.3	98	1909	24.5	10.8	110
NEWSPAPER IMPERATIVE		22987	1159	30.8	5.0	106	1090	34.1	4.7	117	2755	29.9	12.0	103	2041	26.2	8.9	90
MAGAZINES-OUTDOOR: DUAL		16244	745	19.8	4.6	96	560	17.5	3.4	85	1757	19.1	10.8	93	1467	18.8	9.0	92
MAGAZINE IMPERATIVE		24016	1273	33.8	5.3	112	1183	37.0	4.9	122	2917	31.7	12.1	105	2146	27.6	8.9	91
OUTDOOR IMPERATIVE		26020	1086	28.8	4.2	88	986	30.8	3.8	94	3039	33.0	11.7	101	2812	36.1	10.8	110
MAGAZINES-RADIO: DUAL		16918	897	23.8	5.3	112	714	22.3	4.2	105	2000	21.7	11.8	102	1536	19.7	9.1	92
MAGAZINE IMPERATIVE		23456	1099	29.2	4.7	99	1123	35.1	4.8	119	2642	28.7	11.3	97	2139	27.5	9.1	93
RADIO IMPERATIVE		23900	1093	29.0	4.6	96	759	23.7	3.2	79	2800	30.4	11.7	101	2648	34.0	11.1	113
MAGAZINES-TELEVISION: DUAL		15791	841	22.3	5.3	112	586	18.3	3.7	92	1890	20.5	12.0	103	1608	20.6	10.2	104
MAGAZINE IMPERATIVE		25476	1113	29.5	4.4	92	1104	34.5	4.3	107	2888	31.4	11.3	98	2361	30.3	9.3	94
TELEVISION IMPERATIVE		25744	1263	33.5	4.9	103	1045	32.6	4.1	101	3205	34.8	12.4	107	2609	33.5	10.1	103
NEWSPAPERS-OUTDOOR: DUAL		17628	858	22.8	4.9	102	746	23.3	4.2	105	1844	20.0	10.5	90	1776	22.8	10.1	103
NEWSPAPER IMPERATIVE		26414	1172	31.1	4.4	93	1249	39.0	4.7	117	3398	36.9	12.9	111	2072	26.6	7.8	80
OUTDOOR IMPERATIVE		23059	989	26.2	4.3	90	683	21.3	3.0	73	2555	27.8	11.1	95	2475	31.8	10.7	109
NEWSPAPERS-RADIO: DUAL		17996	800	21.2	4.4	94	756	23.6	4.2	104	2141	23.3	11.9	103	1699	21.8	9.4	96
NEWSPAPER IMPERATIVE		26269	1302	34.6	5.0	104	1235	38.6	4.7	116	3099	33.7	11.8	102	2166	27.8	8.2	84
RADIO IMPERATIVE		21342	1143	30.3	5.4	113	694	21.7	3.3	81	2538	27.6	11.9	102	2577	33.1	12.1	123
NEWSPAPERS-TELEVISION: DUAL		17359	801	21.3	4.6	97	926	28.9	5.3	132	2192	23.8	12.6	109	1360	17.5	7.8	80
NEWSPAPER IMPERATIVE		26889	1299	34.5	4.8	102	1177	36.8	4.4	108	3083	33.5	11.5	99	2491	32.0	9.3	94
TELEVISION IMPERATIVE		21698	1103	29.3	5.1	107	689	21.5	3.2	79	2634	28.6	12.1	105	2683	34.5	12.4	126
OUTDOOR-RADIO: DUAL		16456	603	16.0	3.7	77	635	19.8	3.9	96	1867	20.3	11.3	98	1888	24.2	11.5	117
OUTDOOR IMPERATIVE		25870	1267	33.6	4.9	103	1020	31.9	3.9	98	2812	30.6	10.9	94	2307	29.6	8.9	91
RADIO IMPERATIVE		23943	1271	33.7	5.3	112	923	28.8	3.9	95								

	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				BAN ROLL-ON				BRUT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3768	100.0	4.8	100	3201	100.0	4.0	100	9199	100.0	11.6	100	7788	100.0	9.8	100
ATLANTIC MONTHLY	452	**6	0.2	1.3	28	**4	0.1	0.9	22	**31	0.3	6.9	59	**18	0.2	4.0	41
BARRON'S	1058	**25	0.7	2.4	50	**73	2.3	6.9	171	**126	1.4	11.9	103	**32	0.4	3.0	31
BETTER HOMES & GARDENS	4773	**186	4.9	3.9	82	**185	5.8	3.9	96	**595	6.5	12.5	107	**439	5.6	9.2	94
BON APPETIT	1037	**43	1.1	4.1	87	**80	2.5	7.7	191	**140	1.5	13.5	116	**51	0.7	4.5	50
BUSINESS WEEK	3193	**93	2.5	2.9	61	**163	5.1	5.1	126	**421	4.6	13.2	114	**228	2.9	7.1	73
CAR AND DRIVER	2705	**149	4.0	5.5	116	**88	2.7	3.3	81	**301	3.3	11.1	96	**319	4.1	11.8	120
CBS MAGAZINE NETWORK (GROSS)	5678	**223	5.9	3.9	83	**201	6.3	3.5	88	**538	5.8	9.5	82	**673	8.6	11.9	121
CHANGING TIMES	1847	**74	2.0	4.0	84	**109	3.4	5.9	146	**225	2.4	12.2	105	**163	2.1	8.8	90
COLONIAL HOMES	492	**19	0.5	3.9	81	**41	1.3	8.3	206	**100	1.1	20.3	175	**43	0.6	8.7	89
CONDE NAST MAG. PKG. (GROSS)	2066	**67	1.8	3.2	68	**133	4.2	6.4	159	**219	2.4	10.6	91	**144	1.8	7.0	71
CONSUMERS DIGEST	1719	**51	1.4	3.0	62	**49	1.5	2.9	71	**212	2.3	12.3	106	**107	1.4	6.2	63
COSMOPOLITAN	1762	**33	0.9	1.9	39	**66	2.1	3.7	93	**326	3.5	18.5	159	**147	1.9	8.3	85
COUNTRY LIVING	1110	**44	1.2	4.0	83	**29	0.9	2.6	65	**113	1.2	10.2	88	**64	0.8	5.8	59
CUISINE	660	**44	1.2	6.7	140	**4	0.1	0.6	15	**59	0.6	8.9	77	**65	0.8	9.8	100
CYCLE WORLD	1924	**126	3.3	6.5	138	**62	1.9	3.2	80	**150	1.6	7.8	67	**280	3.6	14.6	148
DCI:CREATIVE IDEAS FOR LIV	437	**9	0.2	2.1	43	**42	1.3	9.6	238	**50	0.5	11.4	99	**16	0.2	3.7	37
DCI:CREAT.IDEA/\$O.LIV(GROSS)	2491	**155	4.1	6.2	131	**119	3.7	4.8	118	**274	3.0	11.0	95	**155	2.0	6.2	63
DISCOVER	1279	**25	0.7	2.0	41	**76	2.4	5.9	147	**179	1.9	14.0	121	**47	0.6	3.7	37
EBONY	2898	**120	3.2	4.1	87	**231	7.2	8.0	197	**390	4.2	13.5	116	**305	3.9	10.5	107
ESQUIRE	1384	**33	0.9	2.4	50	**80	2.5	5.8	143	**157	1.7	11.3	98	**195	2.5	14.1	143
ESSENCE	850	**23	0.6	2.7	57	**66	2.1	7.8	192	**123	1.3	14.5	125	**81	1.0	9.5	97
FAMILY CIRCLE	2430	**161	4.3	6.6	139	**144	4.5	5.9	147	**349	3.8	14.4	124	**188	2.4	7.7	79
THE FAMILY HANDYMAN	2356	**96	2.5	4.1	86	**108	3.4	4.6	114	**207	2.3	8.8	76	**198	2.5	8.4	86
FAMILY WEEKLY	11533	**549	14.6	4.8	100	**487	15.2	4.2	105	**1320	14.3	11.4	99	**1109	14.2	9.6	98
FIELD & STREAM	7444	**407	10.8	5.5	115	**409	12.8	5.5	136	**799	8.7	10.7	92	**912	11.7	12.3	125
FOOD & WINE	416	**18	0.5	4.3	91	**6	0.2	1.4	36	**18	0.2	4.3	37	**33	0.4	7.9	81
FORBES	1865	**75	2.0	4.0	85	**98	3.1	5.3	130	**253	2.8	13.6	117	**102	1.3	5.5	56
FORTUNE	1849	**85	2.3	4.6	97	**119	3.7	6.4	159	**260	2.8	14.1	121	**155	2.0	8.4	85
GENTLEMEN'S QUARTERLY	2284	**117	3.1	5.1	108	**136	4.2	6.0	147	**307	3.3	13.4	116	**185	2.4	8.1	82
GLAMOUR	538	**18	0.5	3.3	70	**29	0.9	5.4	133	**59	0.6	11.0	94	**39	0.5	7.2	74
GOLF DIGEST	1649	**73	1.9	4.4	93	**45	1.4	2.7	68	**190	2.1	11.5	99	**101	1.3	6.1	62
GOLF DIGEST/TENNIS (GROSS)	2294	**105	2.8	4.6	96	**46	1.4	2.0	50	**243	2.6	10.6	91	**156	2.0	6.8	69
GOLF MAGAZINE	1577	**95	2.5	6.0	127	**83	2.6	5.3	130	**202	2.2	12.8	110	**87	1.1	5.5	56
GOLF MAGAZINE/SKI (GROSS)	2487	**151	4.0	6.1	128	**87	2.7	3.5	87	**326	3.5	13.1	113	**171	2.2	6.9	70
GOOD HOUSEKEEPING	2569	**164	4.4	6.4	134	**140	4.4	5.4	135	**334	3.6	13.0	112	**245	3.1	9.5	97
HARPER'S BAZAAR	431	**10	0.3	2.3	49	**17	0.5	3.9	98	**41	0.4	9.5	82	**38	0.5	8.8	90
HEALTH	788	**37	1.0	4.7	99	**27	0.8	3.4	85	**170	1.8	21.6	186	**82	1.1	10.4	106
HEARST MAG CORP. BUY (GROSS)	18781	**826	21.9	4.4	93	**848	26.5	4.5	112	**2086	22.7	11.1	96	**1594	20.5	8.5	86
HEARST MAN POWER (GROSS)	9169	**396	10.5	4.3	91	**459	14.3	5.0	124	**837	9.1	9.1	79	**855	11.0	9.3	95
HEARST WOMAN POWER (GROSS)	5452	**258	6.8	4.7	100	**246	7.7	4.5	112	**725	7.9	13.3	115	**490	6.3	9.0	91
HOUSE BEAUTIFUL	1020	**50	1.3	4.9	103	**31	1.0	3.0	75	**139	1.5	13.6	117	**29	0.4	2.8	29
INC.	993	**13	0.3	1.3	28	**71	2.2	7.2	177	**75	0.8	7.6	65	**33	0.4	3.3	34
JET	2808	**137	3.6	4.9	103	**222	6.9	7.9	196	**389	4.2	13.9	119	**306	3.9	10.9	111
LADIES' HOME JOURNAL	1868	**49	1.3	2.6	55	**56	1.7	3.0	74	**254	2.8	13.6	117	**219	2.8	11.7	119
LMJ FAMILY GRP COMBO(GROSS)	3582	**140	3.7	3.9	82	**101	3.2	2.8	70	**520	5.7	14.5	125	**417	5.4	11.6	118
LIFE	4817	**207	5.5	4.3	90	**227	7.1	4.7	117	**508	5.5	10.5	91	**423	5.4	8.8	89
L.A. TIMES HOME MAGAZINE	1465	**40	1.1	2.7	57	**34	1.1	2.3	57	**135	1.5	9.2	79	**113	1.5	7.7	79
MADEMOISELLE	460	**11	0.3	2.4	50	**3	0.1	0.7	16	**57	0.6	12.4	107	**20	0.3	4.3	44
MC CALL'S	1764	**114	3.0	6.5	136	**62	1.9	3.5	87	**276	3.0	15.6	135	**89	1.1	5.0	51
MC CALL'S/WRK MOTHER (GROSS)	2062	**126	3.3	6.1	129	**83	2.6	4.0	100	**335	3.6	16.2	140	**105	1.3	5.1	52
MECHANIX ILLUSTRATED	3625	**124	3.3	3.4	72	**136	4.2	3.8	93	**326	3.5	9.0	77	**384	4.9	10.6	108
METROPOLITAN HOME	495	**17	0.5	3.4	72	**6	0.2	1.2	30	**58	0.6	11.7	101	**27	0.3	5.9	56
MONEY	3017	**115	3.1	3.8	80	**130	4.1	4.3	107	**400	4.3	13.3	114	**255	3.3	8.5	86
MOTHER EARTH NEWS	1203	**31	0.8	2.6	54	**72	2.2	6.0	148	**184	2.0	15.3	132	**70	0.9	5.8	59
MS.	**257	**3	0.1	1.2	25	**21	0.7	8.2	202	**32	0.3	12.5	107	**20	0.3	7.8	79
NATIONAL ENQUIRER	6921	**385	10.2	5.6	117	**370	11.6	5.3	132	**876	9.5	12.7	109	**827	10.6	11.9	122
NATIONAL GEOGRAPHIC	11626	**513	13.6	4.4	93	**394	12.3	3.4	84	**1265	13.8	10.9	94	**707	9.1	6.1	62
NATIONAL SUNDAY MAGAZINE PKG	49424	**2269	60.2	4.6	97	**2160	67.5	4.4	108	**5810	63.2	11.8	101	**4558	58.5	9.2	94
NATURAL HISTORY	753	**3	0.1	0.4	8	**74	2.3	9.8	243	**82	0.9	10.9	94	**27	0.3	3.6	36
NEM WOMAN	**296	**0	0.0	0.0	0	**3	0.1	1.0	25	**80	0.9	27.0	233	**27	0.3	9.1	93
NEW YORK INCLUDING CUE	541	**23	0.6	4.3	89	**27	0.8	5.0	124	**69	0.8	12.8	110	**48	0.6	8.9	90
THE NEW YORKER	1078	**29	0.8	2.7	57	**49	1.5	4.5	113	**149	1.6	13.8	111	**95	0.7	5.1	52
NEWSWEEK	9602	**428	11.4	4.5	94	**495	15.5	5.2	128	**1169	12.7	12.2	105	**847	10.9	8.8	90
THE N.Y. TIMES DAILY EDITION	1376	**43	1.1	3.1	66	**38	1.2	2.8	68	**151	1.6	11.0	95	**78	1.0	5.7	58
THE N.Y. TIMES MAGAZINE	2110	**84	2.2	4.0	84	**48	1.5	2.3	56	**196	2.1	9.3	80	**145	1.9	6.9	70
OMNI	1927	**52	1.4	2.7	57	**126	3.9	6.5	162	**219	2.4	11.4	98	**121	1.6	6.3	64
ON CABLE	911	**10	0.3	1.1	23	**112	3.5	12.3	304	**93	1.0	10.2	88	**119	1.5	13.1	133
1001 HOME IDEAS	927	**54	1.4	5.8	123	**19	0.6	2.0	51	**96	1.0	10.4	89	**116	1.5	12.5	127
ORGANIC GARDENING	1430	**29	0.8	2.0	43	**76	2.4	5.3	132	**175	1.9	12.2	105	**130	1.7	9.1	93
OUTDOOR LIFE	4064	**292	7.7	7.2	151	**241	7.5	5.9	147	**428	4.7	10.5	91	**397	5.1	9.8	99
PARADE MAGAZINE	24538	**1061	28.2	4.3	91	**1222	38.2	5.0	123	**2836	30.8	11.6	100	**2192	28.1	8.9	91

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				BAN ROLL-ON				BRUT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	3768	100.0	4.8	100	3201	100.0	4.0	100	9199	100.0	11.6	100	7788	100.0	9.8	100
PARENTS	1126	**37	1.0	3.3	69	**118	3.7	10.5	259	*185	2.0	16.4	142	**83	1.1	7.4	75
PENTHOUSE	4157	*154	4.1	3.7	78	*224	7.0	5.4	133	534	5.8	12.8	111	461	5.9	11.1	113
PEOPLE	7591	371	9.8	4.9	103	383	12.0	5.0	125	975	10.6	12.8	111	562	7.2	7.4	75
PLAYBOY	8379	435	11.5	5.2	109	346	10.8	4.1	102	877	9.5	10.5	90	565	12.4	11.6	118
POPULAR HOT RODDING	2110	**118	3.1	5.6	118	**189	5.9	9.0	222	*253	2.8	12.0	103	*277	3.6	13.1	134
POPULAR MECHANICS	4850	*191	5.1	3.9	83	*275	8.6	5.7	140	399	4.3	8.2	71	531	6.8	10.9	111
POPULAR SCIENCE	3397	*154	4.1	4.5	95	*159	5.0	4.7	116	377	4.1	11.1	96	*263	3.4	7.7	79
PREVENTION	1720	*223	0.6	1.3	28	*84	2.6	4.9	121	*243	2.6	14.1	122	*98	1.3	5.7	58
PSYCHOLOGY TODAY	1344	*339	1.0	2.9	61	*96	3.0	7.1	177	*161	1.8	12.0	103	*94	1.2	7.0	71
READER'S DIGEST	16016	681	18.1	4.3	89	786	24.6	4.9	122	2241	24.4	14.0	121	1299	16.7	8.1	83
REDBOOK	1121	*60	1.6	5.4	113	*40	1.2	3.6	88	*65	0.7	5.8	50	*99	1.3	8.8	90
ROAD & TRACK	2161	*34	0.9	1.6	33	*96	3.0	4.4	110	*197	2.1	9.1	79	*266	3.4	12.3	125
ROLLING STONE	1948	*96	2.5	4.9	104	*71	2.2	3.6	90	*223	2.4	11.4	99	*244	3.1	12.5	127
RUNNER'S WORLD	899	*32	0.8	3.6	75	*13	0.4	1.4	36	*141	1.5	15.7	135	*45	0.6	5.0	51
SATURDAY EVENING POST	841	*40	1.1	4.8	100	*56	1.7	6.7	165	*97	1.1	11.5	99	*89	1.1	10.6	108
SCIENCE 84	841	*22	0.6	2.6	55	*18	0.6	2.1	53	*120	1.3	14.3	123	*25	0.3	3.0	30
SCIENCE DIGEST	1194	*34	0.9	2.8	60	*30	0.9	2.5	62	*120	1.3	10.1	87	*50	0.6	4.2	43
SCIENTIFIC AMERICAN	1379	*51	1.4	3.7	78	*75	2.3	5.4	135	*196	2.1	14.2	122	*69	0.9	5.0	51
SELF	436	*23	0.6	5.3	111	*75	2.3	17.2	426	*35	0.4	8.0	69	*39	0.5	8.9	91
SEVENTEEN	614	*27	0.2	1.1	24	*7	0.2	1.1	28	*94	1.0	15.3	132	*32	0.4	5.2	53
SKI	910	*56	1.5	6.2	129	*4	0.1	0.4	11	*124	1.3	13.6	117	*85	1.1	9.3	95
SMITHSONIAN	2937	*78	2.1	2.7	56	*165	5.2	5.6	139	269	2.9	9.2	79	214	2.7	7.3	74
SOAP OPERA DIGEST	545	*61	1.6	11.2	235	*26	0.8	4.8	118	*61	0.7	11.2	96	*57	0.7	10.5	106
SOUTHERN LIVING	2054	*146	3.9	7.1	150	*77	2.4	3.7	93	*224	2.4	10.9	94	*139	1.8	6.8	69
SPORT	2799	*154	4.1	5.5	116	*182	5.7	6.5	161	293	3.2	10.5	90	254	3.3	9.1	92
THE SPORTING NEWS	1938	*72	1.9	3.7	78	*115	3.6	5.9	147	*252	2.7	13.0	112	*196	2.5	10.1	103
SPORTS AFIELD	3125	*171	4.5	5.5	115	*154	4.8	4.9	122	317	3.4	10.1	87	*274	3.5	8.8	89
SPORTS ILLUSTRATED	11159	469	12.4	4.2	88	460	14.4	4.1	102	1077	11.7	9.7	83	1143	14.7	10.2	104
STAR	4095	*226	6.0	5.5	116	*278	8.7	6.8	168	449	4.9	11.0	94	553	7.1	13.5	137
SUNDAY	25169	1074	28.5	4.3	90	1158	36.2	4.6	114	3085	33.5	12.3	106	2384	30.6	9.5	96
SUNSET	1294	*32	0.8	2.5	52	*64	2.0	4.9	122	*188	2.0	14.5	125	*37	0.5	2.9	29
TV GUIDE	18508	898	23.8	4.9	102	707	22.1	3.8	95	2057	22.4	11.1	96	2073	26.6	11.2	114
TENNIS	645	*32	0.8	5.0	104	*1	0.0	0.2	4	*53	0.6	8.2	71	*54	0.7	8.4	85
TIME	12124	611	16.2	5.0	106	606	18.9	5.0	124	1458	15.8	12.0	104	879	11.3	7.3	74
TOWN & COUNTRY	493	*18	0.5	3.7	77	*15	0.5	3.0	75	*61	0.7	12.4	107	*31	0.4	6.3	64
TRAVEL & LEISURE	1122	*54	1.4	4.8	101	*105	3.3	9.4	232	*145	1.6	12.9	111	*80	1.0	7.1	73
TRUE STORY	690	*23	0.6	3.3	70	*98	3.1	14.2	352	*29	0.3	4.2	36	*84	1.1	12.2	124
U.S. NEWS & WORLD REPORT	6571	258	6.8	3.9	83	*205	6.4	3.1	77	742	8.1	11.3	97	358	4.6	5.4	55
USA TODAY	3120	*86	2.3	2.8	58	*144	4.5	4.6	114	432	4.7	13.8	119	256	3.3	8.2	84
US	1315	*60	1.6	4.6	96	*65	2.0	4.9	122	*123	1.3	9.4	81	*134	1.7	10.2	104
VOGUE	632	*15	0.4	2.4	50	*26	0.8	4.1	102	*68	0.7	10.8	93	*48	0.6	7.6	77
WALL STREET JOURNAL	4247	*141	3.7	3.3	70	*161	5.0	3.8	94	454	5.0	10.7	93	388	5.0	9.1	93
WEIGHT WATCHERS	398	*63	1.7	15.8	333	*47	1.5	11.8	292	*59	0.6	14.8	128	*46	0.6	11.6	118
WOMAN'S DAY	1139	*58	1.5	5.1	107	*55	1.7	4.8	120	*204	2.2	18.1	156	*75	1.0	6.6	67
WORKING WOMAN	*298	*12	0.3	4.0	85	*22	0.7	7.4	183	*59	0.6	19.8	171	*16	0.2	5.4	55
WORKING WOMAN	327	*14	0.4	4.3	90	*27	0.8	8.3	204	*34	0.4	10.4	90	*27	0.3	8.3	84
WORLD TENNIS	397	*11	0.3	2.8	58	*0	0.0	0.0	0	*76	0.8	19.1	165	*55	0.7	13.9	141
ZIFF-DAVIS MAG NETHK (GROSS)	9635	481	12.8	5.0	105	381	11.9	4.0	98	1079	11.7	11.2	96	998	12.8	10.4	105
BLAIR INSERTS	43762	1986	52.7	4.5	95	1883	58.8	4.3	107	5147	56.0	11.8	101	4033	51.8	9.2	94
DAILY NEWSPAPERS																	
READ ANY	52459	2381	63.2	4.5	95	2250	70.3	4.3	106	6238	67.8	11.9	102	4638	59.6	8.8	90
READ ONE	41891	1894	50.3	4.5	95	1686	52.7	4.0	100	4899	53.3	11.7	101	3718	47.7	8.9	90
READ TWO OR MORE	10568	488	13.0	4.6	97	563	17.6	5.3	132	1339	14.6	12.7	109	920	11.8	8.7	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2492	66.1	4.8	101	2227	69.6	4.3	106	5963	64.8	11.5	99	4811	61.8	9.3	94
READ ONE	44561	2176	57.7	4.9	103	1851	57.8	4.2	103	5242	57.0	11.8	101	4211	54.1	9.4	96
READ TWO OR MORE	7368	316	8.4	4.3	90	376	11.7	5.1	126	722	7.8	9.8	84	601	7.7	8.2	83
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.28				26.35				28.71				29.74			
30 DAY REACH	71522	3279	87.0	4.6	96	2790	87.2	3.9	97	8325	90.5	11.6	100	6957	89.3	9.7	99
50 SHWG - 30 DAY AV FREQ	15.55	14.95				13.86				15.08				15.69			
30 DAY REACH	68168	3096	82.2	4.5	96	2654	82.9	3.9	96	7945	86.4	11.7	100	6614	84.9	9.7	99
25 SHWG - 30 DAY AV FREQ	8.43	8.12				7.32				8.06				8.42			
30 DAY REACH	62898	2863	76.0	4.6	96	2500	78.1	4.0	98	7438	80.9	11.8	102	6140	78.8	9.8	99
CABLE TV: HOME WIRED	31664	1455	38.6	4.6	97	1547	48.3	4.9	121	3749	40.8	11.8	102	3054	39.2	9.6	98
HOME NOT WIRED	47599	2313	61.4	4.9	102	1654	51.7	3.5	86	5450	59.2	11.4	99	4735	60.8	9.9	101
HAVE PAY CABLE	17139	723	19.2	4.2	89	876	27.4	5.1	127	2042	22.2	11.9	103	1625	20.9	9.5	96

	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				BAN ROLL-ON				BRUT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	3768	100.0	4.8	100	3201	100.0	4.0	100	9199	100.0	11.6	100	7788	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	2369	62.9	5.0	105	1915	59.8	4.0	100	5535	60.2	11.6	100	4749	61.0	10.0	101
10:00 AM - 3:00 PM	29926	1488	39.5	5.0	105	1080	33.7	3.6	89	3304	35.9	11.0	95	2993	38.4	10.0	102
3:00 PM - 7:00 PM	37666	1806	47.9	4.8	101	1500	46.9	4.0	99	4240	46.1	11.3	97	3767	48.4	10.0	102
7:00 PM - MIDNIGHT	18909	951	25.2	5.0	106	745	23.3	3.9	98	2184	23.7	11.6	100	2062	26.5	10.9	111
MIDNIGHT - 6:00 AM	11822	553	14.7	4.7	98	473	14.8	4.0	99	1403	15.3	11.9	102	1303	16.7	11.0	112
6:00 AM - MIDNIGHT	63254	3137	83.3	5.0	104	2617	81.8	4.1	102	7311	79.5	11.6	100	6188	79.5	9.8	100
ENTIRE DAY	64057	3162	83.9	4.9	104	2639	82.4	4.1	102	7420	80.7	11.6	100	6241	80.1	9.7	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	936	24.8	5.6	119	595	18.6	3.6	89	2025	22.0	12.2	105	1868	24.0	11.3	115
ALL NEWS	3542	*137	3.6	3.9	81	*164	5.1	4.6	115	385	4.2	10.9	94	290	3.7	8.2	83
AOR/PROGRESSIVE	7465	354	9.4	4.7	100	321	10.0	4.3	106	628	6.8	8.4	72	686	8.8	9.2	94
BEAUTIFUL MUSIC	5061	*200	5.3	4.0	83	*179	5.6	3.5	88	590	6.4	11.7	100	478	6.1	9.4	96
BLACK	1914	*77	2.0	4.0	85	*153	4.8	8.0	198	337	3.7	17.6	152	*140	1.8	7.3	74
CLASSICAL	2304	*47	1.2	2.0	43	*101	3.2	4.4	109	285	3.1	12.4	107	*218	2.8	9.5	96
CHR/ROCK	10663	588	15.6	5.5	116	384	12.0	3.6	89	1115	12.1	10.5	90	1095	14.1	10.3	105
COUNTRY	13919	740	19.6	5.3	112	543	17.0	3.9	97	1502	16.3	10.8	93	1386	17.8	10.0	101
GOLDEN OLDIES	2040	*174	4.6	8.5	179	*81	2.5	4.0	98	*204	2.2	10.0	86	*170	2.2	8.3	85
MOR/NOSTALGIA	5105	*181	4.8	3.5	75	*248	7.7	4.9	120	597	6.5	11.7	101	435	5.6	8.5	87
NEWS/TALK	4764	*201	5.3	4.2	89	*178	5.6	3.7	93	575	6.3	12.1	104	513	6.6	10.8	110
RELIGIOUS	2164	*134	3.6	6.2	130	*122	3.8	5.6	140	327	3.6	15.1	130	*245	3.1	11.3	115
SOFT ROCK	623	*62	1.6	10.0	209	*55	1.7	8.8	219	*70	0.8	11.2	97	*60	0.8	9.6	98
URBAN CONTEMPORARY	1331	*29	0.8	2.2	46	*41	1.3	3.1	76	*204	2.2	15.3	132	*196	2.5	14.7	150
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	*259	6.9	8.1	171	*146	4.6	4.6	113	395	4.3	12.4	107	319	4.1	10.0	102
ABC DIRECTION	2724	*145	3.8	5.3	112	*117	3.7	4.3	106	317	3.4	11.6	100	314	4.0	11.5	117
ABC ENTERTAINMENT	5256	239	6.3	4.5	96	*177	5.5	3.4	83	474	5.2	9.0	78	577	7.4	11.0	112
ABC FM	2263	*149	4.0	6.6	139	*68	2.1	3.0	74	*238	2.6	10.5	91	*202	2.6	8.9	91
ABC INFORMATION	5618	264	7.0	4.7	99	*295	9.2	5.3	130	641	7.0	11.4	98	665	8.5	11.8	120
ABC ROCK	2857	*113	3.0	4.0	83	*79	2.5	2.8	68	*209	2.3	7.3	63	405	5.2	14.2	144
CBS	5953	312	8.3	5.2	110	*222	6.9	3.7	92	816	8.9	13.7	118	539	6.9	9.1	92
MUTUAL	4979	*252	6.7	5.1	106	*197	6.2	4.0	98	596	6.5	12.0	103	431	5.5	8.7	88
NBC	7279	298	7.9	4.1	86	*204	6.4	2.8	69	824	9.0	11.3	98	649	8.3	8.9	91
RADIORADIO	2389	*94	2.5	3.9	83	*58	1.8	2.4	60	236	2.6	9.9	85	317	4.1	13.3	135
RKO ONE	2583	*84	2.2	3.3	68	*151	4.7	5.8	145	354	3.8	13.7	118	*245	3.1	9.5	97
RKO TWO	3674	*222	5.9	6.0	127	*170	5.3	4.6	115	506	5.5	13.8	119	285	3.7	7.8	79
THE SOURCE	3514	*155	4.1	4.4	93	*183	5.7	5.2	129	377	4.1	10.7	92	401	5.1	11.4	116
MON-WIRED: BLAIR	9864	563	14.9	5.7	120	409	12.8	4.1	103	1063	11.6	10.8	93	1131	14.5	11.5	117
INTERNET	13522	616	16.3	4.6	96	661	20.6	4.9	121	1627	17.7	12.0	104	1121	14.4	8.3	84
KATZ RADIO GROUP	19321	890	22.6	4.4	93	763	23.8	3.9	98	2121	23.1	11.0	95	2072	26.6	10.7	109
SUPERNET	10739	514	13.6	4.8	101	366	11.4	3.4	84	1042	11.3	9.7	84	1016	13.0	9.5	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	220	5.8	4.3	91	206	6.4	4.0	100	568	6.2	11.1	96	495	6.4	9.7	99
WKDAY 9:00 AM - 1:00 PM	5383	264	7.0	4.9	103	222	6.9	4.1	102	637	6.9	11.8	102	541	6.9	10.1	102
WKDAY 1:00 PM - 4:30 PM	6469	302	8.0	4.7	98	250	7.8	3.9	96	855	9.3	13.2	114	717	9.2	11.1	113
WKDAY 4:30 PM - 7:30 PM	19661	920	24.4	4.7	98	747	23.3	3.8	94	2395	26.0	12.2	105	1959	25.2	10.0	101
WKDAY 7:30 PM - 8:00 PM	27579	1300	34.5	4.7	99	1104	34.5	4.0	99	3350	36.4	12.1	105	2687	34.5	9.7	99
WKDAY 11:00 PM - 11:30 PM	22964	1249	33.1	5.4	114	991	31.0	4.3	107	2811	30.6	12.2	105	2530	32.5	11.0	112
WKDAY 11:30 PM - 1:00 AM	8158	469	12.4	5.7	121	294	9.2	3.6	89	851	9.3	10.4	90	849	10.9	10.4	106
M-SAT 8-11 PM-SUN 7-11 PM	30140	1485	39.4	4.9	104	1263	39.5	4.2	104	3580	38.9	11.9	102	3059	39.3	10.1	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	*91	2.4	4.4	93	*71	2.2	3.5	86	226	2.5	11.0	95	248	3.2	12.1	123
ANOTHER WORLD	N 1214	*35	0.9	2.9	61	*25	0.8	2.1	51	*150	1.6	12.4	106	*111	1.4	9.1	93
AS THE WORLD TURNS	C 1740	*34	0.9	2.0	41	*40	1.2	2.3	57	307	3.3	17.6	152	227	2.9	13.0	133
CAPITOL	C 1016	*19	0.5	1.9	39	*19	0.6	1.9	46	*195	2.1	19.2	165	*168	2.2	16.5	168
CBS MORN. NEWS 1	C 1203	*50	1.3	4.2	87	*41	1.3	3.4	84	155	1.7	12.9	111	*114	1.5	9.5	96
CBS MORN. NEWS 2	C 773	*32	0.8	4.1	87	*24	0.7	3.1	77	*108	1.2	14.0	120	*88	1.1	11.4	116
DAYS OF OUR LIVES	N 1629	*79	2.1	4.8	102	*58	1.8	3.6	88	235	2.6	14.4	124	208	2.7	12.8	130
FACTS OF LIFE - DAYTIME	N 961	*54	1.4	5.6	118	*41	1.3	4.3	106	*111	1.2	11.6	100	*117	1.5	12.2	124
FAMILY FEUD	A 1390	*83	2.2	6.0	126	*43	1.3	3.1	77	247	2.7	17.8	153	*175	2.2	12.6	128
GENERAL HOSPITAL	A 1463	*119	3.2	8.1	171	*83	2.6	5.7	140	163	1.8	11.1	96	187	2.4	12.8	130
GOOD MORNING, AMERICA-730	A 1705	*57	1.5	3.3	70	*66	2.1	3.9	96	189	2.1	11.1	96	170	2.2	10.0	101
GOOD MORNING, AMERICA-830	A 889	*37	1.0	4.2	88	*27	0.8	3.0	75	91	1.0	10.2	88	*99	1.3	11.1	113
GUILDING LIGHT	C 1754	*43	1.1	2.5	52	*34	1.1	1.9	48	322	3.5	18.4	158	189	2.4	10.8	110
ONE LIFE TO LIVE	A 1100	*106	2.8	9.6	203	*60	1.9	5.5	135	*149	1.6	13.5	117	*173	2.2	15.7	160
PRESS YOUR LUCK	C 1222	*64	1.7	5.2	110	*38	1.2	3.1	77	141	1.5	11.5	99	*160	2.1	13.1	133
PRICE IS RIGHT 1	C 2692	180	4.8	6.7	141	*135	4.2	5.0	124	308	3.3	11.4	99	202	2.6	7.5	76
PRICE IS RIGHT 2	C 2764	179	4.8	6.5	136	*142	4.4	5.1	127	336	3.7	12.2	105	238	3.1	8.6	88
RYAN'S HOPE</																	

	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				BAN ROLL-ON				BRUT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3768	100.0	4.8	100	3201	100.0	4.0	100	9199	100.0	11.6	100	7788	100.0	9.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1164	30.9	4.8	101	965	30.1	4.0	98	3080	33.5	12.7	109	2230	28.6	9.2	93
NETWORK AFFILIATES - LATE	17197	883	23.4	5.1	108	731	22.8	4.3	105	2157	23.4	12.5	108	1887	24.2	11.0	112
INDEPENDENTS - LATE	2887	154	4.1	5.3	112	95	3.0	3.3	81	295	3.2	10.2	88	223	2.9	7.7	79
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	533	14.1	4.7	99	468	14.6	4.1	103	1403	15.3	12.4	107	1209	15.5	10.7	109
ABC MONDAY NIGHT MOVIE	A 4379	241	6.4	5.5	116	254	7.9	5.8	144	484	5.3	11.1	95	411	5.3	9.4	96
ABC MONDAY NIGHT MOVIE	A 9910	432	11.5	4.4	92	500	15.6	5.0	125	1124	12.2	11.3	98	991	12.7	10.0	100
ABC WORLD NEWS TONIGHT	A 6212	249	6.6	4.0	84	208	6.5	3.3	83	866	9.4	13.9	120	632	8.1	10.2	101
AFTERMASH	C 4575	*222	5.9	4.9	102	*173	5.4	3.8	94	635	6.9	13.9	120	398	5.1	8.7	89
ALICE	C 6777	363	9.6	5.4	113	227	7.1	3.3	83	1038	11.3	15.3	132	620	8.0	9.1	93
AMERICAN PARADE	C 4868	241	6.4	5.0	104	*153	4.8	3.1	78	646	7.0	13.3	114	360	4.6	7.4	75
BENSON	A 7593	257	6.8	3.4	71	257	8.0	3.4	84	1028	11.2	13.5	117	534	6.9	7.0	72
BLUE THUNDER	A 6036	193	5.1	3.2	67	324	10.1	5.4	133	719	7.8	11.9	103	576	7.4	9.5	97
CAGNEY & LACEY	C 7698	388	10.3	5.0	106	362	11.3	4.7	116	1023	11.1	13.3	115	889	11.4	11.5	118
CBS EVENING NEWS-DEAN	C 4066	*261	6.9	6.4	135	*205	6.4	5.0	125	442	4.8	10.9	94	334	4.3	8.2	84
CBS EVENING NEWS-RATHER	C 8092	427	11.3	5.3	111	322	10.1	4.0	99	914	9.9	11.3	97	733	9.4	9.1	92
CBS SAT. NEWS-SCHIEFFER	C 4795	212	5.6	4.4	93	*125	3.9	2.6	65	645	7.0	13.3	116	404	5.2	8.4	86
CBS SATURDAY NIGHT MOVIE	C 6034	304	8.1	5.0	106	231	7.2	3.8	95	751	8.2	12.4	107	627	8.1	10.4	106
CBS WEDNESDAY NIGHT MOVIE	C 4993	308	8.2	6.2	130	240	7.5	4.8	119	663	7.2	13.3	114	694	8.9	13.9	141
CHEERS	N 6976	279	7.4	4.0	84	408	12.7	5.8	145	821	8.9	11.8	101	645	8.3	9.2	94
DALLAS	C 13575	621	16.5	4.6	96	388	12.1	2.9	71	1725	18.8	12.7	109	1501	19.3	11.1	113
DIFF'RENT STROKES	N 3684	**105	2.8	2.9	60	*165	5.2	4.5	111	515	5.6	14.0	120	343	4.4	9.3	95
DOUBLE TROUBLE	N 4462	*207	5.5	4.6	98	*196	6.1	4.4	109	475	5.2	10.6	92	534	6.9	12.0	122
DUCK FACTORY	N 4810	239	6.3	5.0	105	272	8.5	5.7	140	547	5.9	11.4	98	524	6.7	10.9	111
DUKES OF HAZZARD	C 5951	367	9.7	6.2	130	286	8.9	4.8	119	623	6.8	10.5	90	650	8.3	10.9	111
DYNASTY	A 11325	467	12.4	4.1	87	441	13.8	3.9	96	1369	14.9	12.1	104	1362	17.5	12.0	122
FACTS OF LIFE	N 4512	*207	5.5	4.6	97	*207	6.5	4.6	114	650	7.1	14.4	124	460	5.9	10.2	104
FALCON CREST	C 9215	435	11.5	4.7	99	285	8.9	3.1	77	1226	13.3	13.3	115	996	12.8	10.8	110
FALL GUY	A 8604	397	10.5	4.6	97	427	13.3	5.0	123	1145	12.4	13.3	115	1035	13.3	12.0	122
FAMILY TIES	N 4179	*126	3.3	3.0	63	*213	6.7	5.1	126	541	5.9	12.9	112	477	6.1	11.4	116
FANTASY ISLAND	A 4781	272	7.2	5.7	120	*211	6.6	4.4	109	527	5.7	11.0	95	469	6.0	9.8	100
FOULUPS,BLEEPS & BLUNDERS	A 6697	224	5.9	3.3	70	270	8.4	4.0	100	729	7.9	10.9	94	649	8.3	9.7	99
FOUR SEASONS	C 3873	*189	5.0	4.9	103	**116	3.6	3.0	74	543	5.9	14.0	121	385	4.9	9.9	101
GIMME A BREAK	N 4310	*133	3.5	3.1	65	*260	8.1	6.0	149	507	5.5	11.8	101	404	5.2	9.4	95
HART TO HART	A 5751	311	8.3	5.4	114	298	9.3	5.2	128	676	7.3	11.8	101	726	9.3	12.6	128
HILL STREET BLUES	N 8568	395	10.5	4.6	97	534	16.7	6.2	154	1059	11.5	12.4	106	872	11.2	10.2	104
HOTEL	A 8801	520	13.8	5.9	124	362	11.3	4.1	102	930	10.1	10.6	91	910	11.7	10.3	105
JEFFERSONS	C 6978	356	9.4	5.1	107	199	6.2	2.9	71	1005	10.9	14.4	124	651	8.4	9.3	95
JENNIFER SLEPT HERE	N 3021	*138	3.7	4.6	96	**117	3.7	3.9	96	410	4.5	13.6	117	270	3.5	8.9	91
KATE & ALLIE	C 6811	308	8.2	4.5	95	213	6.7	3.1	77	817	8.9	12.0	103	813	10.4	11.9	121
KNIGHT RIDER	N 5256	288	7.6	5.5	115	*297	9.3	5.7	140	705	7.7	13.4	116	559	7.2	10.6	108
LOVE BOAT	A 7174	348	9.2	4.9	102	317	9.9	4.4	109	772	8.4	10.8	93	658	8.4	9.2	93
MAGNUM PI	C 10438	515	13.7	4.9	104	496	15.5	4.8	118	1372	14.9	13.1	113	948	12.2	9.1	92
MAMA'S FAMILY	N 3488	*215	5.7	6.2	130	*185	5.8	5.3	131	464	5.0	13.3	115	370	4.8	10.6	108
MASTER, THE	N 4127	*149	4.0	3.6	76	*140	4.4	3.4	84	563	6.1	13.6	118	612	7.9	14.8	151
MATT HOUSTON	A 5978	293	7.8	4.9	103	345	10.8	5.8	143	602	6.5	10.1	87	603	7.7	10.1	103
NBC MONDAY NIGHT MOVIE	N 10446	526	14.0	5.0	106	435	13.6	4.2	103	1135	12.3	10.9	94	1222	15.7	11.7	119
NBC NIGHTLY NEWS	N 5571	275	7.3	4.9	104	167	5.2	3.0	74	721	7.8	12.9	112	525	6.7	9.4	96
NBC NIGHTLY NEWS-SAT	N 3675	*147	3.9	4.0	84	*149	4.7	4.1	100	443	4.8	12.1	104	349	4.5	9.5	97
NBC NIGHTLY NEWS-SUN	N 2905	*102	2.7	3.5	74	**127	4.0	4.4	108	361	3.9	12.4	107	247	3.2	8.5	87
NBC SUNDAY NIGHT MOVIE	N 8352	537	14.3	6.4	135	348	10.9	4.2	103	940	10.2	11.3	97	1015	13.0	12.2	124
NEWMATH	C 6864	335	8.9	4.9	103	242	7.6	3.5	87	907	9.9	13.2	114	818	10.5	11.9	121
ONE DAY AT A TIME	C 3866	*174	4.6	4.5	95	*118	3.7	3.1	76	504	5.5	13.0	112	432	5.5	11.2	114
PEOPLE ARE FUNNY	N 3956	*249	6.6	6.3	132	*182	5.7	4.6	114	527	5.7	13.3	115	466	6.0	11.8	120
REAL PEOPLE	N 6305	361	9.6	5.7	120	302	9.4	4.8	119	859	9.3	13.6	117	522	6.7	8.3	84
REMINGTON STEELE	N 5884	343	9.1	5.8	123	245	7.7	4.2	103	862	9.4	14.6	126	628	8.1	10.7	109
RIPLY'S BELIEVE IT - NOT	A 5706	300	8.0	5.3	111	*264	8.2	4.6	115	741	8.1	13.0	112	516	6.6	9.0	92
RIPTIDE	N 6202	228	6.1	3.7	77	*245	7.7	4.0	98	739	8.0	11.9	103	672	8.6	10.8	110
SCARECROW & MRS. KING	C 6513	335	8.9	5.1	108	*227	7.1	3.5	86	758	8.2	11.6	100	625	8.0	9.6	98
SIMON & SIMON	C 8593	449	11.9	5.2	110	*207	6.5	2.4	60	1013	11.0	11.8	102	833	10.7	9.7	99
60 MINUTES	C 13342	657	17.4	4.9	104	471	14.7	3.5	87	1689	18.4	12.7	109	1212	15.6	9.1	92
ST. ELSEWHERE	N 6029	380	10.1	6.3	133	257	8.0	4.3	106	698	7.6	11.6	100	726	9.3	12.0	123
THREE'S COMPANY	A 8565	298	7.9	3.5	73	474	14.8	5.5	137	1043	11.3	12.2	105	788	10.1	9.2	94
T.J. HOOKER	A 7400	384	10.2	5.2	109	376	11.7	5.1	126	892	9.7	12.1					

	TOTAL U.S. '000	MEN '000	WOMEN '000	CHILDREN '000	ADULTS '000	OLD '000	SPICE '000	SOLID '000	RIGHT '000	GUARD '000	BROWNIE '000	RIGHT '000	GUARD '000	PUMP '000	SPRAY '000
		A	B	C	D	A	B	C	A	B	C	A	B	C	D
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
		DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN
		ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS
		INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX
TOTAL MALES	79263	15409	100.0	19.4	100	10210	100.0	12.9	100	4577	100.0	5.8	100	2866	100.0
HOUSEHOLD HEADS	66405	12272	79.6	18.5	95	8356	81.8	12.6	98	3843	84.0	5.8	100	2342	81.7
18 - 24	13945	3641	23.6	26.1	134	2127	20.8	15.3	118	822	18.0	5.9	102	*694	24.2
25 - 34	19334	4111	26.7	21.3	109	2548	25.0	13.2	102	991	21.7	5.1	89	*504	17.6
35 - 44	14196	2553	16.6	18.0	93	2164	21.2	15.2	118	1072	23.4	7.6	131	*421	14.7
45 - 54	10896	1949	12.6	17.9	92	1302	12.8	11.9	93	640	14.0	5.9	102	*288	10.0
55 - 64	10378	1752	11.4	16.9	87	1072	10.5	10.3	80	621	13.6	6.0	104	461	16.1
65 OR OLDER	10514	1402	9.1	13.3	69	996	9.8	9.5	74	430	9.4	4.1	71	499	17.4
18 - 34	33279	7752	50.3	23.3	120	4675	45.8	14.0	109	1814	39.6	5.5	94	1198	41.8
18 - 49	*2904	11324	73.5	21.4	110	7479	73.3	14.1	110	3207	70.1	6.1	105	1775	61.9
25 - 54	44426	8613	55.9	19.4	100	6014	58.9	13.5	105	2704	59.1	6.1	105	1212	42.3
35 - 49	19625	3572	23.2	18.2	94	2804	27.5	14.3	111	1393	30.4	7.1	123	577	20.1
50 OR OLDER	26359	4085	26.5	15.5	80	2730	26.7	10.4	80	1370	29.9	5.2	90	1091	38.1
GRADUATED COLLEGE	15982	2985	19.4	18.7	96	2423	23.7	15.2	118	944	20.6	5.9	102	*307	10.7
ATTENDED COLLEGE	13629	3177	20.6	23.3	120	1863	18.2	13.7	106	1016	22.2	7.5	129	*382	13.3
GRADUATED HIGH SCHOOL	28591	5616	36.4	19.6	101	3876	38.0	13.6	105	1730	37.8	6.1	105	1016	35.5
DID NOT GRADUATE HIGH SCHOOL	21061	3631	23.6	17.2	89	2049	20.1	9.7	76	887	19.4	4.2	73	1160	40.5
EMPLOYED FULL-TIME	52316	10315	66.9	19.7	101	7048	69.0	13.5	105	3214	70.2	6.1	106	1590	55.5
EMPLOYED PART-TIME	4113	878	5.7	21.3	110	*526	5.2	12.8	99	*263	5.7	6.4	111	*164	5.7
NOT EMPLOYED	22834	4217	27.4	18.5	95	2636	25.8	11.5	90	1100	24.0	4.8	83	1112	38.8
PROFESSIONAL/MANAGER	15034	2853	18.5	19.0	98	2261	22.1	15.0	117	832	18.2	5.5	96	*467	14.3
TECH/CLERICAL/SALES	11255	2331	15.1	20.7	107	1443	14.1	12.8	100	624	13.6	5.5	96	*296	10.3
PRECISION/CRAFT	11607	2327	15.1	20.0	103	1410	13.8	12.1	94	863	18.9	7.4	129	*462	16.1
OTHER EMPLOYED	18534	3682	23.9	19.9	102	2460	24.1	13.3	103	1159	25.3	6.3	108	529	18.5
SINGLE	19562	4683	30.4	23.9	123	3051	29.9	15.6	121	1170	25.6	6.0	104	837	29.2
MARRIED	51896	9418	61.1	18.1	93	6272	61.4	12.1	94	2800	61.2	5.4	93	1587	55.4
DIVORCED/SEPARATED/WIDOWED	7804	1308	8.5	16.8	86	888	8.7	11.4	88	607	13.3	7.8	135	*442	15.4
PARENTS	25372	4962	32.2	19.6	101	3221	31.5	12.7	99	1558	34.0	6.1	106	583	20.3
WHITE	69658	13960	90.6	20.0	103	9395	92.0	13.5	105	4173	91.2	6.0	104	2458	85.8
BLACK	7909	1214	7.9	15.3	79	727	7.1	9.2	71	*285	6.2	3.6	62	*387	13.5
OTHER	1696	*235	1.5	13.9	71	*88	0.9	5.2	40	*119	2.6	7.0	122	*20	0.7
NORTHEAST-CENSUS	17202	3215	20.9	18.7	96	2521	24.7	14.7	114	747	16.3	4.3	75	517	18.0
NORTH CENTRAL	20461	4417	28.7	21.6	111	3021	29.6	14.8	115	1138	24.9	5.6	96	628	21.9
SOUTH	26695	4375	28.4	16.4	84	2679	26.2	10.0	78	1889	41.3	7.1	123	1436	50.1
WEST	14906	3402	22.1	22.8	117	1990	19.5	13.4	104	802	17.5	5.4	93	*285	9.9
NORTHEAST-MKTG.	17962	2911	18.9	16.2	83	2636	25.8	14.7	114	742	16.2	4.1	72	664	23.2
EAST CENTRAL	11741	2887	18.7	24.6	126	1601	15.7	13.6	106	733	16.0	6.2	108	454	15.8
WEST CENTRAL	13518	2798	18.2	20.7	106	2069	20.3	15.3	119	746	16.3	5.5	96	*355	12.4
SOUTH	23168	3923	25.5	16.9	87	2193	21.5	9.5	73	1632	35.7	7.0	122	1149	40.1
PACIFIC	12874	2891	18.8	22.3	116	1712	16.8	13.3	103	723	15.8	5.6	97	*244	8.5
COUNTY SIZE A	32596	5900	38.3	18.1	93	4062	39.8	12.5	97	1918	41.9	5.9	102	1105	38.6
COUNTY SIZE B	23814	4918	31.9	20.7	106	3438	33.7	14.4	112	1293	28.2	5.4	94	975	34.0
COUNTY SIZE C	12663	2834	18.4	22.4	115	1578	15.5	12.5	97	770	16.8	6.1	105	*440	15.4
COUNTY SIZE D	10190	1758	11.4	17.3	89	1132	11.1	11.1	86	596	13.0	5.8	101	*346	12.1
METRO CENTRAL CITY	23190	4597	29.8	19.8	102	2665	26.1	11.5	89	1446	31.6	6.2	108	750	26.2
METRO SUBURBAN	36920	7280	47.2	19.7	101	5401	52.9	14.6	114	1999	43.7	5.4	94	1433	50.0
NON METRO	19152	3532	22.9	18.4	95	2144	21.0	11.2	87	1132	24.7	5.9	102	683	23.8
TOP 5 ADI'S	18703	3455	22.4	18.5	95	2327	22.8	12.4	97	986	21.5	5.3	91	454	15.8
TOP 10 ADI'S	26158	4620	30.0	17.7	91	3213	31.5	12.3	95	1646	36.0	6.3	109	779	27.2
TOP 20 ADI'S	36612	6531	42.4	17.8	92	4568	44.7	12.5	97	2215	48.4	6.0	105	1284	44.8
HSOLD INC. \$50,000 OR MORE	9326	2006	13.0	21.5	111	1215	11.9	13.0	101	550	12.0	5.9	102	*254	8.9
\$40,000 OR MORE	18002	3587	23.3	19.9	102	2395	23.5	13.3	103	1233	26.9	6.8	119	*466	16.3
\$30,000 OR MORE	31361	6330	41.1	20.2	104	4678	45.8	14.9	116	2030	44.4	6.5	112	797	27.8
\$25,000 OR MORE	39858	8115	52.7	20.4	105	5771	56.5	14.5	112	2620	57.2	6.6	114	1070	37.3
\$20,000 - \$24,999	8664	1806	11.7	20.8	107	1085	10.6	12.5	97	*502	11.0	5.8	100	*301	10.5
\$15,000 - \$19,999	7964	1730	11.2	21.7	112	946	9.3	11.9	92	*363	7.9	4.6	79	*360	12.6
\$10,000 - \$14,999	11093	1983	12.9	17.9	92	1006	9.9	9.1	70	610	13.3	5.5	95	*470	16.4
UNDER \$10,000	11683	1775	11.5	15.2	78	1402	13.7	12.0	93	483	10.6	4.1	72	664	23.2
HOUSEHOLD OF 1 PERSON	7453	1248	8.1	16.7	86	941	9.2	12.6	98	431	9.4	5.8	100	342	11.9
2 PEOPLE	24757	4483	29.1	18.1	93	2935	28.7	11.9	92	1194	26.1	4.8	84	1039	36.3
3 OR 4 PEOPLE	32682	6724	43.6	20.6	106	4531	44.4	13.9	108	2265	49.5	6.9	120	1003	35.0
5 OR MORE PEOPLE	14370	2953	19.2	20.5	106	1803	17.7	12.5	97	686	15.0	4.8	83	*481	16.8
NO CHILD IN HSOLD	46768	8734	56.7	18.7	96	6153	60.3	13.2	102	2731	59.7	5.8	101	2026	70.7
CHILD(REN) UNDER 2 YRS	4799	1103	7.2	22.0	118	*502	4.9	10.5	81	*238	5.2	5.0	86	*94	3.3
2 - 5 YEARS	11125	2298	14.9	20.7	106	1257	12.3	11.3	88	662	14.5	6.0	103	*223	7.8
6 - 11 YEARS	14193	2834	18.4	20.0	103	1654	16.2	11.7	90	700	15.3	4.9	85	*356	12.4
12 - 17 YEARS	17402	3532	22.9	20.3	104	2321	22.7	13.3	104	962	21.0	5.5	96	*489	17.1
RESIDENCE OWNED	56398	11224	72.8	19.9	102	7239	70.9	12.8	100	3270	71.4	5.8	100	1844	64.3
VALUE: \$50,000 OR MORE	34811	6722	43.6	19.3	99	4633	45.4	13.3	103	2180	47.6	6.3	108	1159	40.4
VALUE: UNDER \$50,000	21587	4502	29.2	20.9	107	2606	25.5	12.1	94	1090	23.8	5.0	87	684	23.9

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

			TOTAL	MENNON SPEED STICK				OLD SPICE SOLID				RIGHT GUARD BROWNE				RIGHT GUARD PUMP SPRAY			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES			79263	15409	100.0	19.4	100	10210	100.0	12.9	100	4577	100.0	5.8	100	2866	100.0	3.6	100
MAGAZINES	QUINTILE 1	16033	3413	23.4	22.5	116		2631	25.8	16.4	127	871	19.0	5.4	94	716	25.0	4.5	124
	QUINTILE 2	15354	2836	18.4	18.5	95		1855	18.2	12.1	94	1060	23.2	6.9	120	406	14.2	2.6	73
	QUINTILE 3	15888	2988	19.4	18.8	97		2157	21.1	13.6	105	946	20.7	6.0	103	759	26.5	4.8	132
	QUINTILE 4	17310	3484	22.6	20.1	104		2251	22.0	13.0	101	903	19.7	5.2	90	*404	14.1	2.3	65
	QUINTILE 5	14677	2488	16.1	17.0	87		1316	12.9	9.0	70	796	17.4	5.4	94	581	20.3	4.0	109
NEWSPAPERS	QUINTILE 1	15277	3018	19.6	19.8	102		2090	20.5	13.7	106	976	21.3	6.4	111	538	18.8	3.5	97
	QUINTILE 2	22745	4293	27.9	18.9	97		3120	30.6	13.7	106	1251	27.3	5.5	95	744	26.0	3.3	90
	QUINTILE 3	10692	2195	14.2	20.5	106		1416	13.9	13.2	103	587	12.8	5.5	95	*451	15.7	4.2	117
	QUINTILE 4	11646	2707	17.6	23.2	120		1296	12.7	11.1	86	618	13.5	5.3	92	*334	11.7	2.9	79
	QUINTILE 5	18903	3197	20.7	16.9	87		2287	22.4	12.1	94	1146	25.0	6.1	105	797	27.8	4.2	117
OUTDOOR	QUINTILE 1	14620	3555	23.1	21.4	110		2325	22.8	14.0	109	1011	22.1	6.1	105	475	16.6	2.9	79
	QUINTILE 2	16377	3323	21.6	20.3	104		2381	23.3	14.5	113	1089	23.8	6.6	115	*551	19.2	3.4	93
	QUINTILE 3	15995	3070	19.9	19.2	99		2051	20.1	12.8	100	896	19.6	5.6	97	689	24.0	4.3	119
	QUINTILE 4	15592	2891	18.8	18.5	95		1778	17.4	11.4	89	900	19.7	5.8	100	724	25.3	4.6	128
	QUINTILE 5	14679	2569	16.7	17.5	90		1675	16.4	11.4	89	680	14.9	4.6	80	*427	14.9	2.9	80
RADIO-DRIVE TIME	QUINTILE 1	15746	3050	19.8	19.4	100		2295	22.5	14.6	113	857	18.7	5.4	94	725	25.3	4.6	127
	QUINTILE 2	15067	3043	19.7	20.2	104		2012	19.7	13.4	104	819	17.9	5.4	94	*466	16.3	3.1	86
	QUINTILE 3	15631	2998	19.5	19.2	99		2024	19.8	12.9	101	883	19.3	5.6	98	576	20.1	3.7	102
	QUINTILE 4	16245	3416	22.2	21.0	108		2069	20.3	12.7	99	1145	25.0	7.0	122	*454	15.8	2.8	77
	QUINTILE 5	16573	2904	18.8	17.5	90		1810	17.7	10.9	85	872	19.1	5.3	91	645	22.5	3.9	108
RADIO-MID- DAY	TERCILE 1	21788	4312	28.0	19.8	102		2967	29.1	13.6	106	1078	23.6	4.9	86	685	23.9	3.1	87
	TERCILE 2	21151	4016	26.1	19.0	98		2825	27.7	13.4	104	1063	23.2	5.0	87	930	32.4	4.4	122
	TERCILE 3	36323	7081	46.0	19.5	100		4418	43.3	12.2	94	2436	53.2	6.7	116	1250	43.6	3.4	95
RADIO-TOTAL	QUINTILE 1	15977	3156	20.5	19.8	102		2456	24.1	15.4	119	764	16.7	4.8	83	*640	22.3	4.0	111
	QUINTILE 2	15923	3168	20.6	19.9	102		1817	17.8	11.4	89	974	21.3	6.1	106	587	20.5	3.7	102
	QUINTILE 3	14980	3046	19.8	20.3	105		2050	20.1	13.7	106	806	17.6	5.4	93	*403	14.1	2.7	74
	QUINTILE 4	17123	3384	22.0	19.8	102		2125	20.8	12.4	96	1124	24.6	6.6	114	703	24.5	4.1	114
	QUINTILE 5	15260	2655	17.2	17.4	89		1763	17.3	11.6	90	909	19.9	6.0	103	533	18.6	3.5	97
TV-PRIME TIME	QUINTILE 1	15674	2906	18.9	18.5	95		2010	19.7	12.8	100	856	18.7	5.5	95	787	27.5	5.0	139
	QUINTILE 2	15944	3141	20.4	19.7	101		2056	20.1	12.9	100	873	19.1	5.5	95	540	18.8	3.4	94
	QUINTILE 3	16037	3374	21.9	21.0	108		2360	23.1	14.7	114	1069	23.4	6.7	115	*344	12.0	2.1	59
	QUINTILE 4	15412	2781	18.0	18.0	93		1922	18.8	12.5	97	873	19.1	5.7	98	680	23.7	4.4	122
	QUINTILE 5	16194	3208	20.8	19.8	102		1863	18.2	11.5	89	906	19.8	5.6	97	515	18.0	3.2	88
TV-DAYTIME	TERCILE 1	19156	3596	23.3	18.8	97		2257	22.1	11.8	91	1070	23.4	5.6	97	796	27.8	4.2	115
	TERCILE 2	19343	3991	25.9	20.6	106		2640	25.9	13.6	106	1097	24.0	5.7	98	803	28.0	4.2	115
	TERCILE 3	40764	7822	50.8	19.2	99		5313	52.0	13.0	101	2409	52.6	5.9	102	1266	44.2	3.1	86
TV-TOTAL	QUINTILE 1	15844	3016	19.6	19.0	98		1865	18.3	11.8	91	805	17.6	5.1	88	813	28.4	5.1	142
	QUINTILE 2	15767	3021	19.6	19.2	99		2151	21.1	13.6	106	1001	21.9	6.3	110	604	21.1	3.8	106
	QUINTILE 3	15775	3039	19.7	19.3	99		2175	21.3	13.8	107	1005	22.0	6.4	110	*480	16.7	3.0	84
	QUINTILE 4	15903	3221	20.9	20.3	104		2112	20.7	13.3	103	931	20.3	5.9	101	479	16.7	3.0	83
	QUINTILE 5	15974	3112	20.2	19.5	100		1907	18.7	11.9	93	835	18.2	5.2	91	*491	17.1	3.1	85
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	21225	4176	27.1	19.7	101		2989	29.3	14.1	109	1214	26.5	5.7	99	752	26.2	3.5	98
	MAGAZINE IMPERATIVE	17728	3793	24.6	21.4	110		2436	23.9	13.7	107	1080	23.6	6.1	106	774	27.0	4.4	121
	NEWSPAPER IMPERATIVE	22987	4291	27.8	18.7	96		2947	28.9	12.8	100	1339	29.3	5.8	101	777	27.1	3.4	93
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	3466	22.5	21.3	110		2473	24.2	15.2	118	1023	22.4	6.3	109	528	18.4	3.3	90
	MAGAZINE IMPERATIVE	24016	4631	30.1	19.3	99		3079	30.2	12.8	100	1405	30.7	5.9	101	963	33.6	4.0	111
	OUTDOOR IMPERATIVE	26020	5148	33.4	19.8	102		3351	32.8	12.9	100	1614	35.3	6.2	107	901	31.4	3.5	96
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	3618	23.5	21.4	110		2206	21.6	13.0	101	1130	24.7	6.7	116	643	22.4	3.8	105
	MAGAZINE IMPERATIVE	23456	4560	29.6	19.4	100		3355	32.9	14.3	111	1441	31.5	6.1	106	873	30.5	3.7	103
	RADIO IMPERATIVE	23900	4548	29.5	19.0	98		3110	30.5	13.0	101	1121	24.5	4.7	81	805	28.1	3.4	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	3087	20.0	19.5	101		2253	22.1	14.3	111	934	20.4	5.9	102	843	29.4	5.3	148
	MAGAZINE IMPERATIVE	25476	5223	33.9	20.5	105		3590	35.2	14.1	109	1591	34.8	6.2	108	773	27.0	3.0	84
	TELEVISION IMPERATIVE	25744	4761	30.9	18.5	95		2985	29.2	11.6	90	1417	31.0	5.5	95	937	32.7	3.6	101
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	3756	24.4	21.3	110		2491	24.4	14.1	110	1019	22.3	5.8	100	710	24.8	4.0	111
	NEWSPAPER IMPERATIVE	26414	4873	31.6	18.4	95		3290	32.2	12.5	97	1482	32.4	5.6	97	909	31.7	3.4	95
	OUTDOOR IMPERATIVE	23059	4665	30.3	20.2	104		3063	30.0	13.3	103	1500	32.8	6.5	113	695	24.2	3.0	83
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	3531	22.9	19.6	101		2649	25.9	14.7	114	1137	24.8	6.3	109	695	24.2	3.9	107
	NEWSPAPER IMPERATIVE	26269	4985	32.4	19.0	98		3293	32.3	12.5	97	1489	32.5	5.7	98	801	27.9	3.0	84
	RADIO IMPERATIVE	21342	4471	29.0	20.9	108		2674	26.2	12.5	97	991	21.7	4.6	80	782	27.3	3.7	101
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	3179	20.6	18.3	94		2498	24.5	14.4	112	1008	22.0	5.8	101	634	22.1	3.7	101
	NEWSPAPER IMPERATIVE	26889	5362	34.8	19.9	103		3615	35.4	13.4	104	1530	33.4	5.7	99	790	27.6	2.9	81
	TELEVISION IMPERATIVE	21698	4269	27.7	19.7	101		2516	24.6	11.6	90	1314	28.7	6.1	105	1010	35.2	4.7	129
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456																	

	TOTAL U.S. '000	MENHEN SPEED STICK				OLD SPICE SOLID				RIGHT GUARD BRONZE				RIGHT GUARD PUMP SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	15409	100.0	19.4	100	10210	100.0	12.9	100	4577	100.0	5.8	100	2866	100.0	3.6	100
ATLANTIC MONTHLY	452	**81	0.5	17.9	92	**103	1.0	22.8	177	**55	1.2	12.2	211	**4	0.1	0.9	24
BARRON'S	1058	**103	0.7	9.7	50	**150	1.5	14.2	110	**99	2.2	9.4	162	**15	0.5	1.4	39
BETTER HOMES & GARDENS	4773	1124	7.3	23.5	121	576	5.6	12.1	94	217	4.7	4.5	79	*307	10.7	6.4	178
BON APPETIT	1037	284	1.8	27.4	141	*153	1.5	14.8	115	**50	1.1	4.8	83	**6	0.2	0.6	16
BUSINESS WEEK	3193	669	4.3	21.0	108	410	4.0	12.8	100	*218	4.8	6.8	118	**116	4.0	3.6	100
CAR AND DRIVER	2705	497	3.2	18.4	95	369	3.6	13.6	106	*234	5.1	8.7	150	**117	4.1	4.3	120
CBS MAGAZINE NETWORK (GROSS)	5678	1154	7.5	20.3	105	892	8.7	15.7	122	322	7.0	5.7	98	*222	7.7	3.9	108
CHANGING TIMES	1847	376	2.4	20.4	105	*205	2.0	11.1	86	**126	2.8	6.8	118	**33	1.2	1.8	49
COLONIAL HOMES	492	**108	0.7	22.0	113	**29	0.3	5.9	46	**18	0.4	3.7	63	**10	0.3	2.0	56
CONDE NAST MAG. PKG. (GROSS)	2066	403	2.6	19.5	100	*294	2.9	14.2	110	**146	3.2	7.1	122	**102	3.6	4.9	137
CONSUMERS DIGEST	1719	310	2.0	18.0	93	284	2.8	16.5	128	**103	2.3	6.0	104	**83	2.9	4.8	134
COSMOPOLITAN	1762	402	2.6	22.8	117	*234	2.3	13.3	103	**93	2.0	5.3	91	**107	3.7	6.1	168
COUNTRY LIVING	1110	*187	1.2	16.8	87	**85	0.8	7.7	59	**95	2.1	8.6	148	**70	2.4	6.3	174
CUISINE	660	*152	1.0	23.0	118	**95	0.9	14.4	112	**66	1.4	10.0	173	**8	0.3	1.2	34
CYCLE WORLD	1924	365	2.4	19.0	98	307	3.0	16.0	124	**117	2.6	6.1	105	**125	4.4	6.5	180
DCI:CREATIVE IDEAS FOR LIV	437	**69	0.4	15.8	81	**59	0.6	13.5	105	**22	0.5	5.0	87	**16	0.6	3.7	101
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	370	2.4	14.9	76	*263	2.6	10.6	82	*165	3.6	6.6	115	**59	2.1	2.4	66
DISCOVER	1279	*267	1.7	20.9	107	*203	2.0	15.9	123	**95	2.1	7.4	129	**53	1.8	4.1	115
EBONY	2898	540	3.5	18.6	96	269	2.6	9.3	72	*147	3.2	5.1	88	*139	4.8	4.8	133
ESQUIRE	1384	250	1.6	18.1	93	*218	2.1	15.8	122	**65	1.4	4.7	81	**25	0.9	1.8	50
ESSENCE	850	**121	0.8	14.2	73	**104	1.0	12.2	95	**56	1.2	6.6	114	**16	0.6	1.9	52
FAMILY CIRCLE	2430	461	3.0	19.0	98	282	2.8	11.6	90	*134	2.9	5.5	95	**88	3.1	3.6	100
THE FAMILY HANDYMAN	2356	496	3.2	21.1	108	316	3.1	13.4	104	*136	3.0	5.8	100	**82	2.9	3.5	96
FAMILY WEEKLY	11533	2732	17.7	23.7	122	1610	15.8	14.0	108	658	14.4	5.7	99	*377	13.2	3.3	90
FIELD & STREAM	7444	1406	9.1	18.9	97	1048	10.3	14.1	109	481	10.5	6.5	112	357	12.5	4.8	133
FOOD & WINE	416	**77	0.5	18.5	95	**42	0.4	10.1	78	**32	0.7	7.7	133	**4	0.1	1.0	27
FORBES	1865	383	2.5	20.5	106	279	2.7	15.0	116	*157	3.4	8.4	146	**20	0.7	1.1	30
FORTUNE	1849	358	2.3	19.4	100	346	3.4	18.7	145	*147	3.2	8.0	138	**38	1.3	2.1	57
GENTLEMEN'S QUARTERLY	2284	504	3.3	22.1	114	*263	2.6	11.5	89	**130	2.8	5.7	99	**106	3.7	4.6	128
GLAMOUR	538	**82	0.5	15.2	78	**113	1.1	21.0	163	**35	0.8	6.5	113	**11	0.4	2.0	57
GOLF DIGEST	1649	315	2.0	19.1	98	168	1.6	10.2	79	*196	4.3	11.9	206	**37	1.3	2.2	62
GOLF DIGEST/TENNIS (GROSS)	2294	422	2.7	18.4	95	238	2.3	10.4	81	*222	4.9	9.7	168	**71	2.5	3.1	86
GOLF MAGAZINE	1577	348	2.3	22.1	114	*220	2.2	14.0	108	**181	4.0	11.5	199	**48	1.7	3.0	84
GOLF MAGAZINE/SKI (GROSS)	2487	602	3.9	24.2	125	335	3.3	13.5	105	*243	5.3	9.8	169	**61	2.1	2.5	68
GOOD HOUSEKEEPING	2569	563	3.7	21.9	113	328	3.2	12.8	99	*149	3.3	5.8	100	**83	2.9	3.2	89
HARPER'S BAZAAR	431	**115	0.7	26.7	137	**44	0.4	10.2	79	**27	0.6	6.3	108	**11	0.4	2.6	71
HEALTH	788	**141	0.9	17.9	92	**103	1.0	13.1	101	**79	1.7	10.0	174	**47	1.6	6.0	165
HEARST MAG CORP. BUY (GROSS)	18781	3844	24.9	20.5	105	2356	23.1	12.5	97	1042	22.8	5.5	96	822	28.7	4.4	121
HEARST MAN POWER (GROSS)	9169	1883	12.2	20.5	106	1298	12.7	14.2	110	525	11.5	5.7	99	436	15.2	4.8	132
HEARST WOMAN POWER (GROSS)	5452	1094	7.1	20.1	103	730	7.1	13.4	104	286	6.2	5.2	91	*240	8.4	4.4	122
HOUSE BEAUTIFUL	1020	*205	1.3	20.1	103	**69	0.7	6.8	53	**32	0.7	3.1	54	**11	0.4	1.1	30
INC.	993	*189	1.2	19.0	98	**97	1.0	9.8	76	**86	1.9	8.7	150	**6	0.2	0.6	17
JET	2808	448	2.9	16.0	82	268	2.6	9.5	74	*140	3.1	5.0	86	**79	2.8	2.8	78
LADIES' HOME JOURNAL	1868	393	2.6	21.0	108	*234	2.3	12.5	97	**104	2.3	5.6	96	**100	3.5	5.4	148
LHJ FAMILY GRP COMBO(GROSS)	3582	760	4.9	21.2	109	474	4.6	13.2	103	*254	5.5	7.1	123	*192	6.7	5.4	148
LIFE	4817	1042	6.8	21.6	111	603	5.9	12.5	97	244	5.3	5.1	88	*176	6.1	3.7	101
L.A. TIMES HOME MAGAZINE	1465	357	2.3	24.4	125	209	2.0	14.3	111	*104	2.3	7.1	123	**17	0.6	1.2	32
MADAME'S ELLE	460	**149	1.0	32.4	167	**60	0.6	13.0	101	**40	0.9	8.7	151	**8	0.3	1.7	48
MC CALL'S	1764	403	2.6	22.8	118	243	2.4	13.8	107	*149	3.3	8.4	146	**49	1.7	2.8	77
MC CALL'S/MRK MOTHER (GROSS)	2062	453	2.9	22.0	113	264	2.6	12.8	99	*178	3.9	8.6	149	**56	2.0	2.7	75
MECHANIX ILLUSTRATED	3625	774	5.0	21.4	110	587	5.7	16.2	126	*242	5.3	6.7	116	**129	4.5	3.6	98
METROPOLITAN HOME	495	**43	0.3	8.7	45	**28	0.3	5.7	44	**15	0.3	3.0	52	**1	0.0	0.2	6
MONEY	3017	594	3.9	19.7	101	477	4.7	15.8	123	*157	3.4	5.2	90	**82	2.9	2.7	75
MOTHER EARTH NEWS	1203	288	1.9	23.9	123	*201	2.0	16.7	130	**37	0.8	3.1	53	**0	0.0	0.0	0
MS.	*257	**36	0.2	14.0	72	**51	0.5	19.8	154	**25	0.5	9.7	168	**3	0.1	1.2	32
NATIONAL ENQUIRER	6921	1262	8.2	18.2	94	891	8.7	12.9	100	342	7.5	4.9	86	282	9.8	4.1	113
NATIONAL GEOGRAPHIC	11626	2343	15.2	20.2	104	1934	18.9	16.6	129	739	16.1	6.4	110	346	12.1	3.0	82
NATIONAL SUNDAY MAGAZINE PKG	49424	10030	65.1	20.3	104	6823	66.8	13.8	107	2869	62.7	5.8	101	1707	59.6	3.5	96
NATURAL HISTORY	753	*159	1.0	21.1	109	**125	1.2	16.6	129	**12	0.3	1.6	28	**14	0.5	1.9	51
NEW WOMAN	*296	**49	0.3	16.6	85	**55	0.5	18.6	144	**19	0.4	6.4	111	**2	0.1	0.7	19
NEW YORK INCLUDING CUE	541	**62	0.4	11.5	59	**49	0.5	9.1	70	**30	0.7	5.5	96	**11	0.4	2.0	56
THE NEW YORKER	1078	*178	1.2	16.5	85	*150	1.5	13.9	108	**34	0.7	3.2	55	**57	2.0	5.3	146
NEWSWEEK	9602	1958	12.7	20.4	105	1540	15.1	16.0	125	533	11.6	5.6	96	330	11.5	4.4	95
THE N.Y. TIMES DAILY EDITION	1376	175	1.1	12.7	65	196	1.9	14.2	111	**118	2.6	8.6	149	**37	1.3	2.7	74
THE N.Y. TIMES MAGAZINE	2110	276	1.8	13.1	67	261	2.6	12.4	96	*170	3.7	8.1	140	**47	1.6	2.2	62
OMNI	1927	406	2.6	21.1	108	593	5.8	30.8	239	**114	2.5	5.9	102	**34	1.2	1.8	49
ON CABLE	911	*200	1.3	22.0	113	*128	1.3	14.1	109	**16	0.3	1.8	30	**29	1.0	3.2	88
1001 HOME IDEAS	927	*227	1.5	24.5	126	**137	1.3	14.8	115	**72	1.6	7.8	135	**45	1.6	4.9	134
ORGANIC GARDENING	1430	*239	1.6	16.7	86	*213	2.1	14.9	116	**71	1.6	5.0	86	**72	2.5	5.0	139
OUTDOOR LIFE	4064	931	6.0	22.9	118	443	4.3	10.9	85	310	6.8	7.6	132	*189	6.6	4.7	129
PARADE MAGAZINE	24538	4584	29.7	18.7	96	3334	32.7	13.6	105	1466	32.0	6.0	103	915	31.9	3.7	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	MENNEN SPEED STICK				OLD SPICE SOLID				RIGHT GUARD BRONZE				RIGHT GUARD PUMP SPRAY			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	13409	100.0	19.4	100	10210	100.0	12.9	100	4577	100.0	5.8	100	2866	100.0	3.6	100
PARENTS	1126	231	1.5	20.5	106	**150	1.5	13.3	103	**91	2.0	8.1	140	**2	0.1	0.2	5
PENTHOUSE	4157	876	5.7	21.1	108	451	4.4	10.8	84	347	7.6	8.3	145	*215	7.5	5.2	143
PEOPLE	7591	1880	10.9	22.1	114	1262	12.4	16.6	129	401	8.8	5.3	91	232	8.1	3.1	85
PLAYBOY	8379	1804	11.7	21.6	111	1167	11.4	13.9	108	576	12.6	6.9	119	377	13.2	4.5	124
POPULAR HOT RODDING	2110	531	3.4	25.2	129	*226	2.2	10.7	83	*127	2.8	6.0	104	**78	2.7	3.7	102
POPULAR MECHANICS	4850	756	6.2	19.7	101	738	7.2	15.2	118	204	4.5	4.2	73	*214	7.5	4.4	122
POPULAR SCIENCE	3397	627	4.1	18.5	95	510	5.0	15.0	117	197	4.3	5.8	100	*217	1.3	1.1	30
PREVENTION	1720	333	2.2	19.7	101	244	2.4	14.2	110	**78	1.7	4.5	79	**66	2.3	3.8	106
PSYCHOLOGY TODAY	1344	233	1.5	17.3	89	*216	2.1	16.1	125	**79	1.7	5.9	102	**29	1.0	2.2	60
READER'S DIGEST	16016	3146	20.4	19.6	101	2345	23.0	14.6	114	845	18.5	5.3	91	609	21.2	3.8	105
REDBOOK	1121	**129	0.8	11.5	59	*169	1.7	15.1	117	**43	0.9	3.8	66	**50	1.7	4.5	123
ROAD & TRACK	2161	442	2.9	20.5	105	387	3.8	17.9	139	**122	2.7	5.6	98	**65	2.3	3.0	83
ROLLING STONE	1948	597	3.9	30.6	158	*321	3.1	16.5	128	**157	3.4	8.1	140	**76	2.7	3.9	108
RUNNER'S WORLD	899	*230	1.5	25.6	132	*180	1.8	20.0	155	*31	0.7	3.4	60	*20	0.7	2.2	62
SATURDAY EVENING POST	841	*205	1.3	24.4	125	*139	1.4	16.5	128	*36	0.8	4.3	74	*36	1.3	4.3	118
SCIENCE 84	841	*145	0.9	17.2	89	**121	1.2	14.4	112	**72	1.6	8.6	148	**4	0.1	0.5	13
SCIENCE DIGEST	1194	*261	1.7	21.9	112	**159	1.6	13.3	103	**83	1.8	7.0	120	**33	1.2	2.8	76
SCIENTIFIC AMERICAN	1379	*239	1.6	17.3	89	*186	1.8	13.5	105	**96	2.1	7.0	121	**39	1.4	2.8	78
SELF	436	**50	0.3	11.5	59	*27	0.3	6.2	48	**24	0.5	5.5	95	**77	2.7	17.7	488
SEVENTEEN	614	**116	0.8	18.9	97	**115	1.1	18.7	145	**28	0.6	4.6	79	**7	0.2	1.1	32
SKI	910	*254	1.6	27.9	144	**115	1.1	12.6	98	**62	1.4	6.8	118	**14	0.5	1.5	43
SMITHSONIAN	2937	606	3.9	20.7	106	529	5.2	18.0	140	*160	3.5	5.4	94	**54	1.9	1.8	51
SOAP OPERA DIGEST	545	**88	0.6	16.1	83	*43	0.4	7.9	61	*20	0.4	3.7	64	*16	0.6	2.9	81
SOUTHERN LIVING	2054	301	2.0	14.7	75	*204	2.0	9.9	77	*144	3.1	7.0	121	**43	1.5	2.1	58
SPORT	2799	589	3.8	21.0	108	521	5.1	18.6	145	*175	3.8	6.3	108	*113	3.9	4.0	112
THE SPORTING NEWS	1938	379	2.5	19.6	101	*216	2.1	11.1	87	**80	1.7	4.1	71	**62	2.2	3.2	88
SPORTS AFIELD	3125	667	4.3	21.3	110	400	3.9	12.8	99	*239	5.2	7.6	132	*189	6.6	6.0	167
SPORTS ILLUSTRATED	11159	2410	15.6	21.6	111	1642	16.1	14.7	114	810	17.7	7.3	126	415	14.5	3.7	103
STAR	4095	909	5.9	22.2	114	545	5.3	13.3	103	*210	4.6	5.1	89	*238	8.3	5.8	161
SUNDAY	25169	4786	31.1	19.0	98	3328	32.6	13.2	103	1443	31.5	5.7	99	912	31.8	3.6	100
SUNSET	1294	*299	1.9	23.1	119	*168	1.6	13.0	101	**72	1.6	5.6	96	**20	0.7	1.5	43
TV GUIDE	18508	3513	22.8	19.0	98	2523	24.7	13.6	106	1002	21.9	5.4	94	792	27.6	4.3	118
TENNIS	645	*107	0.7	16.6	85	*70	0.7	10.9	84	*26	0.6	4.0	70	**34	1.2	5.3	146
TIME	12124	2480	16.1	20.5	105	2069	20.3	17.1	132	632	13.8	5.2	90	466	16.3	3.8	106
TOWN & COUNTRY	493	**111	0.7	22.5	116	*32	0.3	6.5	50	*28	0.6	5.7	98	**5	0.2	1.0	28
TRAVEL & LEISURE	1122	*184	1.2	16.4	84	*138	1.4	12.3	95	**73	1.6	6.5	113	**6	0.2	0.5	15
TRUE STORY	690	**148	1.1	24.3	125	*74	0.7	10.7	83	*39	0.9	5.7	98	**32	1.1	4.6	128
U.S. NEWS & WORLD REPORT	6571	1101	7.1	16.8	86	920	9.0	14.0	109	312	6.8	4.7	82	*200	7.0	3.0	84
USA TODAY	3120	592	3.8	19.0	98	523	5.1	16.8	130	232	5.1	7.4	129	**83	2.9	2.7	74
US	1315	258	1.7	19.6	101	*140	1.4	10.6	83	**83	1.8	6.3	109	*27	0.9	2.1	57
VOGUE	632	**121	0.8	19.1	98	**94	0.9	14.9	115	**47	1.0	7.4	129	**5	0.2	0.8	22
WALL STREET JOURNAL	4247	757	4.9	17.8	92	619	6.1	14.6	113	322	7.0	7.6	131	*83	2.9	2.0	54
WEIGHT WATCHERS	398	**82	0.5	20.6	106	*62	0.6	15.6	121	*30	0.7	7.5	131	*12	0.4	3.0	83
WOMAN'S DAY	1139	*236	1.5	20.7	107	*127	1.2	11.2	87	*101	2.2	8.9	154	*49	1.7	4.3	119
WORKING MOTHER	*298	**50	0.3	16.8	86	*21	0.2	7.0	55	*28	0.6	9.4	163	*7	0.2	2.3	65
WORKING WOMAN	327	**36	0.2	11.0	57	*21	0.2	6.4	50	*36	0.8	11.0	191	**11	0.4	3.4	93
WORLD TENNIS	397	**46	0.3	11.6	60	*48	0.5	12.1	94	*19	0.4	4.8	83	*44	0.1	1.0	28
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1881	12.2	19.5	101	1423	13.9	14.8	115	626	13.7	6.5	113	364	12.7	3.8	104
BLAIR INSERTS	43762	8423	54.7	19.2	99	6015	58.9	13.7	107	2525	55.2	5.8	100	1559	54.4	3.6	99
DAILY NEWSPAPERS																	
READ ANY	52459	10347	67.1	19.7	101	6955	68.1	13.3	103	2980	65.1	5.7	98	1859	64.9	3.5	98
READ ONE	41891	8397	54.5	20.0	103	5426	53.1	13.0	101	2243	49.0	5.4	93	1469	51.3	3.5	97
READ TWO OR MORE	10568	1945	12.6	18.4	95	1530	15.0	14.5	112	736	16.1	7.0	121	390	13.6	3.7	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	10425	67.7	20.1	103	6991	68.5	13.5	105	3021	66.0	5.8	101	1794	62.6	3.5	96
READ ONE	44561	9145	59.3	20.5	106	5990	58.7	13.4	104	2482	54.2	5.6	96	1551	54.1	3.5	96
READ TWO OR MORE	7368	1280	8.3	17.4	89	1001	9.8	13.6	105	539	11.8	7.3	127	243	8.5	3.3	91
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.27				31.79				29.92				25.97			
30 DAY REACH	71522	14070	91.3	19.7	101	9360	91.7	13.1	102	4221	92.2	5.9	102	2676	93.4	3.7	103
50 SHWG - 30 DAY AV FREQ	15.55	16.32				16.47				15.59				13.25			
30 DAY REACH	68168	13490	87.5	19.8	102	9031	88.5	13.2	103	4054	88.6	5.9	103	2606	90.9	3.8	106
25 SHWG - 30 DAY AV FREQ	8.43	8.83				9.05				8.38				7.32			
30 DAY REACH	62898	12484	81.0	19.8	102	8255	80.9	13.1	102	3774	82.5	6.0	104	2359	82.3	3.8	104
CABLE TV: HOME WIRED	31664	6613	42.9	20.9	107	4184	41.0	13.2	103	2201	48.1	7.0	120	851	29.7	2.7	74
HOME NOT WIRED	47599	8796	57.1	18.5	95	6026	59.0	12.7	98	2376	51.9	5.0	86	2014	70.3	4.2	117
HAVE PAY CABLE	17139	3660	23.8	21.4	110	2530	24.8	14.8	115	1169	25.5	6.8	118	*359	12.5	2.1	58

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	MEN				OLD				RIGHT				RIGHT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	15409	100.0	19.4	100	10210	100.0	12.9	100	4577	100.0	5.8	100	2866	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	4793	31.1	19.7	101	3118	30.5	12.8	100	1356	29.6	5.6	97	1017	35.5	4.2	116
NETWORK AFFILIATES - LATE	17197	3303	21.4	19.2	99	2415	23.7	14.0	109	1021	22.3	5.9	103	623	21.7	3.6	100
INDEPENDENTS - LATE	2887	486	3.2	16.8	87	353	3.5	12.2	95	114	2.5	3.9	68	137	4.8	4.7	131
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	2225	14.4	19.7	101	1281	12.5	11.3	88	627	13.7	5.5	96	481	16.8	4.3	118
ABC MONDAY NIGHT MOVIE	A 4379	844	5.5	19.3	99	549	5.4	12.5	97	261	5.7	6.0	103	*171	6.0	3.9	108
ABC SUNDAY NIGHT MOVIE	A 9910	2173	14.1	21.9	113	1153	11.3	11.6	90	510	11.1	5.1	89	291	10.2	2.9	81
ABC WORLD NEWS TONIGHT	A 6212	1336	8.7	21.5	111	726	7.1	11.7	91	414	9.0	6.7	115	274	9.6	4.4	122
AFTERMASH	C 4575	893	5.8	19.5	100	457	4.5	10.0	78	*231	5.0	5.0	87	*154	5.4	3.4	93
ALICE	C 6777	1170	7.6	17.3	89	881	8.6	13.0	101	408	8.9	6.0	104	276	9.6	4.1	113
AMERICAN PARADE	C 4868	832	5.4	17.1	88	544	5.3	11.2	87	352	7.7	7.2	125	*149	5.2	3.1	85
BENSON	A 7593	1417	9.2	18.7	96	846	8.3	11.1	86	379	8.3	5.0	86	214	7.5	2.8	78
BLUE THUNDER	A 6036	1142	7.4	18.9	97	750	7.3	12.4	96	382	8.3	6.3	110	329	11.5	5.5	151
CAGNEY & LACEY	C 7698	1539	10.0	20.0	103	976	9.6	12.7	98	446	9.7	5.8	100	229	8.0	3.0	82
CBS EVENING NEWS-DEAN	C 4066	746	4.8	18.3	94	458	4.5	11.3	87	*142	3.1	3.5	60	*186	6.5	4.6	127
CBS EVENING NEWS-RATHER	C 8092	1539	10.0	19.0	98	1010	9.9	12.5	97	337	7.4	4.2	72	364	12.7	4.5	124
CBS SAT. NEWS-SCHIEFFER	C 4795	875	5.7	18.2	94	529	5.2	11.0	86	170	3.7	3.5	61	*224	7.8	4.7	129
CBS SATURDAY NIGHT MOVIE	C 6034	1283	8.3	21.3	109	830	8.1	13.8	107	280	6.1	4.6	80	182	6.4	3.0	83
CBS WEDNESDAY NIGHT MOVIE	C 4993	1056	6.9	21.1	109	806	7.9	16.1	125	272	5.9	5.4	94	134	4.7	2.7	74
CHEERS	N 6976	1365	8.9	19.6	101	983	9.6	14.1	109	475	10.4	6.8	118	216	7.5	3.1	86
DALLAS	C 13575	2674	17.4	19.7	101	1673	16.4	12.3	96	753	16.5	5.5	96	458	16.0	3.4	93
DIFF'RENT STROKES	N 3684	710	4.6	19.3	99	487	4.8	13.2	103	*208	4.5	5.6	98	*130	4.5	3.5	98
DOUBLE TROUBLE	N 4462	842	5.5	18.9	97	482	4.7	10.8	84	443	9.7	9.9	172	*171	6.0	3.8	106
DUCK FACTORY	N 4810	848	5.5	17.6	91	683	6.7	14.2	110	319	7.0	6.6	115	*150	5.2	3.1	86
DUKES OF HAZZARD	C 5951	1331	8.6	22.4	115	709	6.9	11.9	92	406	8.9	6.8	118	267	9.3	4.5	124
DYNASTY	A 11325	2477	16.1	21.9	113	1347	13.2	11.9	92	575	12.6	5.1	88	436	15.2	3.8	106
FACTS OF LIFE	N 4512	758	4.9	16.8	86	587	5.7	13.0	101	354	7.7	7.8	136	*145	5.1	3.2	89
FALCON CREST	C 9215	1778	11.5	19.3	99	1000	9.8	10.9	84	545	11.9	5.9	102	360	12.6	3.9	108
FALL GUY	A 8604	1628	10.6	18.9	97	901	8.8	10.5	81	451	9.9	5.2	91	438	15.3	5.1	141
FAMILY TIES	N 4179	693	4.5	16.6	85	563	5.5	13.5	105	*253	5.5	6.1	105	*157	5.5	3.8	104
FANTASY ISLAND	A 4781	916	5.9	19.2	99	593	5.8	12.4	96	369	8.1	7.7	134	*217	7.6	4.5	126
FOULUPS, BEEPS & BLUNDERS	A 6697	1436	9.3	21.4	110	827	8.1	12.3	96	352	7.7	5.3	91	*164	5.7	2.4	68
FOUR SEASONS	C 3873	747	4.8	19.3	99	371	3.6	9.6	74	*215	4.7	5.6	96	*123	4.3	3.2	88
GIMME A BREAK	N 4310	731	4.7	17.0	87	522	5.1	12.1	94	*163	3.6	3.8	65	*207	7.2	4.8	133
HART TO HART	A 5751	1097	7.1	19.1	98	776	7.6	13.5	105	285	6.2	5.0	86	*200	7.0	3.5	96
HILL STREET BLUES	N 8568	1667	10.8	19.5	100	1078	10.6	12.6	98	446	9.7	5.2	90	331	11.5	3.9	107
HOTEL	A 8801	1782	11.6	20.2	104	1100	10.8	12.5	97	349	7.6	4.0	69	427	14.9	4.9	134
JEFFERSONS	C 6978	1347	8.7	19.3	99	884	8.7	12.7	98	414	9.0	5.9	103	295	10.3	4.2	117
JENNIFER SLEPT HERE	N 3021	652	4.2	21.6	111	385	3.8	12.7	99	*218	4.8	7.2	125	**100	3.5	3.3	92
KATE & ALLIE	C 6811	1342	8.7	19.7	101	821	8.0	12.1	94	410	9.0	6.0	104	251	8.8	3.7	102
KNIGHT RIDER	N 5256	1146	7.4	21.8	112	598	5.9	11.4	88	343	7.5	6.5	113	*196	6.8	3.7	103
LOVE BOAT	A 7174	1320	8.6	18.4	95	810	7.9	11.3	88	414	9.0	5.8	100	260	9.1	3.6	100
MAGNUM PI	C 10438	2073	13.5	19.9	102	1392	13.6	13.3	104	705	15.4	6.8	117	487	17.0	4.7	129
MAMA'S FAMILY	N 3488	737	4.8	21.1	109	466	4.6	13.4	104	266	5.8	7.6	132	*137	4.8	3.9	109
MASTER, THE	N 4127	730	4.7	17.7	91	375	3.7	9.1	71	*215	4.7	5.2	90	*189	6.6	4.6	127
MATT HOUSTON	A 5978	1144	7.4	19.1	98	767	7.5	12.8	100	388	8.5	6.5	112	*242	8.4	4.0	112
NBC MONDAY NIGHT MOVIE	N 10446	2065	13.4	19.8	102	1486	14.6	14.2	110	523	11.4	5.0	87	275	9.6	2.6	73
NBC NIGHTLY NEWS	N 5571	1104	7.2	19.8	102	780	7.6	14.0	109	324	7.1	5.8	101	203	7.1	3.6	101
NBC NIGHTLY NEWS-SAT	N 3675	749	4.9	20.4	105	620	6.1	16.9	131	*199	4.3	5.4	94	*173	6.0	4.7	130
NBC NIGHTLY NEWS-SUN	N 2905	618	4.0	21.3	109	420	4.1	14.5	112	*116	2.5	4.0	69	*150	5.2	5.2	143
NBC SUNDAY NIGHT MOVIE	N 8352	1784	11.6	21.4	110	1237	12.1	14.8	115	555	12.1	6.6	115	*246	8.6	2.9	81
NEWHART	C 6864	1366	8.9	19.9	102	938	9.2	13.7	106	406	8.9	5.9	102	269	9.4	3.9	108
ONE DAY AT A TIME	C 3866	700	4.5	18.1	93	468	4.6	12.1	94	*252	5.5	6.5	113	*191	6.7	4.9	137
PEOPLE ARE FUNNY	N 3956	869	5.6	22.0	113	554	5.4	14.0	109	286	6.2	7.2	125	*166	5.8	4.2	116
REAL PEOPLE	N 6305	1221	7.9	19.4	100	640	6.3	10.2	79	441	9.6	7.0	121	205	7.2	3.3	90
REMINGTON STEELE	N 5884	1207	7.8	20.5	106	887	8.7	15.1	117	462	10.1	7.9	136	*275	9.6	4.7	129
RIPLEY'S BELIEVE IT - NOT	A 5706	1096	7.1	19.2	99	810	7.9	14.2	110	366	8.0	6.4	111	*228	8.0	4.0	111
RIPTIDE	N 6202	1138	7.4	18.3	94	684	6.7	11.0	86	371	8.1	6.0	104	315	11.0	5.1	140
SCARECROW & MRS. KING	C 6513	1398	9.1	21.5	110	970	9.5	14.9	116	327	7.1	5.0	87	262	9.1	4.0	111
SIMON & SIMON	C 8593	1739	11.3	20.2	104	1139	11.2	13.3	103	479	10.5	5.6	97	431	15.0	5.0	139
60 MINUTES	C 13342	2588	16.8	19.4	100	1660	16.3	12.4	97	600	13.1	4.5	78	510	17.8	3.8	106
ST. ELSEWHERE	N 6029	1305	8.5	21.6	111	770	7.5	12.8	99	373	8.1	6.2	107	*165	5.8	2.7	76
THREE'S COMPANY	A 8565	1687	10.9	19.7	101	1078	10.6	12.6	98	519	11.3	6.1	105	265	9.2	3.1	86
T.J. HOOKER	A 7400	1462	9.5	19.8	102	777	7.6	10.5	82	302</							

	TOTAL U.S. '000	RIGHT GUARD STICK				ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3641	100.0	4.6	100	3877	100.0	4.9	100	9433	100.0	11.9	100	12934	100.0	16.3	100
HOUSEHOLD HEADS	66405	2815	77.3	4.2	92	3251	83.9	4.9	100	7840	83.1	11.8	99	10748	83.1	16.2	99
18 - 24	13945	756	20.8	5.4	118	800	20.6	5.7	117	1687	17.9	12.1	102	2382	18.4	17.1	105
25 - 34	19334	844	23.2	4.4	95	1037	26.7	5.4	110	2298	24.4	11.9	100	3191	24.7	16.5	101
35 - 44	14196	807	22.2	5.7	124	635	16.4	4.5	91	1612	17.1	11.4	95	2155	16.7	15.2	93
45 - 54	10896	*493	13.5	4.5	98	*509	13.1	4.7	96	1190	12.6	10.9	92	1755	13.6	16.1	99
55 - 64	10378	*380	10.4	3.7	80	422	10.9	4.1	83	1362	14.4	13.1	110	1733	13.4	16.7	102
65 OR OLDER	10514	*362	9.9	3.4	75	*475	12.3	4.5	92	1284	13.6	12.2	103	1719	13.3	16.3	100
18 - 34	33279	1600	43.9	4.8	105	1837	47.4	5.5	113	3985	42.2	12.0	101	5572	43.1	16.7	103
18 - 49	52904	2745	75.4	5.2	113	2785	71.8	5.3	108	6033	64.0	11.4	96	8492	65.7	16.1	98
25 - 54	44426	2145	58.9	4.8	105	2181	56.3	4.9	100	5100	54.1	11.5	96	7101	54.9	16.0	98
35 - 49	19625	1145	31.4	5.8	127	948	24.5	4.8	99	2049	21.7	10.4	88	2920	22.6	14.9	91
50 OR OLDER	26359	897	24.6	3.4	74	1093	28.2	4.1	85	3400	36.0	12.9	108	4443	34.4	16.9	103
GRADUATED COLLEGE	15982	622	17.1	3.9	85	752	19.4	4.7	96	1622	17.2	10.1	85	2249	17.4	14.1	86
ATTENDED COLLEGE	13629	669	18.4	4.9	107	667	17.2	4.9	100	1536	16.3	11.3	95	2094	16.2	15.4	94
GRADUATED HIGH SCHOOL	28591	1358	37.3	4.7	103	1353	34.9	4.7	97	3477	36.9	12.2	102	4846	37.5	16.9	104
DID NOT GRADUATE HIGH SCHOOL	21061	992	27.2	4.7	103	1106	28.5	5.3	107	2799	29.7	13.3	112	3746	29.0	17.8	109
EMPLOYED FULL-TIME	52116	2476	68.0	4.7	103	2327	60.0	4.4	91	6177	65.5	11.8	99	8295	64.1	15.9	97
EMPLOYED PART-TIME	4113	*894	2.6	2.3	50	*2209	5.4	5.1	104	*405	4.3	9.8	83	624	4.8	15.2	93
NOT EMPLOYED	22834	1072	29.4	4.7	102	1341	34.6	5.9	120	2852	30.2	12.5	105	4016	31.0	17.6	108
PROFESSIONAL/MANAGER	15034	511	14.0	3.4	74	695	17.9	4.6	95	1640	17.4	10.9	92	2196	17.0	14.6	90
TECH/CLERICAL/SALES	11255	701	19.3	6.2	136	553	14.3	4.9	100	1107	11.7	9.8	83	1690	13.1	15.0	92
PRECISION/CRAFT	11607	*513	14.1	4.4	96	440	11.3	3.8	78	1356	14.4	11.7	98	1785	13.8	15.4	94
OTHER EMPLOYED	18534	845	23.2	4.6	99	848	21.9	4.6	94	2479	26.3	13.4	112	3247	25.1	17.5	107
SINGLE	19562	1068	29.3	5.5	119	1128	29.1	5.8	118	2092	22.2	10.7	90	3119	24.1	15.9	98
MARRIED	51896	2131	58.5	4.1	89	2529	65.2	4.9	100	6507	69.0	12.5	105	8745	67.6	16.9	103
DIVORCED/SEPARATED/WIDOWED	7804	*443	12.2	5.7	124	*221	5.7	2.8	58	834	8.8	10.7	90	1070	8.3	13.7	84
PARENTS	25372	1214	33.3	4.8	104	1342	34.6	5.3	108	3023	32.0	11.9	100	4122	31.9	16.2	100
WHITE	69458	2996	82.3	4.3	94	3263	84.2	4.7	96	7931	84.1	11.4	96	10880	84.1	15.6	96
BLACK	7909	*473	13.0	6.0	130	541	14.0	6.8	140	1403	14.9	17.7	149	1892	14.6	23.9	147
OTHER	1646	*173	4.8	10.2	222	*74	1.9	4.4	89	*100	1.1	5.9	50	*162	1.3	9.6	59
NORTHEAST-CENSUS	17202	905	24.9	5.3	115	960	24.8	5.6	114	2066	21.9	12.0	101	2884	22.3	16.8	103
NORTH CENTRAL	20461	1030	28.3	5.0	110	1014	26.2	5.0	101	2191	23.2	10.7	90	3102	24.0	15.2	93
SOUTH	26695	1281	35.2	4.8	104	1260	32.5	4.7	96	3698	39.2	13.9	116	4770	36.9	17.9	110
WEST	14706	*425	11.7	2.9	62	643	16.6	4.3	88	1479	15.7	9.9	83	2179	16.8	14.6	90
NORTHEAST-MKTG.	17962	855	23.5	4.8	104	1032	26.6	5.7	117	2183	23.1	12.2	102	3084	23.8	17.2	105
EAST CENTRAL	11741	598	16.4	5.1	111	587	15.1	5.0	102	1240	13.1	10.6	89	1766	13.7	15.0	92
WEST CENTRAL	13510	721	19.8	5.3	116	622	16.0	4.6	94	1999	17.0	11.8	99	2167	16.8	16.0	98
SOUTH	23166	1132	31.1	4.9	106	1099	28.3	4.7	97	3179	33.7	13.7	115	4108	31.8	17.7	109
PACIFIC	12874	*336	9.2	2.6	57	*537	13.9	4.2	85	1232	13.1	9.6	80	1809	14.0	14.1	86
COUNTY SIZE A	32596	1361	37.4	4.2	91	1733	44.7	5.3	109	3771	40.0	11.6	97	5379	41.6	16.5	101
COUNTY SIZE B	23614	896	24.6	3.8	82	1032	26.6	4.3	89	2741	29.1	11.5	97	3651	28.2	15.3	94
COUNTY SIZE C	12663	661	18.2	5.2	114	*431	11.1	3.4	70	1309	13.9	10.3	87	1801	13.9	14.2	87
COUNTY SIZE D	10190	*724	19.9	7.1	155	682	17.6	6.7	137	1612	17.1	15.8	133	2103	16.3	20.6	126
METRO CENTRAL CITY	23190	947	26.0	4.1	89	1226	31.6	5.3	108	2972	31.5	12.8	108	4075	31.5	17.6	108
METRO SUBURBAN	36920	1648	45.3	4.5	97	1586	40.9	4.3	88	3811	40.4	10.3	87	5312	41.1	14.4	88
NON METRO	19152	1047	28.8	5.5	119	1066	27.5	5.6	114	2650	28.1	13.8	116	3547	27.4	18.5	113
TOP 5 ADI'S	18703	850	23.3	4.5	99	1042	26.9	5.6	114	2244	23.8	12.0	101	3176	24.6	17.0	104
TOP 10 ADI'S	26198	1123	30.8	4.3	93	1443	37.2	5.5	113	3138	33.3	12.0	101	4488	34.7	17.2	105
TOP 20 ADI'S	36612	1534	42.1	4.2	91	1911	49.3	5.2	107	4167	44.2	11.4	96	6026	46.6	16.5	101
MSHLD INC. \$50,000 OR MORE	9326	*485	13.3	5.2	113	446	11.5	4.8	98	933	9.9	10.0	84	1333	10.3	14.3	88
\$40,000 OR MORE	18002	939	25.8	5.2	114	839	21.6	4.7	95	2005	21.3	11.1	94	2736	21.2	15.2	93
\$30,000 OR MORE	31341	1587	43.6	5.1	110	1325	34.2	4.2	86	3548	37.6	11.3	95	4749	36.7	15.1	93
\$25,000 OR MORE	39858	1865	51.2	4.7	102	1742	44.9	4.4	89	4270	45.3	10.7	90	5877	45.4	14.7	90
\$20,000 - \$24,999	8444	*397	10.9	4.6	100	*355	9.2	4.1	84	1198	12.7	13.8	116	1451	11.2	16.7	103
\$15,000 - \$19,999	7864	*347	9.5	4.4	95	*401	10.3	5.0	103	1177	12.5	14.8	124	1532	11.8	19.2	118
\$10,000 - \$14,999	11093	*355	9.8	3.2	70	486	12.5	4.4	90	1199	12.7	10.8	91	1726	13.3	15.6	95
UNDER \$10,000	11603	677	18.6	5.8	126	893	23.0	7.6	156	1589	16.8	13.6	114	2349	18.2	20.1	123
HOUSEHOLD OF 1 PERSON	7453	332	9.1	4.5	97	340	8.8	4.6	93	781	8.3	10.5	88	1120	8.7	15.0	92
2 PEOPLE	24757	794	21.8	3.2	70	1242	32.0	5.0	103	3067	32.5	12.4	104	4231	32.7	17.1	105
3 OR 4 PEOPLE	32682	1701	46.7	5.2	113	1503	38.8	4.6	94	3807	40.4	11.6	98	5057	39.1	15.5	95
5 OR MORE PEOPLE	14370	814	22.4	5.7	123	*793	20.5	5.5	113	1777	18.8	12.4	104	2527	19.5	17.6	108
NO CHILD IN MSHLD	44768	1907	52.4	4.1	89	2216	57.2	4.7	97	5598	59.3	12.0	101	7698	59.5	16.5	101
CHILD(REN) UNDER 2 YRS	4799	*188	5.2	3.9	85	*206	5.3	4.3	88	*542	5.7	11.3	95	731	5.7	15.2	93
2 - 5 YEARS	11125	*532	14.6	4.8	104	664	17.1	6.0	122	1230	13.0	11.1	93	1809	14.0	16.3	100
6 - 11 YEARS	14193	832	22.9	5.9	128	716	18.5	5.0	103	1843	19.5	13.0	109	2533	19.6	17.8	109
12 - 17 YEARS	17402	1115	30.6	6.4	139	894	23.1	5.1	105	2042	21.6	11.7	99	2784	21.5	16.0	98
RESIDENCE OWNED	53398	2540	69.8	4.5	98	2662	68.7	4.7	96	6432	68.2	11.4	96	8896	68.8	15.8	97
VALUE: \$50,000 OR MORE	34811	1456	40.0	4.2	91	1613	41.6	4.6	95	3718	39.4	10.7	90	5273	40.8	15.1	93
VALUE: UNDER \$50,000	21587	1083	29.7	5.0	109	1049	27.1	4.9	99	2714	28.8	12.6	106	3623	28.0	16.8	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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			TOTAL U.S. '000	RIGHT GUARD STICK				ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL MALES			79263	3641	100.0	4.6	100	3877	100.0	4.9	100	9433	100.0	11.9	100	12934	100.0	16.3	100
MAGAZINES	QUINTILE 1	16033	613	16.8	3.8	83	816	21.0	5.1	104	1892	20.1	11.8	99	2617	20.2	16.3	100	
	QUINTILE 2	15354	541	14.9	3.5	77	704	18.2	4.6	94	1916	20.3	12.5	105	2521	19.5	16.4	101	
	QUINTILE 3	15888	906	24.9	5.7	124	646	16.7	4.1	83	1926	20.4	12.1	102	2548	19.7	16.0	98	
	QUINTILE 4	17310	818	22.5	4.7	103	853	22.0	4.9	101	1995	21.1	11.5	97	2768	21.4	16.0	98	
	QUINTILE 5	14677	764	21.0	5.2	113	858	22.1	5.8	120	1705	18.1	11.6	98	2480	19.2	16.9	104	
NEWSPAPERS	QUINTILE 1	15277	549	15.1	3.6	78	796	20.5	5.2	107	1827	19.4	12.0	100	2509	19.4	16.4	101	
	QUINTILE 2	22745	981	26.9	4.3	94	1112	28.7	4.9	100	2752	29.2	12.1	102	3654	28.3	16.1	99	
	QUINTILE 3	10692	*369	10.1	3.5	75	*377	9.7	3.5	72	1166	12.4	10.9	92	1605	12.4	15.0	92	
	QUINTILE 4	11646	*670	18.4	5.8	125	*466	12.0	4.0	82	1428	15.1	12.3	103	1887	14.6	16.2	99	
	QUINTILE 5	18903	1073	29.5	5.7	124	1125	29.0	6.0	122	2261	24.0	12.0	101	3279	25.4	17.3	106	
OUTDOOR	QUINTILE 1	16620	748	20.5	4.5	98	751	19.4	4.5	92	2037	21.6	12.3	103	2673	20.7	16.1	99	
	QUINTILE 2	16377	680	18.7	4.2	90	856	22.1	5.2	107	1627	17.2	9.9	83	2370	18.3	14.5	89	
	QUINTILE 3	15995	745	20.5	4.7	101	885	22.8	5.5	113	1951	20.7	12.2	102	2693	20.8	16.8	103	
	QUINTILE 4	15592	572	15.7	3.7	80	716	18.5	4.6	94	1938	20.5	12.4	104	2713	21.0	17.4	107	
	QUINTILE 5	14679	895	24.6	6.1	133	669	17.3	4.6	93	1880	19.9	12.8	108	2486	19.2	16.9	104	
RADIO-DRIVE TIME	QUINTILE 1	15746	817	22.4	5.2	113	836	21.6	5.3	109	1641	17.4	10.4	88	2507	19.4	15.9	98	
	QUINTILE 2	15067	631	17.3	4.2	91	642	16.6	4.3	87	1801	19.1	12.0	100	2388	18.5	15.8	97	
	QUINTILE 3	15631	924	25.4	5.9	129	836	21.6	5.3	109	1795	19.0	11.5	96	2474	19.1	15.8	97	
	QUINTILE 4	16245	611	16.8	3.8	82	769	19.8	4.7	97	2160	22.9	13.3	112	2786	21.5	17.1	105	
	QUINTILE 5	16573	659	18.1	4.0	87	794	20.5	4.8	98	2036	21.6	12.3	103	2779	21.5	16.8	103	
RADIO-MID- DAY	TERCILE 1	21788	1051	28.9	4.8	105	985	25.4	4.5	92	2396	25.4	11.0	92	3314	25.6	15.2	93	
	TERCILE 2	21151	932	25.6	4.4	96	1035	26.7	4.9	100	2737	29.0	12.9	109	3604	27.9	17.0	104	
	TERCILE 3	36323	1659	45.6	4.6	99	1858	47.9	5.1	105	4300	45.6	11.8	99	6016	46.5	16.6	101	
RADIO-TOTAL	QUINTILE 1	15977	849	23.3	5.3	116	818	21.1	5.1	105	1659	17.6	10.4	87	2505	19.4	15.7	96	
	QUINTILE 2	15923	775	21.3	4.9	106	668	17.2	4.2	86	2042	21.6	12.8	108	2626	20.3	16.5	101	
	QUINTILE 3	14980	590	16.2	3.9	86	776	20.0	5.2	106	1752	18.6	11.7	98	2364	18.3	15.8	97	
	QUINTILE 4	17123	837	23.0	4.9	106	863	22.3	5.0	103	2090	22.2	12.2	103	2827	21.9	16.5	101	
	QUINTILE 5	15260	590	16.2	3.9	84	754	19.4	4.9	101	1891	20.0	12.4	104	2612	20.2	17.1	105	
TV-PRIME TIME	QUINTILE 1	15674	698	19.2	4.5	97	929	24.0	5.9	121	1856	19.7	11.8	99	2782	21.5	17.7	109	
	QUINTILE 2	15944	623	17.1	3.9	85	715	18.4	4.5	92	1998	21.2	12.5	105	2594	20.1	16.3	100	
	QUINTILE 3	16037	840	23.1	5.2	114	644	16.6	4.0	82	1992	21.1	12.4	104	2476	19.1	15.4	95	
	QUINTILE 4	15412	809	22.2	5.2	114	768	19.8	5.0	102	1745	18.5	11.3	95	2508	19.4	16.3	100	
	QUINTILE 5	16194	672	18.5	4.1	90	822	21.2	5.1	104	1842	19.5	11.4	96	2573	19.9	15.9	97	
TV-DAYTIME	TERCILE 1	19156	766	21.0	4.0	87	1067	27.5	5.6	114	2081	22.1	10.9	91	3095	23.9	16.2	99	
	TERCILE 2	19343	1021	28.0	5.3	115	830	21.4	4.3	88	2254	23.9	11.7	98	3018	23.3	15.6	96	
	TERCILE 3	40764	1854	50.9	4.5	99	1980	51.1	4.9	99	5098	54.0	12.5	105	6821	52.7	16.7	103	
TV-TOTAL	QUINTILE 1	15844	*508	14.0	3.2	70	850	21.9	5.4	110	1786	18.9	11.3	95	2623	20.3	16.6	101	
	QUINTILE 2	15767	751	20.6	4.8	104	621	16.0	3.9	81	1830	19.4	11.6	98	2422	18.7	15.4	94	
	QUINTILE 3	15775	851	23.4	5.4	117	842	21.7	5.3	109	1929	20.4	12.2	103	2675	20.7	17.0	104	
	QUINTILE 4	15903	685	18.8	4.3	94	825	21.3	5.2	106	1941	20.6	12.2	103	2639	20.4	16.6	102	
	QUINTILE 5	15974	847	23.3	5.3	115	741	19.1	4.6	95	1946	20.6	12.2	102	2575	19.9	16.1	99	
MAGAZINES-NEWSPAPERS: DUAL			21225	740	20.3	3.5	76	1074	27.7	5.1	103	2388	25.3	11.3	95	3306	25.6	15.6	95
MAGAZINE IMPERATIVE			17728	923	25.4	5.2	113	786	20.3	4.4	91	2318	24.6	13.1	110	3082	23.8	17.4	107
NEWSPAPER IMPERATIVE			22987	1003	27.5	4.4	95	994	25.6	4.3	88	2827	30.0	12.3	103	3715	28.7	16.2	99
MAGAZINES-OUTDOOR: DUAL			16244	649	17.8	4.0	87	787	20.3	4.8	99	1714	18.2	10.6	89	2364	18.3	14.6	89
MAGAZINE IMPERATIVE			24016	1010	27.7	4.2	92	1089	28.1	4.5	93	3144	33.3	13.1	110	4199	32.5	17.5	107
OUTDOOR IMPERATIVE			26020	1314	36.1	5.0	110	1267	32.7	4.9	100	2995	31.8	11.5	97	4054	31.3	15.6	95
MAGAZINES-RADIO: DUAL			16918	810	22.2	4.8	104	820	21.2	4.8	99	2088	22.1	12.3	104	2804	21.7	16.6	102
MAGAZINE IMPERATIVE			23456	879	24.1	3.7	82	1031	26.6	4.4	90	2955	31.3	12.6	106	3843	29.7	16.4	100
RADIO IMPERATIVE			23900	1199	32.9	5.0	109	1177	30.4	4.9	101	2619	27.8	11.0	92	3739	28.9	15.6	96
MAGAZINES-TELEVISION: DUAL			15791	715	19.6	4.5	99	731	18.9	4.6	95	1935	20.5	12.3	103	2605	20.1	16.5	101
MAGAZINE IMPERATIVE			25476	974	26.8	3.8	83	1191	30.7	4.7	96	2953	31.3	11.6	97	3981	30.8	15.6	96
TELEVISION IMPERATIVE			25744	1240	34.1	4.8	105	1266	32.7	4.9	101	2902	30.8	11.3	95	4093	31.6	15.9	97
NEWSPAPERS-OUTDOOR: DUAL			17628	639	17.6	3.6	79	896	23.1	5.1	104	2111	22.4	12.0	101	2791	21.6	15.8	97
NEWSPAPER IMPERATIVE			26414	1082	29.7	4.1	89	1268	32.7	4.8	98	3143	33.3	11.9	100	4363	33.7	16.5	101
OUTDOOR IMPERATIVE			23059	1138	31.3	4.9	107	1010	26.1	4.4	90	2528	26.8	11.0	92	3471	26.8	15.1	92
NEWSPAPERS-RADIO: DUAL			17996	794	21.8	4.4	96	771	19.9	4.3	88	2127	22.5	11.8	99	2809	21.7	15.6	96
NEWSPAPER IMPERATIVE			26269	913	25.1	3.5	76	1342	34.6	5.1	104	3228	34.2	12.3	103	4374	33.8	16.7	102
RADIO IMPERATIVE			21342	1170	32.1	5.5	119	1037	26.7	4.9	99	2481	26.3	11.6	98	3519	27.2	16.5	101
NEWSPAPERS-TELEVISION: DUAL			17359	575	15.8	3.3	72	783	20.2	4.5	92	2153	22.8	12.4	104	2825	21.8	16.3	100
NEWSPAPER IMPERATIVE			26889	1193	32.8	4.4	97	1321	34.1	4.9	100	3302	35.0	12.3	103	4403	34.0	16.4	100
TELEVISION IMPERATIVE			21698	1148	31.5	5.3	115	1033	26.6	4.8	97	2358	25.0	10.9	91	3446	26.6	15.9	97
OUTDOOR-RADIO: DUAL			16456	768	21.1	4.7	102	872	22.5	5.3	108	1747	18.5	10.6	89	2530	19.6	15.4	94
OUTDOOR IMPERATIVE			25870	1070	29.4	4.1	90	1306	33.7	5.0	103	3083	32.7	11.9	100	4109	31.8	15.9	97
RADIO IMPERATIVE			23943	1195	32.8	5.0	109	1051	27.1	4.4	90								

	TOTAL U.S. '000	RIGHT GUARD STICK				ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3641	100.0	4.6	100	3877	100.0	4.9	100	9433	100.0	11.9	100	12934	100.0	16.3	100
ATLANTIC MONTHLY	452	**2	0.1	0.4	10	**17	0.4	3.8	77	**59	0.6	13.1	110	**72	0.6	15.9	98
BARRON'S	1058	**26	0.7	2.5	53	**35	0.9	3.3	68	**164	1.7	15.5	130	**193	1.5	18.2	112
BETTER HOMES & GARDENS	4773	*139	3.8	2.9	63	*226	5.8	4.7	97	579	6.1	12.1	102	804	6.2	16.8	103
BON APPETIT	1037	**24	0.7	2.3	50	**114	2.9	11.0	225	*167	1.8	16.1	135	261	2.0	25.2	154
BUSINESS WEEK	3193	*117	3.2	3.7	80	*193	5.0	6.0	124	432	4.6	13.5	114	586	4.5	18.4	112
CAR AND DRIVER	2705	**82	2.3	3.0	66	*167	4.3	6.2	126	392	4.2	14.5	122	565	4.4	20.9	128
CBS MAGAZINE NETWORK (GROSS)	5678	*234	6.4	4.1	90	403	10.4	7.1	145	721	7.6	12.7	107	1129	8.7	19.9	122
CHANGING TIMES	1847	**51	1.4	2.8	60	**43	1.1	2.3	48	*260	2.8	14.1	118	*281	2.2	15.2	93
COLONIAL HOMES	492	**12	0.3	2.4	53	**34	0.9	6.9	141	**112	1.2	22.8	191	**142	1.1	28.9	177
CONDE NAST MAG. PKG. (GROSS)	2066	**64	1.8	3.1	67	**45	1.2	2.2	45	406	4.3	19.7	165	424	3.3	20.5	126
CONSUMERS DIGEST	1719	**50	1.4	2.9	63	**108	2.8	6.3	128	**187	2.0	10.9	91	*288	2.2	16.8	103
COSMOPOLITAN	1762	**63	1.7	3.6	78	**65	1.7	3.7	75	*176	1.9	10.0	84	*231	1.8	13.1	80
COUNTRY LIVING	1110	**24	0.7	2.2	47	**33	0.9	3.0	61	*160	1.7	14.4	121	*189	1.5	17.0	104
CUISINE	660	**10	0.3	1.5	33	**35	0.9	5.3	108	**93	1.0	14.1	118	**108	0.8	16.4	100
CYCLE WORLD	1924	**113	3.1	5.9	128	**144	3.7	7.5	153	*265	2.8	13.8	116	394	3.0	20.5	125
DCI:CREATIVE IDEAS FOR LIV	437	**24	0.7	5.5	120	**23	0.6	5.3	108	**108	1.1	24.7	208	**123	1.0	28.1	172
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	**108	3.0	4.3	94	**110	2.8	4.4	90	462	4.9	18.5	156	509	3.9	20.4	125
DISCOVER	1279	**87	2.4	6.8	148	**51	1.3	4.0	82	**161	1.7	12.6	106	*186	1.4	14.5	89
EBONY	2898	*161	4.4	5.6	121	*158	4.1	5.5	111	470	5.0	16.2	136	617	4.8	21.3	130
ESQUIRE	1384	**55	1.5	4.0	87	**107	2.8	7.7	158	*202	2.1	14.6	123	296	2.3	21.4	131
ESSENCE	850	**14	0.4	1.6	36	**42	1.1	4.9	101	*174	1.8	20.5	172	*213	1.6	25.1	154
FAMILY CIRCLE	2430	**102	2.8	4.2	91	*143	3.7	5.9	120	452	4.8	18.6	156	568	4.4	23.4	143
THE FAMILY HANDYMAN	2356	**88	2.4	3.7	81	*150	3.9	6.4	130	353	3.7	15.0	126	475	3.7	20.2	124
FAMILY WEEKLY	11533	494	13.6	4.3	93	481	12.4	4.2	85	1315	13.9	11.4	96	1707	13.2	14.8	91
FIELD & STREAM	7444	294	8.1	3.9	86	385	9.9	5.2	106	1058	11.2	14.2	119	1395	10.8	18.7	115
FOOD & WINE	416	**9	0.2	2.2	47	**20	0.5	4.8	98	**72	0.8	17.3	145	**81	0.6	19.5	119
FORBES	1865	**89	2.4	4.8	104	*94	2.4	5.0	103	*266	2.8	14.3	120	339	2.6	18.2	111
FORTUNE	1849	*100	2.7	5.4	118	*100	2.6	5.4	111	267	2.8	14.4	121	335	2.6	18.1	111
GENTLEMEN'S QUARTERLY	2284	**141	3.9	6.2	134	**127	3.3	5.6	114	*291	3.1	12.7	107	426	3.3	18.7	114
GLAMOUR	538	**11	0.3	2.0	45	**14	0.4	2.6	53	**98	1.0	18.2	153	**104	0.8	19.3	118
GOLF DIGEST	1649	**45	1.2	2.7	59	**57	1.5	3.5	71	*193	2.0	11.7	98	249	1.9	15.1	93
GOLF DIGEST/TENNIS (GROSS)	2294	**125	3.4	5.4	119	*72	1.9	3.1	64	*276	2.9	12.0	101	357	2.8	15.6	95
GOLF MAGAZINE	1577	**56	1.5	3.6	77	*37	1.0	2.3	48	*203	2.2	12.9	108	*235	1.8	14.9	91
GOLF MAGAZINE/SKI (GROSS)	2487	**82	2.3	3.3	72	*87	2.2	3.5	72	322	3.4	12.9	109	400	3.1	16.1	99
GOOD HOUSEKEEPING	2569	**59	1.6	2.3	50	*136	3.5	5.3	108	409	4.3	15.9	134	533	4.1	20.7	127
HARPER'S BAZAAR	431	**8	0.2	1.9	40	**13	0.3	3.0	62	**69	0.7	16.0	135	**75	0.6	17.4	107
HEALTH	788	**21	0.6	2.7	58	*34	0.9	4.3	88	**113	1.2	14.3	120	**117	0.9	14.8	91
HEARST MAG CORP. BUY (GROSS)	18781	585	16.1	3.1	68	882	22.7	4.7	96	2715	28.8	14.5	121	3514	27.2	18.7	115
HEARST MAN POWER (GROSS)	9169	373	10.2	4.1	89	443	11.4	4.8	99	1287	13.6	14.0	118	1685	13.0	18.4	113
HEARST WOMAN POWER (GROSS)	5452	*138	3.8	2.5	55	246	6.3	4.5	92	738	7.8	13.5	114	948	7.3	17.4	107
HOUSE BEAUTIFUL	1020	**19	0.5	1.9	41	**62	1.6	6.1	124	*149	1.6	14.6	123	*198	1.5	19.4	119
INC.	993	**38	1.0	3.8	83	**51	1.3	5.1	105	**178	1.9	17.9	151	*229	1.8	23.1	141
JET	2808	*220	6.0	7.8	171	*152	3.9	5.4	111	522	5.5	18.6	156	707	5.5	25.2	154
LADIES' HOME JOURNAL	1868	**52	1.4	2.8	61	*124	3.2	6.6	136	*195	2.1	10.4	88	305	2.4	16.3	100
LHJ FAMILY GRP COMBO(GROSS)	3582	**88	2.4	2.5	53	229	5.9	6.4	131	433	4.6	12.1	102	607	4.7	16.9	104
LIFE	4817	*159	4.4	3.3	72	231	6.0	4.8	98	625	6.6	13.0	109	836	6.5	17.4	106
L.A. TIMES HOME MAGAZINE	1465	**43	1.2	2.9	64	**61	1.6	4.2	85	*118	1.3	8.1	68	175	1.4	11.9	73
MADEMOISELLE	460	**8	0.2	1.7	38	**11	0.3	2.4	49	**64	0.7	13.9	117	**72	0.6	15.7	96
MC CALL'S	1764	**81	2.2	4.6	100	**112	2.9	6.3	130	*230	2.4	13.0	110	318	2.5	18.0	110
MC CALL'S/MRK MOTHER (GROSS)	2062	**85	2.3	4.1	90	**124	3.2	6.0	123	325	3.4	15.8	132	417	3.2	20.2	124
MECHANIX ILLUSTRATED	3625	*188	5.2	5.2	113	*258	6.7	7.1	146	496	5.3	13.7	115	742	5.7	20.5	125
METROPOLITAN HOME	495	**19	0.5	3.8	84	*17	0.4	3.4	70	*90	1.0	18.2	153	*106	0.8	21.4	131
MONEY	3017	*140	3.8	4.6	101	*188	4.8	6.2	127	353	3.7	11.7	98	521	4.0	17.3	106
MOTHER EARTH NEWS	1203	**82	2.3	6.8	148	*34	0.9	2.8	58	*156	1.7	13.0	109	*180	1.4	15.0	92
MS.	*257	**3	0.1	1.2	25	**20	0.5	7.8	159	*67	0.7	26.1	219	*67	0.5	26.1	160
NATIONAL ENQUIRER	6921	252	6.9	3.6	79	302	7.8	4.4	89	1042	11.0	15.1	127	1333	10.3	19.3	118
NATIONAL GEOGRAPHIC	11626	375	10.3	3.2	70	539	13.9	4.6	95	1303	13.8	11.2	94	1742	13.5	15.0	92
NATIONAL SUNDAY MAGAZINE PKG	49424	1995	54.8	4.0	88	2341	60.4	4.7	97	5928	62.8	12.0	101	7971	61.6	16.1	99
NATURAL HISTORY	753	*27	0.7	3.6	78	*26	0.7	3.5	71	*136	1.4	18.1	152	**163	1.3	21.6	133
NEW WOMAN	*296	**0	0.0	0.0	0	*12	0.3	4.1	83	*54	0.6	18.2	153	*66	0.5	22.3	137
NEW YORK INCLUDING CUE	541	**34	0.9	6.3	137	**48	1.2	8.9	181	**110	1.2	20.3	171	*142	1.1	26.2	161
THE NEW YORKER	1078	**47	1.3	4.4	95	**60	1.5	5.6	114	*156	1.7	14.5	122	*204	1.6	18.9	116
NEWSWEEK	9602	429	11.8	4.5	97	522	13.5	5.4	111	1219	12.9	12.7	107	1692	13.1	17.6	108
THE N.Y. TIMES DAILY EDITION	1376	*102	2.8	7.4	161	*81	2.1	5.9	120	*109	1.2	7.9	67	181	1.4	13.2	81
THE N.Y. TIMES MAGAZINE	2110	*118	3.2	5.6	122	*135	3.5	6.4	131	185	2.0	8.8	74	299	2.3	14.2	87
OMNI	1927	**130	3.6	6.7	147	**114	2.9	5.9	121	*275	2.9	14.3	120	373	2.9	19.4	119
ON CABLE	911	**34	0.9	3.7	81	**15	0.4	1.6	34	*231	2.4	25.4	213	*246	1.9	27.0	165
1001 HOME IDEAS	927	*16	0.4	1.7	38	*71	1.8	7.7	157	*125	1.3	13.5	113	*185	1.4	20.0	122
ORGANIC GARDENING	1430	**35	1.0	2.4	53	**35	0.9	2.4	50	*184	2.0	12.9	108	*205	1.6	14.3	88
OUTDOOR LIFE	4064	*204	5.6	5.0	109	*231	6.0	5.7	116	637	6.8	15.7	132	824	6.4	20.3	124
PARADE MAGAZINE	24538	841	23.1	3.4	75	1149	29.6	4.7	96	3190	33.8	13.0	109	4253	32.9	17.3	106

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	RIGHT GUARD STICK				ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	3641	100.0	4.6	100	3877	100.0	4.9	100	9433	100.0	11.9	100	12934	100.0	16.3	100
PARENTS	1126	**43	1.2	3.8	83	**25	0.6	2.2	45	*263	2.8	23.4	196	*282	2.2	25.0	153
PENTHOUSE	4157	*154	4.2	3.7	81	*146	3.8	3.5	72	536	5.7	12.9	108	696	5.4	16.7	103
PEOPLE	7591	300	8.2	4.0	86	321	8.3	4.2	86	973	10.3	12.8	108	1265	9.8	16.7	102
PLAYBOY	8379	310	8.5	3.7	81	457	11.8	5.5	112	1088	11.5	13.0	109	1447	11.2	17.3	106
POPULAR HOT RODDING	2110	**122	3.4	5.8	126	**105	2.7	5.0	102	375	4.0	17.8	149	451	3.5	21.4	131
POPULAR MECHANICS	4550	*212	5.8	4.4	95	230	5.9	4.7	97	737	7.8	15.2	128	945	7.3	19.5	119
POPULAR SCIENCE	3397	*137	3.8	4.0	88	*122	3.1	3.6	73	460	4.9	13.5	114	566	4.4	16.7	102
PREVENTION	1720	**69	1.9	4.0	87	**65	1.7	3.8	77	*198	2.1	11.5	97	296	2.3	17.2	105
PSYCHOLOGY TODAY	1344	**42	1.2	3.1	68	**74	1.9	5.5	113	*228	2.4	17.0	143	*294	2.3	21.9	134
READER'S DIGEST	16016	495	13.6	3.1	67	676	17.4	4.2	86	2116	22.4	13.2	111	2694	20.8	16.8	103
REDBOOK	1121	**17	0.5	1.5	33	**44	1.1	3.9	80	*153	1.6	13.6	115	*184	1.4	16.4	101
ROAD & TRACK	2161	**78	2.1	3.6	79	**131	3.4	6.1	124	*203	2.2	9.4	79	342	2.6	15.8	97
ROLLING STONE	1948	**91	2.5	4.7	102	**102	2.6	5.2	107	*217	2.3	11.1	94	301	2.3	15.5	95
RUNNER'S WORLD	899	**35	1.0	3.9	85	**57	1.5	6.3	130	*114	1.2	12.7	107	*145	1.1	16.1	99
SATURDAY EVENING POST	841	**28	0.8	3.3	72	**25	0.6	3.0	61	*150	1.6	17.8	150	*185	1.4	22.0	135
SCIENCE 84	841	**16	0.4	1.9	41	**29	0.7	3.4	70	**92	1.0	10.9	92	**121	0.9	14.4	88
SCIENCE DIGEST	1194	**49	1.3	4.1	89	**47	1.2	3.9	80	**121	1.3	10.1	85	**164	1.3	13.7	84
SCIENTIFIC AMERICAN	1379	**68	1.9	4.9	107	**28	0.7	2.0	42	**234	2.5	17.0	143	*279	2.2	20.2	124
SELF	434	**40	1.1	9.2	200	**16	0.4	3.7	75	**145	1.5	33.3	279	*147	1.1	33.7	207
SEVENTEEN	614	**10	0.3	1.6	35	**14	0.4	2.3	47	**57	0.6	9.3	78	**64	0.5	10.4	64
SKI	910	**26	0.7	2.9	62	**50	1.3	5.5	112	**119	1.3	13.1	110	*165	1.3	18.1	111
SMITHSONIAN	2937	*126	3.5	4.3	93	*150	3.9	5.1	104	423	4.5	14.4	121	539	4.2	18.4	112
SOAP OPERA DIGEST	545	**7	0.2	1.3	28	**22	0.6	4.0	83	**111	1.2	20.4	171	*122	0.9	22.4	137
SOUTHERN LIVING	2054	**83	2.3	4.0	88	**87	2.2	4.2	87	354	3.8	17.2	145	387	3.0	18.8	115
SPORT	2799	*206	5.7	7.4	160	**128	3.3	4.6	93	412	4.4	14.7	124	504	3.9	18.0	110
THE SPORTING NEWS	1938	**90	2.5	4.6	101	**157	4.0	8.1	166	*251	2.7	13.0	109	401	3.1	20.7	127
SPORTS AFIELD	3125	**112	3.1	3.6	78	*166	4.3	5.3	109	430	4.6	13.8	116	577	4.5	18.5	113
SPORTS ILLUSTRATED	11159	442	12.1	4.0	86	540	13.9	4.8	99	1208	12.8	10.8	91	1747	13.5	15.7	96
STAR	4095	*190	5.2	4.6	101	*164	4.2	4.0	82	642	6.8	15.7	132	810	6.3	19.8	121
SUNDAY	25169	976	26.8	3.9	84	1370	35.3	5.4	111	3026	32.1	12.0	101	4195	32.4	16.7	102
SUNSET	1294	**8	0.2	0.6	13	**71	1.8	5.5	112	**186	2.0	14.4	121	*268	2.1	20.7	127
TV GUIDE	18503	823	22.6	4.4	97	854	22.0	4.6	94	2265	24.0	12.2	103	3115	24.1	16.8	103
TENNIS	645	**80	2.2	12.4	270	**15	0.4	2.3	48	**83	0.9	12.9	108	*108	0.8	16.7	103
TIME	12124	544	14.9	4.5	98	573	14.8	4.7	97	1509	16.0	12.4	105	1995	15.4	16.5	101
TOWN & COUNTRY	493	**0	0.0	0.0	0	**35	0.9	7.1	145	**108	1.1	21.9	184	*152	1.2	30.8	189
TRAVEL & LEISURE	1122	**30	0.8	2.7	58	**27	0.7	2.4	49	*213	2.3	19.0	160	*233	1.8	20.8	127
TRUE STORY	690	**69	1.9	10.0	218	**10	0.3	1.4	30	**177	1.9	25.7	216	*195	1.5	28.3	173
U.S. NEWS & WORLD REPORT	6571	*233	6.4	3.5	77	322	8.3	4.9	100	686	7.3	10.4	88	984	7.6	15.0	92
USA TODAY	3120	*135	3.7	4.3	94	*121	3.1	3.9	79	312	3.3	10.0	84	400	3.1	12.8	79
US	1315	**45	1.2	3.4	74	**70	1.8	5.3	109	*202	2.1	15.4	129	*252	1.9	19.2	117
VOGUE	622	**4	0.1	0.6	14	**3	0.1	0.5	10	**99	1.0	15.7	132	*101	0.8	16.0	98
WALL STREET JOURNAL	4247	*111	3.0	2.6	57	*148	3.8	3.5	71	482	5.1	11.3	95	600	4.6	14.1	87
WEIGHT WATCHERS	398	*14	0.4	3.5	77	*49	1.3	12.3	252	*105	1.1	26.4	222	*123	1.0	30.9	189
WOMAN'S DAY	1139	**12	0.3	1.1	23	**97	2.5	8.5	174	*176	1.9	15.5	130	*242	1.9	21.2	130
WORKING WOMEN	2298	**4	0.1	1.3	29	**12	0.3	4.0	82	**95	1.0	31.9	268	**99	0.8	33.2	204
WORKING WOMAN	327	**1	0.0	0.3	7	**13	0.3	4.0	81	**94	1.0	28.7	242	*107	0.8	32.7	201
WORLD TENNIS	397	**2	0.1	0.5	11	**36	0.9	9.1	185	**57	0.6	14.4	121	*104	0.8	26.2	161
ZIFF-DAVIS MAG NETHK (GROSS)	9635	386	10.6	4.0	87	437	11.3	4.5	93	1393	14.8	14.5	121	1807	14.0	18.8	115
BLAIR INSERTS	43762	1790	49.2	4.1	89	2126	54.8	4.9	99	5195	55.1	11.9	100	7099	54.9	16.2	99
DAILY NEWSPAPERS																	
READ ANY	52459	2288	62.8	4.4	95	2463	63.5	4.7	96	6152	65.2	11.7	99	8390	64.9	16.0	98
READ ONE	41891	1905	52.3	4.5	99	1940	50.0	4.6	95	4909	52.0	11.7	98	6678	51.6	15.9	98
READ TWO OR MORE	10568	383	10.5	3.6	79	523	13.5	4.9	101	1243	13.2	11.8	99	1712	13.2	16.2	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2150	59.0	4.1	90	2475	63.8	4.8	97	6292	66.7	12.1	102	8419	65.1	16.2	99
READ ONE	44561	1902	52.2	4.3	93	2155	55.6	4.8	99	5401	57.3	12.1	102	7254	56.1	16.3	100
READ TWO OR MORE	7366	248	6.8	3.4	73	320	8.3	4.3	89	891	9.4	12.1	102	1165	9.0	15.8	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.08				28.25				28.76				28.49			
30 DAY REACH	71522	3121	85.7	4.4	95	3490	90.0	4.9	100	8303	88.0	11.6	98	11438	88.4	16.0	98
50 SHWG - 30 DAY AV FREQ	15.55	17.17				14.62				15.17				14.94			
30 DAY REACH	68168	2915	80.1	4.3	93	3385	87.3	5.0	102	7872	83.5	11.5	97	10916	84.4	16.0	98
25 SHWG - 30 DAY AV FREQ	8.43	9.33				7.88				8.19				8.07			
30 DAY REACH	62898	2676	73.5	4.3	93	3146	81.1	5.0	102	7293	77.3	11.6	97	10117	78.2	16.1	99
CABLE TV: HOME WIRED	31664	1423	39.1	4.5	98	1273	32.8	4.0	82	4018	42.6	12.7	107	5135	39.7	16.2	99
HOME NOT WIRED	47599	2219	60.9	4.7	101	2604	67.2	5.5	112	5415	57.4	11.4	96	7799	60.3	16.4	100
HAVE PAY CABLE	17139	889	24.4	5.2	113	717	18.5	4.2	86	2100	22.3	12.3	103	2689	20.8	15.7	96

	TOTAL U.S. '000	RIGHT GUARD STICK				ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3641	100.0	4.6	100	3877	100.0	4.9	100	9433	100.0	11.9	100	12934	100.0	16.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	2263	62.2	4.8	103	2242	57.8	4.7	96	5568	59.0	11.7	98	7595	58.7	15.9	98
10:00 AM - 3:00 PM	29926	1413	38.8	4.7	103	1400	36.1	4.7	96	3504	37.1	11.7	98	4752	36.7	15.9	97
3:00 PM - 7:00 PM	37666	1903	52.3	5.1	110	2020	52.1	5.4	110	4250	45.1	11.3	95	6134	47.4	16.3	100
7:00 PM - MIDNIGHT	18909	962	26.4	5.1	111	913	23.5	4.8	99	2268	24.0	12.0	101	3131	24.2	16.6	101
MIDNIGHT - 6:00 AM	11822	487	13.4	4.1	90	498	12.8	4.2	86	1378	14.6	11.7	98	1835	14.2	15.5	95
6:00 AM - MIDNIGHT	63254	3017	82.9	4.8	104	3089	79.7	4.9	100	7609	80.7	12.0	101	10351	80.0	16.4	100
ENTIRE DAY	64057	3057	84.0	4.8	104	3120	80.5	4.9	100	7671	81.3	12.0	101	10437	80.7	16.3	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	745	20.5	4.5	98	754	19.4	4.5	93	1996	21.2	12.0	101	2706	20.9	16.3	100
ALL NEWS	3542	*113	3.1	3.2	69	197	5.1	5.6	114	405	4.3	11.4	96	613	4.7	17.3	106
AOR/PROGRESSIVE	7465	405	11.1	5.4	118	301	7.8	4.0	82	777	8.2	10.4	87	1099	8.5	14.7	90
BEAUTIFUL MUSIC	5061	*292	8.0	5.8	126	*212	5.5	4.2	86	576	6.1	11.4	96	723	5.6	14.3	88
BLACK	1914	*123	3.4	6.4	140	*117	3.0	6.1	125	*341	3.6	17.8	150	469	3.6	24.5	150
CLASSICAL	2304	*98	2.7	4.3	93	*135	3.5	5.9	120	226	2.4	9.8	82	347	2.7	15.1	92
CHR/ROCK	10663	594	16.3	5.6	121	569	14.7	5.3	109	1181	12.5	11.1	93	1654	12.8	15.5	95
COUNTRY	13919	678	18.6	4.9	106	710	18.3	5.1	104	1801	19.1	12.9	109	2423	18.7	17.4	107
GOLDEN OLDIES	2040	*94	2.6	4.6	100	*155	4.0	7.6	155	320	3.4	15.7	132	403	3.1	19.8	121
MOR/NOSTALGIA	5105	*220	6.0	4.3	94	207	5.3	4.1	83	563	6.0	11.0	93	719	5.6	14.1	86
NEWS/TALK	4764	*160	4.4	3.4	73	*166	4.3	3.5	71	524	5.6	11.0	92	680	5.3	14.3	87
RELIGIOUS	2164	*38	1.0	1.8	38	*95	2.5	4.4	90	*278	2.9	12.8	108	*346	2.7	16.0	98
SOFT ROCK	623	*95	2.6	15.2	332	*32	0.8	5.1	105	*80	0.8	12.8	108	*109	0.8	17.5	107
URBAN CONTEMPORARY	1331	*72	2.0	5.4	118	*131	3.4	9.8	201	*262	2.8	19.7	165	381	2.9	28.6	175
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	*213	5.9	6.7	146	*205	5.3	6.4	132	436	4.6	13.7	115	627	4.8	19.7	121
ABC DIRECTION	2724	*99	2.7	3.6	79	*130	3.4	4.8	98	341	3.6	12.5	105	472	3.6	17.3	106
ABC ENTERTAINMENT	5256	*314	8.6	6.0	130	287	7.4	5.5	112	589	6.2	11.2	94	792	6.1	15.1	92
ABC FM	2263	*90	2.5	4.0	87	*108	2.8	4.8	98	*314	3.3	13.9	117	439	3.4	19.4	119
ABC INFORMATION	5618	*229	6.3	4.1	89	*308	7.9	5.5	112	723	7.7	12.9	108	981	7.6	17.5	107
ABC ROCK	2857	*246	6.8	8.6	187	*143	3.7	5.0	102	271	2.9	9.5	80	390	3.0	13.7	84
CBS	5953	251	6.9	4.2	92	227	5.9	3.8	78	666	7.1	11.2	94	934	7.2	15.7	96
MUTUAL	4979	*102	2.8	2.0	45	273	7.0	5.5	112	605	6.4	12.2	102	849	6.6	17.1	104
NBC	7279	273	7.5	3.8	82	297	7.7	4.1	83	736	7.8	10.1	85	1000	7.7	13.7	84
RADIO/ABC	2389	*186	5.1	7.8	169	*164	4.2	6.9	140	234	2.5	9.8	82	376	2.9	15.7	96
RKO ONE	2583	*164	4.5	6.3	138	*168	4.3	6.5	133	351	3.7	13.6	114	499	3.9	19.3	118
RKO TWO	3674	*89	2.4	2.4	53	*180	4.6	4.9	100	542	5.7	14.8	124	713	5.5	19.4	119
THE SOURCE	3514	*186	5.1	5.3	115	*151	3.9	4.3	88	378	4.0	10.8	90	576	4.5	16.4	100
NON-WIRED: BLAIR	9864	533	14.6	5.4	118	512	13.2	5.2	106	1260	13.4	12.8	107	1658	12.8	16.8	103
INTERNET	13522	722	19.8	5.3	116	730	18.8	5.4	110	1784	18.9	13.2	111	2388	18.5	17.7	108
KATZ RADIO GROUP	19321	844	23.2	4.4	95	905	23.3	4.7	96	2148	22.8	11.1	93	2929	22.6	15.2	93
SUPERNET	10739	578	15.9	5.4	117	474	12.2	4.4	90	1213	12.9	11.3	95	1676	13.0	15.6	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	225	6.2	4.4	96	245	6.3	4.8	98	573	6.1	11.2	94	827	6.4	16.2	99
WKDAY 9:00 AM - 1:00 PM	5383	226	6.2	4.2	91	258	6.7	4.8	98	640	6.8	11.9	100	886	6.9	16.5	101
WKDAY 1:00 PM - 4:30 PM	6469	289	7.9	4.5	97	386	10.0	6.0	122	706	7.5	10.9	92	1050	8.1	16.2	99
WKDAY 4:30 PM - 7:30 PM	19661	825	22.7	4.2	91	915	23.6	4.7	95	2177	23.1	11.1	93	3101	24.0	15.8	97
WKDAY 7:30 PM - 8:00 PM	27579	1171	32.2	4.2	92	1278	33.0	4.6	95	3234	34.3	11.7	99	4441	34.3	16.1	99
WKDAY 11:00 PM - 11:30 PM	22964	1078	29.6	4.7	102	1252	32.3	5.5	111	2955	31.3	12.9	108	4039	31.2	17.6	108
WKDAY 11:30 PM - 1:00 AM	8158	331	9.1	4.1	88	432	11.1	5.3	108	983	10.4	12.0	101	1395	10.8	17.1	105
M-SAT 8-11 PM-SUN 7-11 PM	30140	1344	36.9	4.5	97	1515	39.1	5.0	103	3641	38.6	12.1	102	5028	38.9	16.7	102
WKDY DAYTIME NTM 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	*108	3.0	5.3	115	*95	2.5	4.6	95	224	2.4	10.9	92	320	2.5	15.6	96
ANOTHER WORLD	N 1214	*54	1.5	4.4	97	*55	1.4	4.5	93	105	1.1	8.6	73	168	1.3	13.8	85
AS THE WORLD TURNS	C 1740	*57	1.6	3.3	71	*102	2.6	5.9	120	173	1.8	9.9	84	260	2.0	14.9	92
CAPITOL	C 1016	*41	1.1	4.0	88	*53	1.4	5.2	107	*69	0.7	6.8	57	*118	0.9	11.6	71
CBS MORN. NEWS 1	C 1203	*59	1.6	4.9	107	*22	0.6	1.8	37	121	1.3	10.1	85	147	1.1	12.2	75
CBS MORN. NEWS 2	C 773	*33	0.9	4.3	93	*44	1.1	5.7	116	*66	0.7	8.5	72	108	0.8	14.0	86
DAYS OF OUR LIVES	N 1629	*60	1.6	3.7	80	*99	2.6	6.1	124	190	2.0	11.7	98	268	2.1	16.5	101
FACTS OF LIFE - DAYTIME	N 961	*59	1.6	6.1	134	*34	0.9	3.5	72	*112	1.2	11.7	98	149	1.2	15.5	95
FAMILY FEUD	A 1390	*37	1.0	2.7	58	*48	1.2	3.5	71	196	2.1	14.1	118	234	1.8	16.8	103
GENERAL HOSPITAL	A 1463	*84	2.3	5.7	125	*105	2.7	7.2	147	212	2.2	14.5	122	270	2.1	18.5	113
GOOD MORNING, AMERICA-730	A 1705	*94	2.6	5.5	120	*102	2.6	6.0	122	235	2.5	13.8	116	334	2.6	19.6	120
GOOD MORNING, AMERICA-830	A 889	*83	2.3	9.3	203	*78	2.0	8.8	179	101	1.1	11.4	95	163	1.3	18.3	112
GUIDING LIGHT	C 1754	*52	1.4	3.0	65	*102	2.6	5.8	119	122	1.3	7.0	58	218	1.7	12.4	76
ONE LIFE TO LIVE	A 1100	*49	1.3	4.5	97	*95	2.5	8.6	177	167	1.8	15.2	128	234	1.8	21.3	130
PRESS YOUR LUCK	C 1222	*63	1.7	5.2	112	*99	2.6	8.1	166	157	1.7	12.8	108	243	1.9	19.9	122
PRICE IS RIGHT 1	C 2692	*91	2.5	3.4	74	*123	3.2	4.6	93	404	4.3	15.0	126	536	4.1	19.9	122
PRICE IS RIGHT 2	C 2764	*135	3.7	4.9													

	TOTAL U.S. '000	RIGHT GUARD STICK				ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	3641	100.0	4.6	100	3877	100.0	4.9	100	9433	100.0	11.9	100	12934	100.0	16.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1005	27.6	4.1	90	1103	28.4	4.5	93	2762	29.3	11.4	95	3852	29.8	15.8	97
NETWORK AFFILIATES - LATE	17197	909	25.0	5.3	115	930	24.0	5.4	111	2166	23.0	12.6	106	2985	23.1	17.4	106
INDEPENDENTS - LATE	2887	90	2.5	3.1	68	148	3.8	5.1	105	349	3.7	12.1	102	467	3.6	16.2	99
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11301	516	14.2	4.6	99	610	15.7	5.4	110	1453	15.4	12.9	108	2026	15.7	17.9	110
ABC MONDAY NIGHT MOVIE	A 4379	*189	5.2	4.3	94	203	5.2	4.6	95	619	6.6	14.1	119	796	6.2	18.2	111
ABC SUNDAY NIGHT MOVIE	A 9910	495	13.6	5.0	109	540	13.9	5.4	111	1207	12.8	12.2	102	1710	13.2	17.3	106
ABC WORLD NEWS TONIGHT	A 6212	217	6.0	3.5	76	218	5.6	3.5	72	710	7.5	11.4	96	894	6.9	14.4	88
AFTERMASH	C 4575	**113	3.1	2.5	54	*233	6.0	5.1	104	514	5.4	11.2	94	720	5.6	15.7	96
ALICE	C 6777	416	11.4	6.1	134	412	10.6	6.1	124	762	8.1	11.2	94	1185	9.2	17.5	107
AMERICAN PARADE	C 4868	250	6.9	5.1	112	226	5.8	4.6	95	493	5.2	10.1	85	732	5.7	15.0	92
BENSON	A 7593	315	8.7	4.1	90	322	8.3	4.2	87	830	8.8	10.9	92	1195	9.2	15.7	96
BLUE THUNDER	A 6036	287	7.9	4.8	104	216	5.6	3.6	73	690	7.3	11.4	96	934	7.2	15.5	95
CAGNEY & LACEY	C 7698	395	10.8	5.1	112	370	9.5	4.8	98	993	10.5	12.9	108	1364	10.5	17.7	109
CBS EVENING NEWS-DEAN	C 4066	**122	3.4	3.0	65	*143	3.7	3.5	72	600	6.4	14.8	124	724	5.6	17.8	109
CBS EVENING NEWS-RATHER	C 8092	374	10.3	4.6	101	345	8.9	4.3	87	964	10.2	11.9	100	1292	10.0	16.0	98
CBS SAT. NEWS-SCHIEFFER	C 4795	177	4.9	3.7	80	152	3.9	3.2	65	444	4.7	9.3	78	611	4.7	12.7	78
CBS SATURDAY NIGHT MOVIE	C 6034	323	8.9	5.4	117	330	8.5	5.5	112	703	7.5	11.7	98	1037	8.0	17.2	105
CBS WEDNESDAY NIGHT MOVIE	C 4993	236	6.5	4.7	103	238	6.1	4.8	97	663	7.0	13.3	112	897	6.9	18.0	110
CHEERS	N 6976	372	10.2	5.3	116	327	8.4	4.7	96	897	9.5	12.9	108	1213	9.4	17.4	107
DALLAS	C 13575	912	25.0	6.7	146	813	21.0	6.0	122	1854	19.7	13.7	115	2532	19.6	18.7	114
DIFF'RENT STROKES	N 3684	*150	4.1	4.1	89	*222	5.7	6.0	123	360	3.8	9.8	82	580	4.5	15.7	96
DOUBLE TROUBLE	N 4462	*152	4.2	3.4	74	*276	7.1	6.2	126	581	6.2	13.0	109	851	6.6	19.1	117
DUCK FACTORY	N 4810	*204	5.6	4.2	92	*243	6.3	5.1	103	638	6.8	13.3	111	860	6.6	17.9	110
DUKES OF HAZZARD	C 5951	*282	7.7	4.7	103	298	7.7	5.0	102	763	8.1	12.8	108	1059	8.2	17.8	109
DYNASTY	A 11325	603	16.6	5.3	116	537	13.9	4.7	97	1444	15.3	12.8	107	1951	15.1	17.2	106
FACTS OF LIFE	N 4512	*140	3.8	3.1	68	*258	6.7	5.7	117	545	5.8	12.1	101	828	6.4	18.4	112
FALCON CREST	C 9215	567	15.6	6.2	134	542	14.0	5.9	120	1181	12.5	12.8	108	1714	13.3	18.6	114
FALL GUY	A 8604	427	11.7	5.0	108	459	11.8	5.3	109	1203	12.8	14.0	117	1673	12.9	19.4	119
FAMILY TIES	N 4179	*200	5.5	4.8	104	*174	4.5	4.2	85	431	4.6	10.3	87	620	4.8	14.8	91
FANTASY ISLAND	A 4781	266	7.3	5.6	121	196	5.1	4.1	84	643	6.8	13.4	113	798	6.2	16.7	102
FOULUPS, BLEEPs & BLUNDERS	A 6697	325	8.9	4.9	106	252	6.5	3.8	77	755	8.0	11.3	95	1080	8.4	16.1	99
FOUR SEASONS	C 3873	*66	1.8	1.7	37	*201	5.2	5.2	106	430	4.6	11.1	93	609	4.7	15.7	96
GIMME A BREAK	N 4310	*184	5.1	4.3	93	*166	4.3	3.9	79	510	5.4	11.8	99	708	5.5	16.4	101
HART TO HART	A 5751	*306	8.4	5.3	116	285	7.4	5.0	101	836	8.9	14.5	122	1133	8.8	19.7	121
HILL STREET BLUES	N 8568	398	10.9	4.6	101	446	11.5	5.2	106	1183	12.5	13.8	116	1609	12.4	18.8	115
HOTEL	A 8801	403	11.1	4.6	100	478	12.3	5.4	111	1325	14.0	15.1	127	1727	13.4	19.6	120
JEFFERSONS	C 6978	306	8.4	4.4	95	362	9.3	5.2	106	791	8.4	11.3	95	1119	8.7	16.0	98
JENNIFER SLEPT HERE	N 3021	**111	3.0	3.7	80	*219	5.6	7.2	148	322	3.4	10.7	90	510	3.9	16.9	103
KATE & ALLIE	C 6811	419	11.5	6.2	134	348	9.0	5.1	104	781	8.3	11.5	96	1113	8.6	16.3	100
KNIGHT RIDER	N 5256	307	8.4	5.8	127	316	8.2	6.0	123	656	7.0	12.5	105	857	6.6	16.3	100
LOVE BOAT	A 7174	290	8.0	4.0	88	320	8.3	4.5	91	878	9.3	12.2	103	1175	9.1	16.4	100
MAGNUM PI	C 10438	477	13.1	4.6	99	426	11.0	4.1	83	1311	13.9	12.6	106	1747	13.5	16.7	103
MAMA'S FAMILY	N 3488	*134	3.7	3.8	84	*206	5.3	5.9	121	568	6.0	16.3	137	714	5.5	20.5	125
MASTER, THE	N 4127	*234	6.4	5.7	123	286	7.4	6.9	142	428	4.5	10.4	87	704	5.4	17.1	105
MATT HOUSTON	A 5978	245	6.7	4.1	89	301	7.8	5.0	103	736	7.8	12.3	103	1072	8.3	17.9	110
NBC MONDAY NIGHT MOVIE	N 10446	502	13.8	4.8	105	543	14.0	5.2	106	1314	13.9	12.6	106	1785	13.8	17.1	105
NBC NIGHTLY NEWS	N 5571	166	4.6	3.0	65	241	6.2	4.3	88	529	5.6	9.5	80	779	6.0	14.0	86
NBC NIGHTLY NEWS-SAT	N 3675	*151	4.1	4.1	89	*223	5.8	6.1	124	379	4.0	10.3	87	596	4.6	16.2	99
NBC NIGHTLY NEWS-SUN	N 2905	**106	2.9	3.6	79	*167	4.3	5.7	118	292	3.1	10.1	84	435	3.4	15.0	92
NBC SUNDAY NIGHT MOVIE	N 8352	431	11.8	5.2	112	354	9.1	4.2	87	1081	11.5	12.9	109	1406	10.9	16.8	103
NEWMART	C 6864	409	11.2	6.0	130	323	8.3	4.7	96	805	8.5	11.7	99	1126	8.7	16.4	101
ONE DAY AT A TIME	C 3866	*207	5.7	5.4	117	*184	4.7	4.8	97	392	4.2	10.1	85	582	4.5	15.1	92
PEOPLE ARE FUNNY	N 3956	*196	5.4	5.0	108	*280	7.2	7.1	145	595	6.3	15.0	126	819	6.3	20.7	127
REAL PEOPLE	N 6305	196	5.4	3.1	68	263	6.8	4.2	85	788	8.4	12.5	105	1049	8.1	16.6	102
REMINGTON STEELE	N 5884	282	7.7	4.8	104	391	10.1	6.6	136	749	7.9	12.7	107	1091	8.4	18.5	114
RIPLEY'S BELIEVE IT - NOT	A 5706	*164	4.5	2.9	63	257	6.6	4.5	92	722	7.7	12.7	106	930	7.2	16.3	100
RIPTIDE	N 6202	281	7.7	4.5	99	392	10.1	6.3	129	701	7.4	11.3	95	1036	8.0	16.7	102
SCARECROW & MRS. KING	C 6513	343	9.4	5.3	115	270	7.0	4.1	85	749	7.9	11.5	97	1021	7.9	15.7	96
SIMON & SIMON	C 8593	439	12.1	5.1	111	395	10.2	4.6	94	911	9.7	10.6	89	1341	10.4	15.6	96
60 MINUTES	C 13342	531	14.6	4.0	87	746	19.2	5.6	114	1450	15.4	10.9	91	2183	16.9	16.4	100
ST. ELSEWHERE	N 6029	258	7.1	4.3	93	364	9.4	6.0	123	767	8.1	12.7	107	1117	8.6	18.5	114
THREE'S COMPANY	A 8565	426	11.7	5.0	108	381	9.8	4.4	91	1121	11.9	13.1	110	1503	11.6	17.5	108
T.J. HOOKER	A 7400	339	9.3	4.6	100	400	10.3	5.4	111	951	10.1	12.9					

	TOTAL U.S. '000	A '000	ALL AVON B % DOWN	C ACROSS %	D INDX	A '000	ALL BAN B % DOWN	C ACROSS %	D INDX	A '000	ALL ULTRA BAN B % DOWN	C ACROSS %	D INDX	A '000	TOTAL BAN B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	4041	100.0	5.1	100	11586	100.0	14.6	100	3352	100.0	4.2	100	13913	100.0	17.6	100
HOUSEHOLD HEADS	66405	3369	83.4	5.1	100	9763	84.3	14.7	101	2790	83.2	4.2	99	11685	84.0	17.6	100
18 - 24	13945	*754	18.7	5.4	106	1793	15.5	12.9	88	*549	16.4	3.9	93	2154	15.5	15.4	88
25 - 34	19334	772	19.1	4.0	78	2492	21.5	12.9	88	729	21.7	3.8	89	3058	22.0	15.8	90
35 - 44	14196	792	19.6	5.6	109	2372	20.5	16.7	114	*574	17.1	4.0	90	2752	19.8	19.4	110
45 - 54	10896	*512	12.7	4.7	92	1616	13.9	14.8	101	*470	14.0	4.3	102	1892	13.6	17.4	99
55 - 64	10378	563	13.9	5.4	106	1754	15.1	16.9	116	620	18.5	6.0	141	2179	15.7	21.0	120
65 OR OLDER	10514	649	16.1	6.2	121	1560	13.5	14.8	102	*410	12.2	3.9	92	1877	13.5	17.9	102
18 - 34	33279	1526	37.8	4.6	90	4285	37.0	12.9	88	1278	38.1	3.8	91	5212	37.5	15.7	89
18 - 49	52904	2551	63.1	4.8	95	7475	64.5	14.1	97	2073	61.8	3.9	93	8925	64.1	16.9	96
25 - 54	44426	2075	51.3	4.7	92	6479	55.9	14.6	100	1773	52.9	4.0	94	7703	55.4	17.3	99
35 - 49	19625	1025	25.4	5.2	102	3191	27.5	16.3	111	795	23.7	4.1	96	3713	26.7	18.9	108
50 OR OLDER	26359	1490	36.9	5.7	111	4111	35.5	15.6	107	1279	38.2	4.9	115	4988	35.9	18.9	108
GRADUATED COLLEGE	15982	423	10.5	2.6	52	2310	19.9	14.5	99	640	19.1	4.0	95	2791	20.1	17.5	99
ATTENDED COLLEGE	13629	*514	12.7	3.8	74	1797	15.5	13.2	90	504	15.0	3.7	87	2128	15.3	15.6	89
GRADUATED HIGH SCHOOL	28591	1344	33.3	4.7	92	4125	35.6	14.4	99	1197	35.7	4.2	99	5036	36.2	17.6	100
DID NOT GRADUATE HIGH SCHOOL	21061	1760	43.6	8.4	164	3355	29.0	15.9	109	1011	30.2	4.8	114	3959	28.5	18.8	107
EMPLOYED FULL-TIME	52316	2390	59.1	4.6	90	7506	64.8	14.3	98	2185	65.2	4.2	99	9023	64.9	17.2	98
EMPLOYED PART-TIME	4113	*313	7.7	7.6	149	*637	5.5	15.5	106	*91	2.7	2.2	52	702	5.0	17.1	97
NOT EMPLOYED	22834	1338	33.1	5.9	115	3443	29.7	15.1	103	1076	32.1	4.7	111	4189	30.1	18.3	105
PROFESSIONAL/MANAGER	15034	*501	12.4	3.3	65	2196	19.0	14.6	100	728	21.7	4.8	115	2761	19.8	18.4	105
TECH/CLERICAL/SALES	11255	*384	9.5	3.4	67	1893	16.3	16.8	115	*475	14.2	4.2	100	2260	16.2	20.1	114
PRECISION/CRAFT	11607	*573	14.2	4.9	97	1545	13.3	13.3	91	*392	11.7	3.4	80	1826	13.1	15.7	90
OTHER EMPLOYED	18534	1246	30.8	6.7	132	2509	21.7	13.5	93	681	20.3	3.7	87	2878	20.7	15.5	88
SINGLE	19562	935	23.1	4.8	94	2364	20.4	12.1	83	907	27.1	4.6	110	3015	21.7	15.4	88
MARRIED	51896	2850	70.5	5.5	108	8173	70.5	15.7	108	2260	67.4	4.4	103	9699	69.7	18.7	106
DIVORCED/SEPARATED/WIDOWED	7804	*255	6.3	3.3	64	1050	9.1	13.5	92	*185	5.5	2.4	56	1199	8.6	15.4	88
PARENTS	25372	1468	36.3	5.8	113	4186	36.1	16.5	113	1039	31.0	4.1	97	4831	34.7	19.0	108
WHITE	69658	3336	82.6	4.8	94	9835	84.9	14.1	97	2741	81.8	3.9	93	11835	85.1	17.0	97
BLACK	7909	637	15.8	8.1	158	1515	13.1	19.2	131	*534	15.9	6.8	160	1782	12.8	22.5	128
OTHER	1696	*68	1.7	4.0	79	*236	2.0	13.9	95	*77	2.3	4.5	107	*296	2.1	17.5	99
NORTHEAST-CENSUS	17202	683	16.9	4.0	78	2640	22.8	15.3	105	686	20.5	4.0	94	2999	21.6	17.4	99
NORTH CENTRAL	20461	1095	27.1	5.4	105	3120	26.9	15.2	104	731	21.8	3.6	84	3624	26.0	17.7	101
SOUTH	26695	1661	41.1	6.2	122	3797	32.8	14.2	97	1501	44.8	5.6	133	4867	35.0	18.2	104
WEST	14906	602	14.9	4.0	79	2030	17.5	13.6	93	*434	12.9	2.9	69	2423	17.4	16.3	93
NORTHEAST-MKTG.	17962	736	18.2	4.1	80	2615	22.6	14.6	100	795	23.7	4.4	105	3067	22.0	17.1	97
EAST CENTRAL	11741	591	14.6	5.0	99	1758	15.2	15.0	102	406	12.1	3.5	82	2042	14.7	17.4	99
WEST CENTRAL	13518	738	18.3	5.5	107	1999	17.3	14.8	101	*467	13.9	3.5	82	2293	16.5	17.0	97
SOUTH	23168	1415	35.0	6.1	120	3433	29.6	14.8	101	1318	39.3	5.7	135	4381	31.5	18.9	108
PACIFIC	12874	*561	13.9	4.4	85	1781	15.4	13.8	95	*367	10.9	2.9	67	2132	15.3	16.6	94
COUNTY SIZE A	32596	1431	35.4	4.4	86	4655	40.2	14.3	98	1097	32.7	3.4	80	5518	39.7	16.9	96
COUNTY SIZE B	23814	1163	28.8	4.9	96	3551	30.6	14.9	102	1240	37.0	5.2	123	4331	31.1	18.2	104
COUNTY SIZE C	12663	*689	17.1	5.4	107	1672	14.4	13.2	90	*442	13.2	3.5	83	1970	14.2	15.6	89
COUNTY SIZE D	10190	758	18.8	7.4	146	1708	14.7	16.8	115	*574	17.1	5.6	133	2094	15.1	20.5	117
METRO CENTRAL CITY	23190	1147	28.4	4.9	97	3552	30.7	15.3	105	919	27.4	4.0	94	4128	29.7	17.8	101
METRO SUBURBAN	36920	1762	43.6	4.8	94	5062	43.7	13.7	94	1326	39.6	3.6	85	6064	43.6	16.4	94
NON METRO	19152	1132	28.0	5.9	116	2972	25.7	15.5	106	1108	33.1	5.8	137	3721	26.7	19.4	111
TOP 5 ADI'S	18703	868	21.5	4.6	91	2777	24.0	14.8	102	643	19.2	3.4	81	3195	23.0	17.1	97
TOP 10 ADI'S	26158	1103	27.3	4.2	83	3758	32.4	14.4	98	926	27.6	3.5	84	4404	31.7	16.8	96
TOP 20 ADI'S	36612	1559	38.6	4.3	84	5188	44.8	14.2	97	1296	38.7	3.5	84	6121	44.0	16.7	95
HSGLD INC. \$50,000 OR MORE	9326	*250	6.2	2.7	53	1532	13.2	16.4	112	*446	13.3	4.8	113	1829	13.1	19.6	112
\$40,000 OR MORE	18002	*499	12.3	2.8	54	2657	22.9	14.8	101	830	24.8	4.6	109	3209	23.1	17.8	102
\$30,000 OR MORE	31361	1023	25.3	3.3	64	4597	39.7	14.7	100	1438	42.9	4.6	108	5607	40.3	17.9	102
\$25,000 OR MORE	39858	1355	33.5	3.4	67	5709	49.3	14.3	98	1729	51.6	4.3	103	6959	50.0	17.5	99
\$20,000 - \$24,999	8664	*572	14.2	6.6	129	1318	11.4	15.2	104	*259	7.7	3.0	71	1479	10.6	17.1	97
\$15,000 - \$19,999	7964	525	13.0	6.6	129	1147	9.9	14.4	99	*316	9.4	4.0	94	1358	9.8	17.1	97
\$10,000 - \$14,999	11093	800	19.8	7.2	141	1471	12.7	13.3	91	*456	13.6	4.1	97	1837	13.2	16.6	94
UNDER \$10,000	11683	789	19.5	6.8	132	1941	16.8	16.6	114	593	17.7	5.1	120	2281	16.4	19.5	111
HOUSEHOLD OF 1 PERSON	7453	*207	5.1	2.8	54	846	7.3	11.4	78	*258	7.7	3.5	82	1036	7.4	13.9	79
2 PEOPLE	24757	1092	27.0	4.4	87	3532	30.5	14.3	98	1148	34.2	4.6	110	4413	31.7	17.8	102
3 OR 4 PEOPLE	32682	1705	42.2	5.2	102	4873	42.1	14.9	102	1367	40.8	4.2	99	5805	41.7	17.8	101
5 OR MORE PEOPLE	14370	1037	25.7	7.2	142	2335	20.2	16.2	111	*580	17.3	4.0	95	2659	19.1	18.5	105
NO CHILD IN HSGLD	46768	2131	52.7	4.6	89	6525	56.3	14.0	95	2126	63.4	4.5	107	8138	58.5	17.4	99
CHILD(REN) UNDER 2 YRS	4799	*243	6.0	5.1	99	693	6.0	14.4	99	*163	4.9	3.4	80	813	5.8	16.9	97
2 - 5 YEARS	11125	588	14.6	5.3	104	1622	14.0	14.6	100	*440	13.1	4.0	94	1960	14.1	17.6	100
6 - 11 YEARS	14193	1007	24.9	7.1	139	2272	19.6	16.0	110	*526	15.7	3.7	88	2614	18.8	18.4	105
12 - 17 YEARS	17402	1217	30.1	7.0	137	2805	24.2	16.1	110	646	19.3	3.7	88	3105	22.3	17.8	102
RESIDENCE OWNED	56398	2795	69.2	5.0	97	8467	73.1	15.0	103	2510	74.9	4.5	105	10222	73.5	18.1	103
VALUE: \$50,000 OR MORE	34811	1451	35.9	4.2	82	5200	44.9	14.9	102	1400	41.8	4.0	95	6253	44.9	18.0	102
VALUE: UNDER \$50,000	21587	1344	33.3	6.2	122	3268	28.2	15.1	104	1110	33.1	5.1	122	3969	28.5	18.4	105

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

		TOTAL U.S. '000	ALL AVON				ALL BAN				ALL ULTRA BAN				TOTAL BAN			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES		79263	4041	100.0	5.1	100	11586	100.0	14.6	100	3352	100.0	4.2	100	13913	100.0	17.6	100
MAGAZINES	QUINTILE 1	16033	702	17.4	4.4	86	2283	19.7	14.2	97	740	22.1	4.6	109	2854	20.5	17.8	101
	QUINTILE 2	15354	679	16.8	4.4	87	2245	19.4	14.6	100	675	20.1	4.4	104	2656	19.1	17.3	99
	QUINTILE 3	15888	956	23.7	6.0	118	2294	19.8	14.4	99	*547	16.3	3.4	81	2729	19.6	17.2	98
	QUINTILE 4	17310	830	20.5	4.8	94	2471	21.3	14.3	98	599	17.9	3.5	82	2918	21.0	16.9	96
	QUINTILE 5	14677	873	21.6	5.9	117	2294	19.8	15.6	107	791	23.6	5.4	127	2757	19.8	18.8	107
NEWSPAPERS	QUINTILE 1	15277	558	13.8	3.7	72	2170	18.7	14.2	97	616	18.4	4.0	95	2626	18.9	17.2	98
	QUINTILE 2	22745	1046	25.9	4.6	90	3500	30.2	15.4	105	836	24.9	3.7	87	4071	29.3	17.9	102
	QUINTILE 3	10692	*590	14.6	5.5	108	1554	13.4	14.5	99	*644	19.2	6.0	142	2021	14.5	18.9	108
	QUINTILE 4	11646	*546	13.5	4.7	92	1703	14.7	14.6	100	*461	13.8	4.0	94	2053	14.8	17.6	100
	QUINTILE 5	18903	1302	32.2	6.9	135	2660	23.0	14.1	96	796	23.7	4.2	100	3143	22.6	16.6	95
OUTDOOR	QUINTILE 1	16620	899	22.2	5.4	106	2290	19.8	13.8	94	484	14.4	2.9	69	2622	18.8	15.8	90
	QUINTILE 2	16377	631	15.6	3.9	76	2108	18.2	12.9	88	679	20.3	4.1	98	2571	18.5	15.7	89
	QUINTILE 3	15995	851	21.1	5.3	104	2636	22.8	16.5	113	745	22.2	4.7	110	3129	22.5	19.6	111
	QUINTILE 4	15592	814	20.1	5.2	102	2603	22.5	16.7	114	747	22.3	4.8	113	3134	22.5	20.1	115
	QUINTILE 5	14679	846	20.9	5.8	113	1949	16.8	13.3	91	698	20.8	4.8	112	2457	17.7	16.7	95
RADIO-DRIVE TIME	QUINTILE 1	15746	805	19.9	5.1	100	2247	19.4	14.3	98	674	20.1	4.3	101	2708	19.5	17.2	98
	QUINTILE 2	15067	864	21.4	5.7	112	2522	21.8	16.7	115	610	18.2	4.0	96	2909	20.9	19.3	110
	QUINTILE 3	15631	716	17.7	4.6	90	2176	18.8	13.9	95	676	20.2	4.3	102	2689	19.3	17.2	98
	QUINTILE 4	16245	739	18.3	4.5	89	2246	19.4	13.8	95	717	21.4	4.4	104	2713	19.5	16.7	95
	QUINTILE 5	16573	917	22.7	5.5	109	2396	20.7	14.5	99	676	20.2	4.1	96	2895	20.8	17.5	100
RADIO-MID- DAY	TERCILE 1	21788	1162	28.8	5.3	105	2979	25.7	13.7	94	985	29.4	4.5	107	3690	26.5	16.9	96
	TERCILE 2	21151	1130	28.0	5.3	105	2933	25.3	13.9	95	946	28.2	4.5	106	3565	25.6	16.9	96
	TERCILE 3	36323	1749	43.3	4.8	94	5675	49.0	15.6	107	1421	42.4	3.9	93	6659	47.9	18.3	104
RADIO-TOTAL	QUINTILE 1	15977	843	20.9	5.3	103	2415	20.8	15.1	103	717	21.4	4.5	106	2920	21.0	18.3	104
	QUINTILE 2	15923	860	21.3	5.4	106	2395	20.7	15.0	103	718	21.4	4.5	107	2841	20.4	17.8	102
	QUINTILE 3	14980	617	15.3	4.1	81	1980	17.1	13.2	90	491	14.6	3.3	78	2337	16.8	15.6	89
	QUINTILE 4	17123	968	24.0	5.7	111	2466	21.3	14.4	99	691	20.6	4.0	95	2980	21.4	17.4	99
	QUINTILE 5	15260	752	18.6	4.9	97	2330	20.1	15.3	104	736	22.0	4.8	114	2836	20.4	18.6	106
TV-PRIME TIME	QUINTILE 1	15674	779	19.3	5.0	97	2222	19.2	14.2	97	617	18.4	3.9	93	2677	19.2	17.1	97
	QUINTILE 2	15944	796	19.7	5.0	98	2631	22.7	16.5	113	758	22.6	4.8	112	3152	22.7	19.8	113
	QUINTILE 3	16037	824	20.4	5.1	101	2563	22.1	16.0	109	801	23.9	5.0	118	3090	22.2	19.3	110
	QUINTILE 4	15412	808	20.0	5.2	103	2082	18.0	13.5	92	509	15.2	3.3	78	2460	17.7	16.0	91
	QUINTILE 5	16194	834	20.6	5.2	101	2089	18.0	12.9	88	668	19.9	4.1	98	2534	18.2	15.6	89
TV-DAYTIME	TERCILE 1	19156	1196	29.6	6.2	122	3092	26.7	16.1	110	901	26.9	4.7	111	3678	26.4	19.2	109
	TERCILE 2	19343	982	24.3	5.1	100	2905	25.1	15.0	103	841	25.1	4.3	103	3449	24.8	17.8	102
	TERCILE 3	40764	1863	46.1	4.6	90	5589	48.2	13.7	94	1610	48.0	3.9	93	6787	48.8	16.6	95
TV-TOTAL	QUINTILE 1	15844	924	22.9	5.8	114	2515	21.7	15.9	109	771	23.0	4.9	115	2952	21.2	18.6	106
	QUINTILE 2	15767	993	24.6	6.3	124	2351	20.3	14.9	102	575	17.2	3.6	86	2833	20.4	18.0	102
	QUINTILE 3	15775	643	15.9	4.1	80	2430	21.0	15.4	105	756	22.6	4.8	113	2991	21.5	19.0	108
	QUINTILE 4	15903	767	19.0	4.8	95	2286	19.7	14.4	98	601	17.9	3.8	89	2705	19.4	17.0	97
	QUINTILE 5	15974	714	17.7	4.5	88	2005	17.3	12.6	86	650	19.4	4.1	96	2431	17.5	15.2	87
MAGAZINES-NEWSPAPERS: DUAL		21225	834	20.6	3.9	77	3031	26.2	14.3	98	998	29.8	4.7	111	3730	26.8	17.6	100
MAGAZINE IMPERATIVE		17728	1091	27.0	6.2	121	2521	21.8	14.2	97	789	23.5	4.5	105	3102	22.3	17.5	100
NEWSPAPER IMPERATIVE		22987	1163	28.8	5.1	99	3535	30.5	15.4	105	833	24.9	3.6	86	4130	29.7	18.0	102
MAGAZINES-OUTDOOR: DUAL		16244	761	18.8	4.7	92	2136	18.4	13.1	90	628	18.7	3.9	91	2558	18.4	15.7	90
MAGAZINE IMPERATIVE		24016	1224	30.3	5.1	100	3680	31.8	15.3	105	1153	34.4	4.8	114	4566	32.8	19.0	108
OUTDOOR IMPERATIVE		26020	1300	32.2	5.0	98	3818	33.0	14.7	100	945	28.2	3.6	86	4455	32.0	17.1	98
MAGAZINES-RADIO: DUAL		16918	715	17.7	4.2	83	2489	21.5	14.7	101	781	23.3	4.6	109	2972	21.4	17.6	100
MAGAZINE IMPERATIVE		23456	1142	28.3	4.9	95	3363	29.0	14.3	98	945	28.2	4.0	95	4096	29.4	17.5	99
RADIO IMPERATIVE		23900	1415	35.0	5.9	116	3482	30.1	14.6	100	960	28.6	4.0	95	4146	29.8	17.3	99
MAGAZINES-TELEVISION: DUAL		15791	923	22.8	5.8	115	2308	19.9	14.6	100	558	16.6	3.5	84	2702	19.4	17.1	97
MAGAZINE IMPERATIVE		25476	995	24.6	3.9	77	3595	31.0	14.1	97	1146	34.2	4.5	106	4394	31.6	17.2	98
TELEVISION IMPERATIVE		25744	1482	36.7	5.8	113	4068	35.1	15.8	108	1193	35.6	4.6	110	4888	35.1	19.0	108
NEWSPAPERS-OUTDOOR: DUAL		17628	755	18.7	4.3	84	2360	20.4	13.4	92	684	20.4	3.9	92	2830	20.3	16.1	91
NEWSPAPER IMPERATIVE		26414	1221	30.2	4.6	91	4266	36.8	16.2	110	1222	36.5	4.6	109	5137	36.9	19.4	111
OUTDOOR IMPERATIVE		23059	1313	32.5	5.7	112	3164	27.3	13.7	94	853	25.4	3.7	87	3752	27.0	16.3	93
NEWSPAPERS-RADIO: DUAL		17996	723	17.9	4.0	79	2742	23.7	15.2	104	835	24.9	4.6	110	3314	23.8	18.4	105
NEWSPAPER IMPERATIVE		26269	1205	29.8	4.6	90	3907	33.7	14.9	102	1062	31.7	4.0	96	4718	33.9	18.0	102
RADIO IMPERATIVE		21342	1251	31.0	5.9	115	3089	26.7	14.5	99	879	26.2	4.1	97	3669	26.4	17.2	98
NEWSPAPERS-TELEVISION: DUAL		17359	763	18.9	4.4	86	2687	23.2	15.5	106	533	15.9	3.1	73	3037	21.8	17.5	100
NEWSPAPER IMPERATIVE		26889	1046	25.9	3.9	76	3929	33.9	14.6	100	1222	36.5	4.5	107	4819	34.6	17.9	102
TELEVISION IMPERATIVE		21698	1464	36.2	6.7	132	3306	28.5	15.2	104	1201	35.8	5.5	131	4145	29.8	19.1	109
OUTDOOR-RADIO: DUAL		16456	903	22.3	5.5	108	2317	20.0	14.1	96	598	17.8	3.6	86	2708	19.5	16.5	94
OUTDOOR IMPERATIVE		25870	1206	29.8	4.7	91	3566	30.8	13.8	94	1003	29.9	3.9	92	4258	30.6	16.5	94
RADIO IMPERATIVE		23943	1255	31.1	5.2	103	3731	32.2	15.6	107	1118	33.4	4.7	110	4515	32.5	18.9	107
OUTDOOR-TELEVISION: DUAL		15918																

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL MALES	79263	4041	100.0	5.1	100	11586	100.0	14.6	100	3352	100.0	4.2	100	13913	100.0	17.6	100
ATLANTIC MONTHLY	452	**10	0.2	2.2	43	**45	0.4	10.0	68	**5	0.1	1.1	26	**50	0.4	11.1	63
BARRON'S	1058	**52	1.3	4.9	96	**161	1.4	15.2	104	**30	0.9	2.8	67	**185	1.3	17.5	100
BETTER HOMES & GARDENS	4773	**182	4.5	3.8	75	**673	5.8	14.1	96	**200	6.0	4.2	99	**817	5.9	17.1	98
BON APPETIT	1037	**5	0.1	0.5	9	**184	1.6	17.7	121	**98	2.9	9.5	223	**269	1.9	25.9	148
BUSINESS WEEK	3193	**116	2.9	3.6	71	**519	4.5	16.3	111	**170	5.1	5.3	126	**627	4.5	19.6	112
CAR AND DRIVER	2705	**80	2.0	3.0	58	**358	3.1	13.2	91	**147	4.4	5.4	129	**495	3.6	18.3	104
CBS MAGAZINE NETWORK (GROSS)	5678	**170	4.2	3.0	59	**674	5.8	11.9	81	**316	9.4	5.6	132	**958	6.9	16.9	96
CHANGING TIMES	1847	**83	2.1	4.5	88	**273	2.4	14.8	101	**47	1.4	2.5	60	**288	2.1	15.6	89
COLONIAL HOMES	492	**24	0.6	4.9	96	**116	1.0	23.6	161	**11	0.3	2.2	53	**118	0.8	24.0	137
CONDE NAST MAG. PKG. (GROSS)	2066	**84	2.1	4.1	80	**269	2.3	13.0	89	**50	1.5	2.4	57	**304	2.2	14.7	84
CONSUMERS DIGEST	1719	**85	2.1	4.9	97	**238	2.1	13.8	95	**52	1.6	3.0	72	**280	2.0	16.3	93
COSMOPOLITAN	1762	**167	4.1	9.5	186	**386	3.3	21.9	150	**66	2.0	3.7	89	**424	3.0	24.1	137
COUNTRY LIVING	1110	**27	0.7	2.4	48	**124	1.1	11.2	76	**37	1.1	3.3	79	**161	1.2	14.5	83
CUISINE	660	**5	0.1	0.8	15	**71	0.6	10.8	74	**33	1.0	5.0	118	**93	0.7	14.1	80
CYCLE WORLD	1924	**61	1.5	3.2	62	**214	1.8	11.1	76	**91	2.7	4.7	112	**294	2.1	15.3	87
DCI:CREATIVE IDEAS FOR LIV	437	**24	0.6	5.5	108	**59	0.5	13.5	92	**30	0.9	6.9	162	**89	0.6	20.4	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**124	3.1	5.0	98	**346	3.0	13.9	95	**134	4.0	5.4	127	**475	3.4	19.1	109
DISCOVER	1279	**70	1.7	5.5	107	**239	2.1	18.7	128	**58	1.7	4.5	107	**270	1.9	21.1	120
EBONY	2898	**230	5.7	7.9	156	**515	4.4	17.8	122	**181	5.4	6.2	148	**620	4.5	21.4	122
ESQUIRE	1384	**49	1.2	3.5	69	**238	2.1	17.2	118	**54	1.6	3.9	92	**283	2.0	20.4	116
ESSENCE	850	**107	2.6	12.6	247	**156	1.3	18.4	126	**50	1.5	5.9	139	**194	1.4	22.8	130
FAMILY CIRCLE	2430	**98	2.4	4.0	79	**420	3.6	17.3	118	**178	5.3	7.3	173	**558	4.0	23.0	131
THE FAMILY HANDYMAN	2356	**114	2.8	4.8	95	**231	2.0	9.8	67	**78	2.3	3.3	78	**297	2.1	12.6	72
FAMILY WEEKLY	11533	**514	12.7	4.5	87	**1530	13.2	13.3	91	**522	15.6	4.5	107	**1925	13.8	16.7	95
FIELD & STREAM	7444	**477	11.8	6.4	126	**934	8.1	12.5	86	**202	6.0	2.7	64	**1124	8.1	15.1	86
FOOD & WINE	416	**3	0.1	0.7	14	**30	0.3	7.2	49	**22	0.7	5.3	125	**40	0.3	9.6	55
FORBES	1865	**67	1.7	3.6	70	**284	2.5	15.2	104	**61	1.8	3.3	77	**327	2.4	17.7	100
FORTUNE	1849	**104	2.6	5.6	110	**340	2.9	18.4	126	**83	2.5	4.5	106	**371	2.7	20.1	114
GENTLEMEN'S QUARTERLY	2284	**167	4.1	7.3	143	**400	3.5	17.5	120	**118	3.5	5.2	122	**497	3.6	21.8	124
GLAMOUR	538	**11	0.3	2.0	40	**90	0.8	16.7	114	**25	0.7	4.6	110	**103	0.7	19.1	109
GOLF DIGEST	1649	**86	2.1	5.2	102	**241	2.1	14.6	100	**82	2.4	5.0	118	**302	2.2	18.3	104
GOLF DIGEST/TENNIS (GROSS)	2294	**98	2.4	4.3	84	**297	2.6	12.9	89	**117	3.5	5.1	121	**386	2.8	16.8	96
GOLF MAGAZINE	1577	**47	1.2	3.0	58	**239	2.0	14.9	102	**61	1.8	3.9	91	**296	2.1	18.8	107
GOLF MAGAZINE/SKI (GROSS)	2487	**57	1.4	2.3	45	**366	3.2	14.7	101	**71	2.1	2.9	68	**437	3.1	17.6	100
GOOD HOUSEKEEPING	2569	**160	4.0	6.2	122	**384	3.3	14.9	102	**73	2.2	2.8	67	**445	3.2	17.3	99
HARPER'S BAZAAR	431	**16	0.4	3.7	73	**58	0.5	13.5	92	**6	0.2	1.4	33	**64	0.5	14.8	85
HEALTH	788	**73	1.8	9.3	182	**176	1.5	22.3	153	**30	0.9	3.8	90	**193	1.4	24.5	140
HEARST MAG CORP. BUY (GROSS)	18781	**1240	30.7	6.6	130	**2615	22.6	13.9	95	**625	18.6	3.3	79	**3108	22.3	16.5	94
HEARST MAN POWER (GROSS)	9169	**594	14.7	6.5	127	**1135	9.8	12.4	85	**368	11.0	4.0	95	**1425	10.2	15.5	89
HEARST WOMAN POWER (GROSS)	5452	**383	9.5	7.0	138	**852	7.4	15.6	107	**169	5.0	3.1	73	**975	7.0	17.9	102
HOUSE BEAUTIFUL	1020	**128	3.2	12.5	246	**169	1.5	16.6	113	**20	0.6	2.0	46	**189	1.4	18.5	106
INC.	993	**62	1.5	6.2	122	**101	0.9	10.2	70	**74	2.2	7.5	176	**170	1.2	17.1	98
JET	2808	**196	4.9	7.0	137	**524	4.9	18.7	128	**108	3.2	3.8	91	**593	4.3	21.1	120
LADIES' HOME JOURNAL	1868	**132	3.3	7.1	139	**276	2.4	14.8	101	**107	3.2	5.7	135	**371	2.7	19.9	113
LHJ FAMILY GRP COMBO(GROSS)	3582	**234	5.8	6.5	128	**573	4.9	16.0	109	**189	5.6	5.3	125	**737	5.3	20.6	117
LIFE	4817	**252	6.2	5.2	103	**763	6.6	15.8	108	**224	6.7	4.7	110	**872	6.3	18.1	103
L.A. TIMES HOME MAGAZINE	1465	**28	0.7	1.9	37	**160	1.4	10.9	75	**39	1.2	2.7	63	**199	1.4	13.6	77
MADAMEISSELLE	460	**32	0.8	7.0	136	**57	0.5	12.4	85	**6	0.2	1.3	31	**63	0.5	13.7	78
MC CALL'S	1764	**109	2.7	6.2	121	**308	2.7	17.5	119	**62	1.8	3.5	83	**351	2.5	19.9	113
MC CALL'S/MRK MOTHER (GROSS)	2062	**115	2.8	5.6	109	**376	3.2	18.2	125	**63	1.9	3.1	72	**420	3.0	20.4	116
MECHANIX ILLUSTRATED	3625	**118	2.9	3.3	64	**441	3.8	12.2	83	**133	4.0	3.7	87	**565	4.1	15.6	89
METROPOLITAN HOME	495	**9	0.2	1.8	36	**126	1.1	25.5	174	**8	0.2	1.6	38	**132	0.9	26.7	152
MONEY	3017	**136	3.4	4.5	88	**504	4.4	16.7	114	**278	8.3	9.2	218	**699	5.0	23.2	132
MOTHER EARTH NEWS	1203	**36	0.9	3.0	59	**187	1.6	15.5	106	**44	1.3	3.7	86	**218	1.6	18.1	103
MS.	**257	**0	0.0	0.0	0	**32	0.3	12.5	85	**3	0.1	1.2	28	**34	0.2	13.2	75
NATIONAL ENQUIRER	6921	**488	12.1	7.1	138	**1053	9.1	15.2	104	**293	8.7	4.2	100	**1263	9.1	18.2	104
NATIONAL GEOGRAPHIC	11626	**421	10.4	3.6	71	**1506	13.0	13.0	89	**424	12.6	3.6	86	**1845	13.3	15.9	90
NATIONAL SUNDAY MAGAZINE PKG	49424	**2226	55.1	4.5	88	**7248	62.6	14.7	100	**2027	60.5	4.1	97	**8709	62.6	17.6	100
NATURAL HISTORY	753	**7	0.2	0.9	18	**103	0.9	13.7	94	**2	0.1	0.3	6	**105	0.8	13.9	79
NEW WOMAN	**296	**52	1.3	17.6	345	**87	0.8	29.4	201	**0	0.0	0.0	0	**87	0.6	29.4	167
NEW YORK INCLUDING CUE	541	**5	0.1	0.9	18	**87	0.8	16.1	110	**13	0.4	2.4	57	**99	0.7	18.3	104
THE NEW YORKER	1078	**17	0.4	1.6	31	**180	1.6	16.7	114	**27	0.8	2.5	59	**200	1.4	18.6	106
NEWSWEEK	9602	**376	9.3	3.9	77	**1492	12.9	15.5	106	**325	9.7	3.4	80	**1717	12.3	17.9	102
THE N.Y. TIMES DAILY EDITION	1376	**28	0.7	2.0	40	**177	1.5	12.9	88	**80	2.4	5.8	137	**239	1.7	17.4	99
THE N.Y. TIMES MAGAZINE	2110	**36	0.9	1.7	33	**213	1.8	10.1	69	**103	3.1	4.9	115	**287	2.1	13.6	77
OMNI	1927	**73	1.8	3.8	74	**288	2.5	14.9	102	**85	2.5	4.4	104	**359	2.6	18.6	106
ON CABLE	911	**18	0.4	2.0	39	**101	0.9	11.1	76	**6	0.2	0.7	16	**107	0.8	11.7	67
1001 HOME IDEAS	927	**29	0.7	3.1	61	**121	1.0	13.1	89	**52	1.6	5.6	133	**173	1.2	18.7	106
ORGANIC GARDENING	1430	**50	1.2	3.5	69	**221	1.9	15.5	106	**65	1.9	4.5	107	**271	1.9	19.0	108
OUTDOOR LIFE	4064	**325	8.0	8.0	157	**516	4.5	12.7	87	**183	5.5	4.5	106	**645	4.6	15.9	90
PARADE MAGAZINE	24538	**123	27.8	4.6	90	**3662	31.6	14.9	102	**962	28.7	3.9	93	**4362	31.4	17.8	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	4041	100.0	5.1	100	11586	100.0	14.6	100	3352	100.0	4.2	100	13913	100.0	17.6	100
PARENTS	1126	**33	0.8	2.9	57	*219	1.9	19.4	133	**47	1.4	4.2	99	*246	1.8	21.8	124
PENTHOUSE	4157	*226	5.6	5.4	107	647	5.6	15.6	106	*125	3.7	3.0	71	711	5.1	17.1	97
PEOPLE	7591	327	8.1	4.3	84	1254	10.8	16.5	113	340	10.1	4.5	106	1469	10.6	19.4	110
PLAYBOY	8379	397	9.8	4.7	93	1031	8.9	12.3	84	355	10.6	4.2	100	1278	9.2	15.3	87
POPULAR HOT RODDING	2110	**125	3.1	5.9	116	*285	2.5	13.5	92	**53	1.6	2.5	59	318	2.3	15.1	86
POPULAR MECHANICS	4850	*323	8.0	6.7	131	597	5.2	12.3	84	*204	6.1	4.2	99	753	5.4	15.5	88
POPULAR SCIENCE	3397	*154	3.8	4.5	89	501	4.3	14.7	101	**163	4.9	4.8	113	579	4.2	17.0	97
PREVENTION	1720	**59	1.5	3.4	67	*258	2.2	15.0	103	**59	1.8	3.4	81	*286	2.1	16.6	95
PSYCHOLOGY TODAY	1344	*38	0.9	2.8	55	*220	1.9	16.4	112	**33	1.0	2.5	58	*253	1.8	18.8	107
READER'S DIGEST	16016	883	21.9	5.5	108	2624	22.6	16.4	112	729	21.7	4.6	108	3140	22.6	19.6	112
REDBOOK	1121	**57	1.4	5.1	100	**81	0.7	7.2	49	**29	0.9	2.6	61	*106	0.8	9.5	54
ROAD & TRACK	2161	**57	1.4	2.6	52	*252	2.2	11.7	80	**114	3.4	5.3	125	349	2.5	16.1	92
ROLLING STONE	1948	**43	1.1	2.2	43	*278	2.4	14.3	98	*100	3.0	5.1	121	363	2.6	18.6	106
RUNNER'S WORLD	899	**7	0.2	0.8	15	**157	1.4	17.5	119	*27	0.8	3.0	71	**184	1.3	20.5	117
SATURDAY EVENING POST	841	**8	0.2	1.0	19	*114	1.0	13.6	93	**10	0.3	1.2	28	*114	0.8	13.6	77
SCIENCE 84	841	**26	0.6	3.1	61	**132	1.1	15.7	107	**36	1.1	4.3	101	**138	1.0	16.4	93
SCIENCE DIGEST	1194	*440	1.0	3.4	66	*154	1.3	12.9	88	*32	1.0	2.7	63	*165	1.2	13.8	79
SCIENTIFIC AMERICAN	1379	*26	0.6	1.9	37	*287	2.5	20.8	142	*76	2.3	5.5	130	332	2.4	24.1	137
SELF	436	*20	0.5	4.6	90	*35	0.3	8.0	55	*10	0.3	2.3	54	*41	0.3	9.4	54
SEVENTEEN	614	**25	0.6	4.1	80	**99	0.9	16.1	110	*16	0.5	2.6	62	**110	0.8	17.9	102
SKI	910	**10	0.2	1.1	22	**130	1.1	14.3	98	**11	0.3	1.2	29	*141	1.0	15.5	88
SMITHSONIAN	2937	*97	2.4	3.3	65	344	3.0	11.7	80	*101	3.0	3.4	81	419	3.0	14.3	81
SOAP OPERA DIGEST	545	*27	0.7	5.0	97	**70	0.6	12.8	88	*26	0.8	4.8	113	*79	0.6	14.5	83
SOUTHERN LIVING	2054	*100	2.5	4.9	95	287	2.5	14.0	96	*104	3.1	5.1	120	386	2.8	18.8	107
SPORT	2799	*118	2.9	4.2	83	350	3.0	12.5	86	*97	2.9	3.5	82	401	2.9	14.3	82
THE SPORTING NEWS	1938	**68	1.7	3.5	69	298	2.6	15.4	105	**86	2.6	4.4	105	351	2.5	18.1	103
SPORTS AFIELD	3125	*231	5.7	7.4	145	384	3.3	12.3	84	**133	4.0	4.3	101	508	3.7	16.3	93
SPORTS ILLUSTRATED	11159	391	9.7	3.5	69	1407	12.1	12.6	86	515	15.4	4.6	109	1786	12.8	16.0	91
STARS	4095	*244	6.0	6.0	117	599	5.2	14.6	100	*169	5.0	4.1	98	703	5.1	17.2	98
SUNDAY	25169	1108	27.4	4.4	86	3951	34.1	15.7	107	958	28.6	3.8	90	4605	33.1	18.3	104
SUNSET	1294	**24	0.6	1.9	36	*208	1.8	16.1	110	*79	2.4	6.1	144	*288	2.1	22.3	127
TV GUIDE	18508	1233	30.5	6.7	131	2562	22.1	13.8	95	722	21.5	3.9	92	3066	22.0	16.6	94
TENNIS	645	**12	0.3	1.9	36	**56	0.5	8.7	59	*34	1.0	5.3	125	*84	0.6	13.0	74
TIME	12124	480	11.9	4.0	78	1771	15.3	14.6	100	443	13.2	3.7	86	2072	14.9	17.1	97
TOWN & COUNTRY	493	*36	0.9	7.3	143	*64	0.6	13.0	89	*12	0.4	2.4	58	*76	0.5	15.4	88
TRAVEL & LEISURE	1122	**52	1.3	4.6	91	*148	1.3	13.2	90	**14	0.4	1.2	30	*157	1.1	14.0	80
TRUE STORY	690	*57	1.4	8.3	162	**44	0.4	6.4	44	*52	1.6	7.5	178	*95	0.7	13.8	78
U.S. NEWS & WORLD REPORT	6571	*263	6.5	4.0	79	901	7.8	13.7	94	274	8.2	4.2	99	1124	8.1	17.1	97
USA TODAY	3120	*113	2.8	3.6	71	476	4.1	15.3	104	*157	4.7	5.0	119	614	4.4	19.7	112
US	1315	**77	1.9	5.9	115	*153	1.3	11.6	80	*12	0.4	0.9	22	*165	1.2	12.5	71
VOGUE	632	**22	0.5	3.5	68	**87	0.8	13.8	94	*9	0.3	1.4	34	*96	0.7	15.2	87
WALL STREET JOURNAL	4247	*166	4.1	3.9	77	600	5.2	14.1	97	*158	4.7	3.7	88	736	5.3	17.3	99
WEIGHT WATCHERS	398	**11	0.3	2.8	54	**65	0.6	16.3	112	*20	0.6	5.0	119	*66	0.5	16.6	94
WOMAN'S DAY	1139	*51	1.3	4.5	88	*228	2.0	20.0	137	*54	1.6	4.7	112	255	1.8	22.4	128
WORKING MOTHER	*298	*7	0.2	2.3	46	*68	0.6	22.8	156	*1	0.0	0.3	8	*69	0.5	23.2	132
WORKING WOMAN	327	*1	0.0	0.3	6	*49	0.4	15.0	103	*3	0.1	0.9	22	*51	0.4	15.6	89
WORLD TENNIS	397	*14	0.3	3.5	69	*82	0.7	20.7	141	*31	0.9	7.8	185	*113	0.8	28.5	162
ZIFF-DAVIS MAG NETWK (GROSS)	9635	431	10.7	4.5	88	1320	11.4	13.7	94	362	10.8	3.8	89	1646	11.8	17.1	97
BLAIR INSERTS	43762	1764	43.7	4.0	79	6472	55.9	14.8	101	1714	51.1	3.9	93	7715	55.5	17.6	100
DAILY NEWSPAPERS																	
READ ANY	52459	2332	57.7	4.4	87	7935	68.5	15.1	103	2236	66.7	4.3	101	9484	68.2	18.1	103
READ ONE	41891	1968	48.7	4.7	92	6322	54.6	15.1	103	1781	53.1	4.3	101	7517	54.0	17.9	102
READ TWO OR MORE	10568	364	9.0	3.4	68	1613	13.9	15.3	104	455	13.6	4.3	102	1967	14.1	18.6	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2350	58.2	4.5	89	7473	64.5	14.4	98	2131	63.6	4.1	97	9029	64.9	17.4	99
READ ONE	44561	2044	50.6	4.6	90	6609	57.0	14.8	101	1905	56.8	4.3	101	8004	57.5	18.0	102
READ TWO OR MORE	7368	305	7.5	4.1	81	863	7.4	11.7	80	226	6.7	3.1	73	1025	7.4	13.9	79
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	27.57				28.62				22.52				27.66			
30 DAY REACH	71522	3620	89.6	5.1	99	10558	91.1	14.8	101	3041	90.7	4.3	101	12622	90.7	17.6	101
50 SHWG - 30 DAY AV FREQ	15.55	14.42				15.12				12.14				14.62			
30 DAY REACH	68168	3462	85.7	5.1	100	10020	86.5	14.7	101	2807	83.7	4.1	97	11956	85.9	17.5	100
25 SHWG - 30 DAY AV FREQ	8.43	7.92				8.15				6.52				7.89			
30 DAY REACH	62898	3151	78.0	5.0	98	9285	80.1	14.8	101	2613	78.0	4.2	98	11073	79.6	17.6	100
CABLE TV: HOME WIRED	31664	1449	35.9	4.6	90	4551	39.3	14.4	98	1318	39.3	4.2	98	5401	38.8	17.1	97
HOME NOT WIRED	47599	2592	64.1	5.4	107	7035	60.7	14.8	101	2034	60.7	4.3	101	8512	61.2	17.9	102
HAVE PAY CABLE	17139	801	19.8	4.7	92	2405	20.8	14.0	96	775	23.1	4.5	107	2889	20.8	16.9	96

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	4041	100.0	5.1	100	11586	100.0	14.6	100	3352	100.0	4.2	100	13913	100.0	17.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	2477	61.3	5.2	102	6913	59.7	14.5	99	1982	59.1	4.2	98	8343	60.0	17.5	100
10:00 AM - 3:00 PM	29926	1524	37.7	5.1	100	4121	35.6	13.8	94	1334	39.8	4.5	105	5069	36.4	16.9	96
3:00 PM - 7:00 PM	37666	1745	43.2	4.6	91	5360	46.3	14.2	97	1710	51.0	4.5	107	6522	46.9	17.3	99
7:00 PM - MIDNIGHT	18909	927	22.9	4.9	96	2763	23.8	14.6	100	762	22.7	4.0	95	3188	22.9	16.9	96
MIDNIGHT - 6:00 AM	11822	598	14.8	5.1	99	1738	15.0	14.7	101	421	12.6	3.6	84	2009	14.4	17.0	97
6:00 AM - MIDNIGHT	63254	3136	77.6	5.0	97	9141	78.9	14.5	99	2638	78.7	4.2	99	10957	78.8	17.3	99
ENTIRE DAY	64057	3169	78.4	4.9	97	9275	80.1	14.5	99	2666	79.5	4.2	98	11113	79.9	17.3	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	918	22.7	5.5	108	2284	19.7	13.8	94	629	18.8	3.8	90	2782	20.0	16.8	95
ALL NEWS	3542	*133	3.3	3.8	74	513	4.4	14.5	99	*129	3.8	3.6	86	610	4.4	17.2	98
AOR/PROGRESSIVE	7465	268	6.6	3.6	70	857	7.4	11.5	79	347	10.4	4.6	110	1100	7.9	14.7	84
BEAUTIFUL MUSIC	5061	*262	6.5	5.2	102	702	6.1	13.9	95	*225	6.7	4.4	105	905	6.5	17.9	102
BLACK	1914	*206	5.1	10.8	211	445	3.8	23.2	159	*162	4.8	8.5	200	471	3.4	24.6	140
CLASSICAL	2304	**128	3.2	5.6	109	323	2.8	14.0	96	*168	5.0	7.3	172	409	2.9	17.8	101
CHR/ROCK	10663	497	12.3	4.7	91	1539	13.3	14.4	99	402	12.0	3.8	89	1762	12.7	16.5	94
COUNTRY	13919	756	18.7	5.4	107	1887	16.3	13.6	93	608	18.1	4.4	103	2308	16.6	16.6	94
GOLDEN OLDSIES	2040	**87	2.2	4.3	84	251	2.2	12.3	84	*102	3.0	5.0	118	334	2.4	16.4	93
MOR/NOSTALGIA	5105	*189	4.7	3.7	73	849	7.3	16.6	114	*206	6.1	4.0	95	1003	7.2	19.6	112
NEWS/TALK	4764	*199	4.9	4.2	82	664	5.7	13.9	95	*190	5.7	4.0	94	809	5.8	17.0	97
RELIGIOUS	2164	*151	3.7	7.0	137	359	3.1	16.6	113	*93	2.8	4.3	102	396	2.8	18.3	104
SOFT ROCK	623	**30	0.7	4.8	94	**70	0.6	11.2	77	**5	0.1	0.8	19	**75	0.5	12.0	69
URBAN CONTEMPORARY	1331	**37	0.9	2.8	55	*277	2.4	20.8	142	**35	1.0	2.6	62	300	2.2	22.5	128
HIRED NETWORKS:																	
ABC CONTEMPORARY	3186	**139	3.4	4.4	86	444	3.8	13.9	95	**137	4.1	4.3	102	531	3.8	16.7	95
ABC DIRECTION	2724	**78	1.9	2.9	56	423	3.7	15.5	106	*129	3.8	4.7	112	523	3.8	19.2	109
ABC ENTERTAINMENT	5256	287	7.1	5.5	107	557	4.8	10.6	72	*214	6.4	4.1	96	706	5.1	13.4	77
ABC FM	2263	**142	3.5	6.3	123	339	2.9	15.0	102	**90	2.7	4.0	94	373	2.7	16.5	94
ABC INFORMATION	5618	*214	5.3	3.8	75	759	6.6	13.5	92	*248	7.4	4.4	104	943	6.8	16.8	96
ABC ROCK	2857	**152	3.8	5.3	104	252	2.2	8.8	60	**96	2.9	3.4	79	331	2.4	11.6	66
CBS	5953	300	7.4	5.0	99	999	8.6	16.8	115	*269	8.0	4.5	107	1207	8.7	20.3	116
MUTUAL	4979	*317	7.8	6.4	125	691	6.0	13.9	95	*231	6.9	4.6	110	867	6.2	17.4	99
NBC	7279	330	8.2	4.5	89	1052	9.1	14.5	99	255	7.6	3.5	83	1238	8.9	17.0	97
RADIORADIO	2389	**134	3.3	5.6	110	301	2.6	12.6	86	**75	2.2	3.1	74	359	2.6	15.0	86
RKO ONE	2583	**77	1.9	3.0	58	456	3.9	17.7	121	*129	3.8	5.0	118	481	3.5	18.6	106
RKO TWO	3674	**133	3.3	3.6	71	608	5.2	16.5	113	*202	6.0	5.0	130	704	5.1	19.2	109
THE SOURCE	3514	*168	4.2	4.8	94	480	4.1	13.7	93	*102	3.0	2.9	69	552	4.0	15.7	89
NON-HIRED: BLAIR	9864	368	9.1	3.7	73	1264	10.9	12.8	88	414	12.4	4.2	99	1566	11.3	15.9	90
INTERNET	13522	750	18.6	5.5	109	2089	18.0	15.4	106	713	21.3	5.3	125	2515	18.1	18.6	106
KATZ RADIO GROUP	19321	828	20.5	4.3	84	2605	22.5	13.5	92	872	26.0	4.5	107	3243	23.3	16.8	96
SUPERNET	10739	468	11.6	4.4	85	1455	12.6	13.5	93	385	11.5	3.6	85	1748	12.6	16.3	93
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	363	9.0	7.1	139	695	6.0	13.6	93	230	6.9	4.5	107	842	6.1	16.5	94
MKDAY 9:00 AM - 1:00 PM	5383	395	9.8	7.3	144	857	7.4	15.9	109	251	7.5	4.7	110	1017	7.3	18.9	108
MKDAY 1:00 PM - 4:30 PM	6469	399	9.9	6.2	121	1082	9.3	16.7	114	361	10.8	5.6	132	1297	9.3	20.0	114
MKDAY 4:30 PM - 7:30 PM	19661	1092	27.0	5.6	109	2997	25.9	15.2	104	850	25.4	4.3	102	3628	26.1	18.5	105
MKDAY 7:30 PM - 8:00 PM	27579	1471	36.4	5.3	105	4157	35.9	15.1	103	1200	35.8	4.4	103	5034	36.2	18.3	104
MKDAY 11:00 PM - 11:30 PM	22964	1215	30.1	5.3	104	3594	31.0	15.7	107	1016	30.3	4.4	105	4284	30.8	18.7	106
MKDAY 11:30 PM - 1:00 AM	8158	445	11.0	5.5	107	1105	9.5	13.5	93	359	10.7	4.4	104	1350	9.7	16.5	94
M-SAT 8-11 PM-SUN 7-11 PM	30140	1537	38.0	5.1	100	4518	39.0	15.0	103	1284	38.3	4.3	101	5429	39.0	18.0	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	*114	2.8	5.6	109	335	2.9	16.4	112	**111	3.3	5.4	128	413	3.0	20.2	115
ANOTHER WORLD	N 1214	**81	2.0	6.7	131	203	1.8	16.7	114	**54	1.6	4.4	105	226	1.6	18.6	106
AS THE WORLD TURNS	M 1740	*120	3.0	6.9	135	333	2.9	19.1	131	**99	3.0	5.7	135	368	2.6	21.1	120
CAPITOL	C 1016	*167	1.7	6.6	129	*213	1.8	21.0	143	**57	1.7	5.6	133	218	1.6	21.5	122
CBS MORN. NEWS 1	C 1203	**65	2.6	8.7	171	195	1.7	16.2	111	**39	1.2	3.2	77	226	1.6	18.8	107
CBS MORN. NEWS 2	C 773	**70	1.7	9.1	178	142	1.2	18.4	126	**28	0.8	3.6	86	163	1.2	21.1	120
DAYS OF OUR LIVES	N 1629	*116	2.9	7.1	140	299	2.6	18.4	126	*87	2.6	5.3	126	348	2.5	21.4	122
FACTS OF LIFE - DAYTIME	N 961	**78	1.9	8.1	159	156	1.3	16.2	111	**50	1.5	5.2	123	171	1.2	17.8	101
FAMILY FEUD	A 1390	*78	1.9	5.6	110	333	2.9	24.0	164	**102	3.0	7.3	174	387	2.8	27.8	159
GENERAL HOSPITAL	A 1463	*66	1.6	4.5	88	253	2.2	17.3	118	*117	3.5	8.0	189	362	2.6	24.7	141
GOOD MORNING, AMERICA-730 A	A 1705	*124	3.1	7.3	143	221	1.9	13.0	89	*78	2.3	4.6	108	262	1.9	15.4	88
GOOD MORNING, AMERICA-830 A	A 889	*47	1.2	5.3	104	108	0.9	12.1	83	**48	1.4	5.4	128	131	0.9	14.7	84
GUIDING LIGHT	C 1754	*119	2.9	6.8	133	354	3.1	20.2	138	**62	1.8	3.5	84	357	2.6	20.4	116
ONE LIFE TO LIVE	A 1100	**32	0.8	2.9	57	200	1.7	18.2	124	**137	4.1	12.5	295	299	2.1	27.2	155
PRESS YOUR LUCK	C 1222	*70	1.7	5.7	112	187	1.6	15.3	105	**52	1.6	4.3	101	221	1.6	18.1	103
PRICE IS RIGHT 1	C 2692	224	5.5	8.3	163	432	3.7	16.0	110	*146	4.4	5.4	128	542	3.9	20.1	115
PRICE IS RIGHT 2	C 2764	218	5.4	7.9	155	442	3.8	16.0	109	*140	4.2	5.1	120	547	3.9	19.8	113
RYAN'S HOPE	A 880	**14	0.3	1.6	31	*158	1.4	18.0	123	**75	2.2	8.5	202	222	1.6	25.2	144
SALE OF THE CENTURY	N 926	**87	2.2	9.4	184	131	1.1	14.1	97	*24	0.7	2.6	61	146	1.0	15.8	90
SEARCH FOR TOMORROW	N 359	**52	1.3	14.5	284	*68	0.6	18.9	130	**21	0.6	5.8	138	*77	0.6	21.4	122
TODAY SHOW 1	N 1890	*119	2.9	6.3	123	230	2.0	12.2	83	*99	3.0	5.2	124	285	2.0	15.1	86
TODAY SHOW 2	N 1344	*143	3.5	10.6	209	178	1.5	13.2	91	*86	2.6	6.4	151	244	1.8	18.2	103
\$25,000 PYRAMID	C 1462	*84	2.1	5.7	113	225	1.9	15.4	105	**43	1.3	2.9	70	249	1.8	17.0	97
WHEEL OF FORTUNE	N 1497	*80	2.0	5.3	105	211	1.8	14.1	96	**56	1.7	3.7	88	257	1.8	17.2	98
YOUNG AND THE RESTLESS	C 1954	*135	3.3	6.9	136	380	3.3	19.4	133	*126	3.8	6.4	152	429	3.1	22.0	125
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	**38	0.9	1.4	27	521	4.5	18.9	129	*139	4.1	5.0	119	623	4.5	22.6	129
NBA PLAYOFF GAME -1 C	3881	170	4.2	4.4	86												

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	4041	100.0	5.1	100	11586	100.0	14.6	100	3352	100.0	4.2	100	13913	100.0	17.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1400	34.6	5.8	113	3832	33.1	15.8	108	1138	33.9	4.7	111	4665	33.5	19.2	109
NETWORK AFFILIATES - LATE	17197	916	22.7	5.3	104	2761	23.8	16.1	110	746	22.3	4.3	103	3269	23.5	19.0	108
INDEPENDENTS - LATE	2887	166	4.1	5.7	113	403	3.5	14.0	95	75	2.2	2.6	61	471	3.4	16.3	93
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	619	15.3	5.5	107	1811	15.6	16.0	110	558	16.6	4.9	117	2205	15.8	19.5	111
ABC MONDAY NIGHT MOVIE	A 4379	286	7.1	6.5	128	568	4.9	13.0	89	*276	8.2	6.3	149	811	5.8	18.5	106
ABC SUNDAY NIGHT MOVIE	A 9910	524	13.0	5.3	104	1484	12.8	15.0	102	387	11.5	3.9	92	1772	12.7	17.9	102
ABC WORLD NEWS TONIGHT	A 6212	344	8.5	5.5	109	1043	9.0	16.8	115	336	10.0	5.4	128	1308	9.4	21.1	120
AFTERMASH	C 4575	*274	6.8	6.0	117	744	6.4	16.3	111	*110	3.3	2.8	57	824	5.9	18.0	103
ALICE	C 6777	353	8.7	5.2	102	1227	10.6	18.1	124	*243	7.2	3.6	85	1336	9.6	19.7	112
AMERICAN PARADE	C 4868	223	5.5	4.6	90	769	6.6	15.8	108	*262	7.8	5.4	127	933	6.7	19.2	109
BENSON	A 7593	455	11.3	6.0	118	1270	11.0	16.7	114	*267	8.0	3.5	83	1426	10.2	18.8	107
BLUE THUNDER	A 6036	370	9.2	6.1	120	931	8.0	15.4	106	296	8.8	4.9	116	1138	8.2	18.9	107
CAGNEY & LACEY	C 7698	372	9.2	4.8	95	1219	10.5	15.8	108	322	9.6	4.2	99	1379	9.9	17.9	102
CBS EVENING NEWS-DEAN	C 4066	*147	3.6	3.6	71	559	4.8	13.7	94	*236	7.0	5.8	137	735	5.3	18.1	103
CBS EVENING NEWS-RATHER	C 8092	440	10.9	5.4	107	1097	9.5	13.6	93	277	8.3	3.4	81	1317	9.5	16.3	93
CBS SAT. NEWS-SCHIEFFER	C 4795	248	6.1	5.2	101	752	6.5	15.7	107	*162	4.8	3.4	80	862	6.2	18.0	102
CBS SATURDAY NIGHT MOVIE	C 6034	350	8.7	5.8	114	919	7.9	15.2	104	*220	6.6	3.6	86	1096	7.9	18.2	103
CBS WEDNESDAY NIGHT MOVIE	C 4993	314	7.8	6.3	123	795	6.9	15.9	109	171	5.1	3.4	81	935	6.7	18.4	97
CHEERS	M 6976	272	6.7	3.9	76	1019	8.8	14.6	100	328	9.8	4.7	111	1217	8.7	17.7	107
DALLAS	C 13575	780	19.3	5.7	113	2133	18.4	15.7	107	406	12.1	3.0	71	2375	17.1	17.5	100
DIFF'RENT STROKES	N 3684	*163	4.0	4.4	87	620	5.4	16.8	115	*183	5.5	5.0	117	715	5.1	19.4	111
DOUBLE TROUBLE	N 4462	*218	5.4	4.9	96	609	5.3	13.6	93	*193	5.8	4.3	102	726	5.2	16.3	93
DUCK FACTORY	N 4810	*198	4.9	4.1	81	706	6.1	14.7	100	*256	7.6	5.3	126	879	6.3	18.3	104
DUKES OF HAZZARD	C 5951	294	7.3	4.9	97	847	7.3	14.2	97	244	7.3	4.1	97	1027	7.4	17.3	98
DYNASTY	A 11325	637	15.8	5.6	110	1705	14.7	15.1	103	525	15.7	4.6	110	2126	15.3	18.8	107
FACTS OF LIFE	N 4512	*269	6.7	6.0	117	816	7.0	18.1	124	*216	6.4	4.8	113	922	6.6	20.4	116
FALCON CREST	C 9215	494	12.2	5.4	105	1507	13.0	16.4	112	*292	8.7	3.2	75	1691	12.2	18.4	105
FALL GUY	A 8604	524	13.0	6.1	119	1412	12.2	16.4	112	418	12.5	4.9	115	1768	12.7	20.5	117
FAMILY TIES	M 4179	*223	5.5	5.3	105	685	5.9	16.4	112	*224	6.7	5.4	127	806	5.8	19.3	110
FANTASY ISLAND	A 4781	372	9.2	7.8	153	664	5.7	13.9	95	*186	5.5	3.9	92	781	5.6	16.3	93
FOULUPS, BLEEPs & BLUNDERS	A 6697	396	9.8	5.9	116	897	7.7	13.4	92	*232	6.9	3.5	82	1053	7.6	15.7	90
FOUR SEASONS	C 3873	*183	4.5	4.7	93	641	5.5	16.6	113	*138	4.1	3.6	84	702	5.0	18.1	103
GIMME A BREAK	N 4310	*307	7.6	7.1	140	611	5.3	14.2	97	*255	7.6	5.9	140	760	5.5	17.6	100
HART TO HART	A 5751	338	8.4	5.9	115	864	7.5	15.0	103	246	7.3	4.3	101	1013	7.3	17.6	100
HILL STREET BLUES	N 8568	493	12.2	5.8	113	1296	11.2	15.1	103	341	10.2	4.0	94	1549	11.1	18.1	103
HOTEL	A 8801	585	14.5	6.6	130	1203	10.4	13.7	94	359	10.7	4.1	96	1503	10.8	17.1	97
JEFFERSONS	C 6978	373	9.2	5.3	105	1220	10.5	17.5	120	262	7.8	3.8	89	1372	9.9	19.7	112
JENNIFER SLEPT HERE	N 3021	*171	4.2	5.7	111	506	4.4	16.7	115	*136	4.1	4.5	106	576	4.1	19.1	109
KATE & ALLIE	C 6811	271	6.7	4.0	78	1018	8.8	14.9	102	288	8.6	4.2	100	1183	8.5	17.4	99
KNIGHT RIDER	N 5256	407	10.1	7.7	152	909	7.8	17.3	118	298	8.9	5.7	134	1098	7.9	20.9	119
LOVE BOAT	A 7174	471	11.7	6.6	129	982	8.5	13.7	94	287	8.6	4.0	95	1217	8.7	17.0	97
MAGNUM PI	C 10438	520	12.9	5.0	98	1718	14.8	16.5	113	365	10.9	3.5	83	1987	14.3	19.0	108
MAMA'S FAMILY	N 3488	*161	4.0	4.6	91	581	5.0	16.7	114	*166	5.0	4.8	113	681	4.9	19.5	111
MASTER, THE	A 4127	*189	4.7	4.6	90	643	5.5	15.6	107	232	6.9	5.6	133	843	6.1	20.4	116
MATT HOUSTON	A 5978	425	10.5	7.1	139	750	6.5	12.5	86	278	8.3	4.7	110	966	6.9	16.2	92
NBC MONDAY NIGHT MOVIE	N 10446	548	13.6	5.2	103	1529	13.2	14.6	100	455	13.6	4.4	103	1818	13.1	17.4	99
NBC NIGHTLY NEWS	N 5571	264	6.5	4.7	93	911	7.9	16.4	112	264	7.9	4.7	112	1073	7.7	19.3	110
NBC NIGHTLY NEWS-SAT	N 3675	*166	4.1	4.5	89	533	4.6	14.5	99	*138	4.1	3.8	89	660	4.7	18.0	102
NBC NIGHTLY NEWS-SUN	N 2905	*151	3.7	5.2	102	418	3.6	14.4	98	*91	2.7	3.1	74	474	3.4	16.3	93
NBC SUNDAY NIGHT MOVIE	N 8352	528	13.1	6.3	124	1226	10.6	14.7	100	468	14.0	5.6	133	1593	11.4	19.1	109
NEWMART	C 6864	*249	6.2	3.6	71	1097	9.5	16.0	109	*270	8.1	3.9	93	1233	8.9	18.0	102
ONE DAY AT A TIME	C 3866	*177	4.4	4.6	90	606	5.2	15.7	107	*179	5.3	4.6	109	689	5.0	17.8	102
PEOPLE ARE FUNNY	N 3956	*215	5.3	5.4	107	667	5.8	16.9	115	*237	7.1	6.0	142	800	5.8	20.2	115
REAL PEOPLE	N 6305	326	8.1	5.2	101	1097	9.5	17.4	119	272	8.1	4.3	102	1281	9.2	20.3	116
REMINGTON STEELE	N 5884	271	6.7	4.6	90	1106	9.5	18.8	129	365	10.9	6.2	147	1385	10.0	23.5	134
RIPLEY'S BELIEVE IT - NOT	A 5706	316	7.8	5.5	109	903	7.8	15.8	108	*200	6.0	3.5	83	1037	7.5	18.2	104
RIPTIDE	N 6202	340	8.4	5.5	108	978	8.4	15.8	108	390	11.6	6.3	149	1241	8.9	20.0	114
SCARECROW & MRS. KING	C 6513	334	8.3	5.1	101	1012	8.7	15.5	106	272	8.1	4.2	99	1238	8.9	19.0	108
SIMON & SIMON	C 8593	468	11.6	5.4	107	1331	11.5	15.5	106	385	11.5	4.5	106	1595	11.5	18.6	106
60 MINUTES	C 13342	612	15.1	4.6	90	2118	18.3	15.9	109	550	16.4	4.1	97	2489	17.9	18.7	106
ST. ELSEWHERE	N 6029	*197	4.9	3.3	64	870	7.5	14.4	99	219	6.5	3.6	86	1033	7.4	17.1	98
THREE'S COMPANY	A 8565	572	14.2	6.7	131	1271	11.0	14.8	102	367	10.9	4.3	101	1480	10.6	17.3	98
T.J. HOOKER	A 7400	453	11.2	6.1	120	1055	9.1	14.3	98	448	13.4	6.1	143	1424	10.2	19.2	110
TONIGHT SHOW	M 2433	110	2.7	4.5	89	334	2.9	13.7	94	93	2.8	3.8	90	381	2.7	15.7	89
TRAPPER JOHN, M.D.	C 5958	285	7.1	4.8	94	941	8.1	15.8	108	*268	8.0	4.5	106	1074	7.7	18.0	103
TV BLOOPERS & PRAC. JOKES	N 9086	521	12.9	5.7	112	1359	11.7	15.0	102	337	10.1	3.7	88	1565	11.2	17.2	98
20/20	A 8306	382	9.5	4.6	90	1169	10.1	14.1	96	356	10.6	4.3	101	1409	10.1	17.0	97
WEBSTER	A 6788	429	10.6	6.3	124	1104	9.5	16.3	111	*235	7.0	3.5	82	1241	8.9	18.8	104
WORLD NEWS - SUN	A 2036	*109	2.7	5.4	105	407	3.5	20.0	137	*80	2.4	3.9	93	442	3.2	21.7	124
YELLOW ROSE	N 3174	*156	3.9	4.9	96	414	3.6	13.0	89	*198	5.9	6.2	148	584	4.2	18.4	105
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	688	17.0	4.2	83	2401	20.7	14.7	101	777	23.2	4.8	113	2941	21.1	18.0	103
BASKETBALL - COLLEGE GAMES	10054	*444	11.0	4.4	87	1679	14.5	16.7	114	*427	12.7	4.2	100	1971	14.2	19.6	112
BASKETBALL - PRO GAMES	8248	*323	8.0	3.9	77	1496	12.9	18.1	124	*377	11.2	4.6	108	1764	12.7	21.4	122
BOWLING	5356	*230	5.7	4.3	84	884	7.6	16.5	113	*174	5.2	3.2	77	1023	7.4		

	TOTAL U.S. '000	ALL DIAL				ALL MENHEN				ALL MITCHUM				ALL OLD SPICE			
		A '000	B % DOWN	C ACROSS %	D % INDX	A '000	B % DOWN	C ACROSS %	D % INDX	A '000	B % DOWN	C ACROSS %	D % INDX	A '000	B % DOWN	C ACROSS %	D % INDX
TOTAL MALES	79263	4854	100.0	6.1	100	16210	100.0	20.5	100	3505	100.0	4.4	100	11822	100.0	14.9	100
HOUSEHOLD HEADS	66405	3795	78.2	5.7	93	12888	79.5	19.4	95	3070	87.6	4.6	105	9649	81.6	14.5	97
18 - 24	13945	994	20.5	7.1	116	3791	23.4	27.2	133	*627	17.9	4.5	102	2385	20.2	17.1	115
25 - 34	19334	1361	28.0	7.0	115	4292	26.5	22.2	109	909	25.9	4.7	106	3040	25.7	15.7	105
35 - 44	14194	785	16.2	5.5	90	2695	16.6	19.0	93	626	17.9	4.4	100	2447	20.7	17.2	116
45 - 54	10896	668	13.8	6.1	100	2080	12.8	19.1	93	499	14.2	4.6	104	1476	12.5	13.5	91
55 - 64	10378	*446	9.2	4.3	70	1813	11.2	17.5	85	533	15.2	5.1	116	1247	10.5	12.0	81
65 OR OLDER	10514	601	12.4	5.7	93	1540	9.5	14.6	72	*311	8.9	3.0	67	1226	10.4	11.7	78
18 - 34	33279	2355	48.5	7.1	116	8083	49.9	24.3	119	1536	43.8	4.6	104	5425	45.9	16.3	109
18 - 49	52904	3459	71.3	6.5	107	11872	73.2	22.4	110	2441	69.6	4.6	104	8563	72.4	16.2	109
25 - 54	44426	2814	58.0	6.3	103	9067	55.9	20.4	100	2034	58.0	4.6	104	6964	58.9	15.7	105
35 - 49	19625	1104	22.7	5.6	92	3789	23.4	19.3	94	906	25.8	4.6	104	3138	26.5	16.0	107
50 OR OLDER	26359	1396	28.8	5.3	86	4338	26.8	16.5	80	1064	30.4	4.0	91	3259	27.6	12.4	83
GRADUATED COLLEGE	15982	761	15.7	4.8	78	3117	19.2	19.5	95	885	25.3	5.6	126	2727	23.1	17.1	114
ATTENDED COLLEGE	13629	737	15.2	5.4	88	3363	20.7	24.7	121	621	17.7	4.6	103	2255	19.1	16.5	111
GRADUATED HIGH SCHOOL	28591	1839	37.9	6.4	105	5854	36.1	20.5	100	1251	35.7	4.4	99	4326	36.6	15.1	101
DID NOT GRADUATE HIGH SCHOOL	21061	1518	31.3	7.2	118	3877	23.9	18.4	90	746	21.3	3.5	80	2514	21.3	11.9	80
EMPLOYED FULL-TIME	52316	2866	59.0	5.5	89	10725	66.2	20.5	100	2485	70.9	4.7	107	7972	67.4	15.2	102
EMPLOYED PART-TIME	4113	**364	7.5	8.8	145	890	5.5	21.6	106	**75	2.1	1.8	41	*620	5.2	15.1	101
NOT EMPLOYED	22834	1624	33.5	7.1	116	4596	28.4	20.1	98	945	27.0	4.1	94	3230	27.3	14.1	95
PROFESSIONAL/MANAGER	15034	690	14.2	4.6	75	2975	18.4	19.8	97	660	18.8	4.4	99	2506	21.2	16.7	112
TECH/CLERICAL/SALES	11255	728	15.0	6.5	106	2424	15.0	21.5	105	636	18.1	5.7	128	1719	14.5	15.3	102
PRECISION/CRAFT	11607	834	17.2	7.2	117	2386	14.7	20.6	101	463	13.2	4.0	90	1665	14.1	14.3	96
OTHER EMPLOYED	18534	978	20.1	5.3	86	3830	23.6	20.7	101	802	22.9	4.3	98	2702	22.9	14.6	98
SINGLE	19562	1443	29.7	7.4	120	4920	30.4	25.2	123	883	25.2	4.5	102	3526	29.8	18.0	121
MARRIED	51896	2890	59.5	5.6	91	9911	61.1	19.1	93	2391	68.2	4.6	104	7183	60.8	13.8	93
DIVORCED/SEPARATED/WIDOWED	7804	522	10.8	6.7	109	1380	8.5	17.7	86	*231	6.6	3.0	67	1113	9.4	14.3	96
PARENTS	25372	1696	34.9	6.7	109	5240	32.3	20.7	101	1014	28.9	4.0	90	3748	31.7	14.8	99
WHITE	69658	3958	81.5	5.7	93	14665	90.5	21.1	103	2961	84.5	4.3	96	10830	91.6	15.5	104
BLACK	7909	809	16.7	10.2	167	1304	8.0	16.5	81	478	13.6	6.0	137	902	7.6	11.4	76
OTHER	1696	**87	1.8	5.1	84	**241	1.5	14.2	69	**67	1.9	4.0	89	**90	0.8	5.3	36
NORTHEAST-CENSUS	17202	1069	22.0	6.2	101	3319	20.5	19.3	94	915	26.1	5.3	120	2926	24.8	17.0	114
NORTH CENTRAL	20461	1410	29.0	6.9	113	4656	28.7	22.8	111	622	17.7	3.0	69	3415	28.9	16.7	112
SOUTH	26695	1680	34.6	6.3	103	4657	28.7	17.4	85	1207	34.4	4.5	102	3111	26.3	11.7	78
WEST	14906	695	14.3	4.7	76	3579	22.1	24.0	117	762	21.7	5.1	116	2370	20.0	15.9	107
NORTHEAST-MKTG.	17962	1132	23.3	6.3	103	3034	18.7	16.9	83	1145	32.7	6.4	144	2904	24.6	16.2	108
EAST CENTRAL	11741	673	13.9	5.7	94	3019	18.6	25.7	126	471	13.4	4.0	91	1899	16.1	16.2	108
WEST CENTRAL	13518	947	19.5	7.0	114	2925	18.0	21.6	106	*314	9.0	2.3	53	2362	20.0	17.5	117
SOUTH	23168	1472	30.3	6.4	104	4179	25.8	18.0	88	900	25.7	3.9	88	2634	22.3	11.4	76
PACIFIC	12874	630	13.0	4.9	80	3054	18.8	23.7	116	677	19.3	5.3	119	2023	17.1	15.7	105
COUNTY SIZE A	32596	1979	40.8	6.1	99	6257	38.6	19.2	94	1697	48.4	5.2	118	4588	38.8	14.1	94
COUNTY SIZE B	23814	1127	23.2	4.7	77	5111	31.5	21.5	105	1228	35.0	5.2	117	3984	33.7	16.7	112
COUNTY SIZE C	12663	776	16.0	6.1	100	2953	18.2	23.3	114	*275	7.8	2.2	49	1913	16.2	15.1	101
COUNTY SIZE D	10190	973	20.0	9.5	156	1890	11.7	18.5	91	*305	8.7	3.0	68	1337	11.3	13.1	88
METRO CENTRAL CITY	23190	1310	27.0	5.6	92	4834	29.8	20.8	102	1144	32.6	4.9	112	3064	25.9	13.2	89
METRO SUBURBAN	36920	2056	42.4	5.6	91	7637	47.1	20.7	101	1873	53.4	5.1	115	6213	52.6	16.8	113
NON METRO	19152	1489	30.7	7.8	127	3739	23.1	19.5	95	*489	14.0	2.6	58	2545	21.5	13.3	89
TOP 5 ADI'S	18703	1163	24.0	6.2	102	3634	22.4	19.4	95	1048	29.9	5.6	127	2644	22.4	14.1	95
TOP 10 ADI'S	26158	1532	31.6	5.9	96	4900	30.2	18.7	92	1525	43.5	5.8	132	3669	31.0	14.0	94
TOP 20 ADI'S	36612	2058	42.4	5.6	92	6911	42.6	18.9	92	2024	57.7	5.5	125	5283	44.7	14.4	97
MSHLD INC. \$50,000 OR MORE	9326	*391	8.1	4.2	68	2096	12.9	22.5	110	*436	12.4	4.7	106	1424	12.0	15.3	102
\$40,000 OR MORE	18002	766	15.8	4.3	69	3725	23.0	20.7	101	889	25.4	4.9	112	2725	23.1	15.1	101
\$30,000 OR MORE	31361	1508	31.1	4.8	79	6681	41.2	21.3	104	1623	46.3	5.2	117	5220	44.2	16.6	112
\$25,000 OR MORE	39858	1912	39.4	4.8	78	8593	53.0	21.6	105	2004	57.2	5.0	114	6481	54.8	16.3	109
\$20,000 - \$24,999	8664	664	13.7	7.7	125	1851	11.4	21.4	104	*352	10.0	4.1	92	1171	9.9	13.5	91
\$15,000 - \$19,999	7964	524	10.8	6.6	107	1746	10.8	21.9	107	*336	9.6	4.2	95	1124	9.5	14.1	95
\$10,000 - \$14,999	11093	630	13.0	5.7	93	2064	12.7	18.6	91	380	10.8	3.4	77	1304	11.0	11.8	79
UNDER \$10,000	11683	1124	23.2	9.6	157	1957	12.1	16.8	82	*433	12.4	3.7	84	1742	14.7	14.9	100
HOUSEHOLD OF 1 PERSON	7453	523	10.8	7.0	115	1363	8.4	18.3	89	303	8.6	4.1	92	1114	9.4	14.9	100
2 PEOPLE	24757	1175	24.2	4.7	78	4672	28.8	18.9	92	1196	34.1	4.8	109	3347	28.3	13.5	91
3 OR 4 PEOPLE	32682	2119	43.7	6.5	106	7059	43.5	21.6	106	1451	41.4	4.4	100	5265	44.5	16.1	108
5 OR MORE PEOPLE	14370	1037	21.4	7.2	118	3117	19.2	21.7	106	*556	15.9	3.9	87	2096	17.7	14.6	98
NO CHILD IN MSHLD	46762	2686	55.3	5.7	94	9140	56.4	19.5	96	2186	62.4	4.7	106	7016	59.3	15.0	101
CHILD(REN) UNDER 2 YRS	4799	**267	5.5	5.6	91	1150	7.1	24.0	117	**176	5.0	3.7	83	629	5.3	13.1	88
2 - 5 YEARS	11125	766	15.8	6.9	112	2430	15.0	21.8	107	*395	11.3	3.6	80	1590	13.4	14.3	96
6 - 11 YEARS	14193	1132	23.3	8.0	130	2984	18.4	21.0	103	596	17.0	4.2	95	1943	16.4	13.7	92
12 - 17 YEARS	17402	1171	24.1	6.7	110	3763	23.2	21.6	106	681	19.4	3.9	88	2691	22.8	15.5	104
RESIDENCE OWNED	56398	3027	62.4	5.4	88	11788	72.7	20.9	102	2309	65.9	4.1	93	8459	71.6	15.0	101
VALUE: \$50,000 OR MORE	34811	1795	37.0	5.2	84	7014	43.3	20.1	99	1611	46.0	4.6	105	5317	45.0	15.3	102
VALUE: UNDER \$50,000	21587	1232	25.4	5.7	93	4774	29.5	22.1	108	698	19.9	3.2	73	3142	26.6	14.6	98

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

		TOTAL U.S. '000	ALL DIAL				ALL MENNEN				ALL MITCHUM				ALL OLD SPICE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	4854	100.0	6.1	100	16210	100.0	20.5	100	3505	100.0	4.4	100	11822	100.0	14.9	100
MAGAZINES	QUINTILE 1	16033	976	20.1	6.1	99	3851	23.8	24.0	117	874	24.9	5.5	123	3009	25.5	18.8	126
	QUINTILE 2	15354	893	18.4	5.8	95	2977	18.4	19.4	95	774	22.1	5.0	114	2158	18.3	14.1	94
	QUINTILE 3	15888	1061	21.9	6.7	109	3129	19.3	19.7	96	707	20.2	4.4	101	2446	20.7	15.4	103
	QUINTILE 4	17310	955	19.7	5.5	90	3637	22.4	21.0	103	576	16.4	3.3	75	2679	22.7	15.5	104
	QUINTILE 5	14677	968	19.9	6.6	108	2617	16.1	17.8	87	574	16.4	3.9	88	1531	13.0	10.4	70
NEWSPAPERS	QUINTILE 1	15277	893	18.4	5.8	95	3162	19.5	20.7	101	664	18.9	4.3	98	2430	20.6	15.9	107
	QUINTILE 2	22745	1357	28.0	6.0	97	4601	28.4	20.2	99	1239	35.3	5.4	123	3591	30.4	15.8	106
	QUINTILE 3	10692	*537	11.1	5.0	82	2301	14.2	21.5	105	*445	12.7	4.2	94	1686	14.3	15.8	106
	QUINTILE 4	11646	783	16.1	6.7	110	2813	17.4	24.2	118	*451	12.9	3.9	88	1503	12.7	12.9	87
	QUINTILE 5	18903	1284	26.5	6.8	111	3334	20.6	17.6	86	707	20.2	3.7	85	2612	22.1	13.8	93
OUTDOOR	QUINTILE 1	16620	1072	22.1	6.5	105	3719	22.9	22.4	109	601	17.1	3.6	82	2639	22.3	15.9	106
	QUINTILE 2	16377	1017	21.0	6.2	101	3536	21.8	21.6	106	716	20.4	4.4	99	2755	23.3	16.8	113
	QUINTILE 3	15995	990	20.4	6.2	101	3198	19.7	20.0	98	758	21.6	4.7	107	2324	19.7	14.5	97
	QUINTILE 4	15592	996	20.5	6.4	104	3098	19.1	19.9	97	749	21.4	4.8	109	2157	18.2	13.8	93
	QUINTILE 5	14679	780	16.1	5.3	87	2660	16.4	18.1	89	681	19.4	4.6	105	1947	16.5	13.3	89
RADIO-DRIVE TIME	QUINTILE 1	15746	1225	25.2	7.8	127	3210	19.8	20.4	100	636	18.1	4.0	91	2714	23.0	17.2	116
	QUINTILE 2	15067	771	15.9	5.1	84	3252	20.1	21.6	106	660	18.8	4.4	99	2422	20.5	16.1	108
	QUINTILE 3	15631	1005	20.7	6.4	105	3166	19.5	20.3	99	668	19.1	4.3	97	2303	19.5	14.7	99
	QUINTILE 4	16245	932	19.2	5.7	94	3533	21.8	21.7	106	829	23.7	5.1	115	2385	20.2	14.7	98
	QUINTILE 5	16573	921	19.0	5.6	91	3049	18.8	18.4	90	712	20.3	4.3	97	1998	16.9	12.1	81
RADIO-MID- DAY	TERCILE 1	21788	1402	28.9	6.4	105	4518	27.9	20.7	101	934	26.6	4.3	97	3506	29.7	16.1	108
	TERCILE 2	21151	1464	30.2	6.9	113	4288	26.5	20.3	99	886	25.3	4.2	95	3306	28.0	15.6	105
	TERCILE 3	36323	1988	41.0	5.5	89	7405	45.7	20.4	100	1686	48.1	4.6	105	5010	42.4	13.8	92
RADIO-TOTAL	QUINTILE 1	15977	1294	26.7	8.1	132	3348	20.7	21.0	102	610	17.4	3.8	86	3027	25.6	18.9	127
	QUINTILE 2	15923	807	16.6	5.1	83	3311	20.4	20.8	102	738	21.1	4.6	105	2109	17.8	13.2	89
	QUINTILE 3	14980	804	16.6	5.4	88	3256	20.1	21.7	106	635	18.1	4.2	96	2317	19.6	15.5	104
	QUINTILE 4	17123	1024	21.1	6.0	98	3545	21.9	20.7	101	827	23.6	4.8	109	2433	20.6	14.2	95
	QUINTILE 5	15260	925	19.1	6.1	99	2751	17.0	18.0	88	695	19.8	4.6	103	1936	16.4	12.7	85
TV-PRIME TIME	QUINTILE 1	15674	1094	22.5	7.0	114	3044	18.8	19.4	95	583	16.6	3.7	84	2315	19.6	14.8	99
	QUINTILE 2	15944	880	18.1	5.5	90	3272	20.2	20.5	100	695	19.8	4.4	99	2426	20.5	15.2	102
	QUINTILE 3	16037	974	20.1	6.1	99	3565	22.0	22.2	109	752	21.5	4.7	106	2626	22.2	16.4	110
	QUINTILE 4	15412	957	19.7	6.2	101	2973	18.3	19.3	94	765	21.8	5.0	112	2259	19.1	14.7	98
	QUINTILE 5	16194	950	19.6	5.9	96	3358	20.7	20.7	101	711	20.3	4.4	99	2196	18.6	13.6	91
TV-DAYTIME	TERCILE 1	19156	1284	26.5	6.7	109	3797	23.4	19.8	97	625	17.8	3.3	74	2750	23.3	14.4	96
	TERCILE 2	19343	1145	23.6	5.9	97	4203	25.9	21.7	106	931	26.6	4.8	109	2978	25.2	15.4	103
	TERCILE 3	40764	2425	50.0	5.9	97	8210	50.6	20.1	98	1950	55.6	4.8	108	6094	51.5	14.9	100
TV-TOTAL	QUINTILE 1	15844	1128	23.2	7.1	116	3168	19.5	20.0	98	654	18.7	4.1	93	2202	18.6	13.9	93
	QUINTILE 2	15767	861	17.7	5.5	89	3205	19.8	20.3	99	577	16.5	3.7	83	2439	20.6	15.5	104
	QUINTILE 3	15775	931	19.2	5.9	96	3209	19.8	20.3	99	830	23.7	5.3	119	2479	21.0	15.7	105
	QUINTILE 4	15903	1004	20.7	6.3	103	3362	20.7	21.1	103	746	21.3	4.7	106	2471	20.9	15.5	104
	QUINTILE 5	15974	930	19.2	5.8	95	3266	20.1	20.4	100	698	19.9	4.4	99	2231	18.9	14.0	94
MAGAZINES-NEWSPAPERS: DUAL		21225	1357	28.0	6.4	104	4454	27.5	21.0	103	1193	34.0	5.6	127	3588	30.4	16.9	113
MAGAZINE IMPERATIVE		17728	1084	22.3	6.1	100	3985	24.6	22.5	110	756	21.6	4.3	96	2694	22.8	15.2	102
NEWSPAPER IMPERATIVE		22987	1218	25.1	5.3	87	4513	27.8	19.6	96	957	27.3	4.2	94	3397	28.7	14.8	99
MAGAZINES-OUTDOOR: DUAL		16244	1066	22.0	6.6	107	3626	22.4	22.3	109	786	22.4	4.8	109	2839	24.0	17.5	117
MAGAZINE IMPERATIVE		24016	1404	28.9	5.8	95	4888	30.2	20.4	100	1242	35.4	5.2	117	3527	29.8	14.7	98
OUTDOOR IMPERATIVE		26020	1613	33.2	6.2	101	5415	33.4	20.8	102	933	26.6	3.6	81	3847	32.5	14.8	99
MAGAZINES-RADIO: DUAL		16918	1021	21.0	6.0	99	3766	23.2	22.3	109	882	25.2	5.2	118	2681	22.7	15.8	106
MAGAZINE IMPERATIVE		23456	1420	29.3	6.1	99	4816	29.7	20.5	100	1226	35.0	5.2	118	3712	31.4	15.8	106
RADIO IMPERATIVE		23900	1590	32.8	6.7	109	4838	29.8	20.2	99	754	21.5	3.2	71	3698	31.3	15.5	104
MAGAZINES-TELEVISION: DUAL		15791	977	20.1	6.2	101	3300	20.4	20.9	102	870	24.8	5.5	125	2538	21.5	16.1	108
MAGAZINE IMPERATIVE		25476	1538	31.7	6.0	99	5482	33.8	21.5	105	1305	37.2	5.1	116	4137	35.0	16.2	109
TELEVISION IMPERATIVE		25744	1582	32.6	6.1	100	5002	30.9	19.4	95	808	23.1	3.1	71	3513	29.7	13.6	91
NEWSPAPERS-OUTDOOR: DUAL		17628	1176	24.2	6.7	109	3980	24.6	22.6	110	834	23.8	4.7	107	2829	23.9	16.0	108
NEWSPAPER IMPERATIVE		26414	1393	28.7	5.3	86	5141	31.7	19.5	95	1354	38.6	5.1	116	3868	32.7	14.6	98
OUTDOOR IMPERATIVE		23059	1388	28.6	6.0	98	4854	29.9	21.1	103	860	24.5	3.7	84	3520	29.8	15.3	102
NEWSPAPERS-RADIO: DUAL		17996	1049	21.6	5.8	95	3687	22.7	20.5	100	882	25.2	4.9	111	3094	26.2	17.2	115
NEWSPAPER IMPERATIVE		26269	1514	31.2	5.8	94	5326	32.9	20.3	99	1218	34.8	4.6	105	3800	32.1	14.5	97
RADIO IMPERATIVE		21342	1480	30.5	6.9	113	4704	29.0	22.0	108	711	20.3	3.3	75	3199	27.1	15.0	100
NEWSPAPERS-TELEVISION: DUAL		17359	881	18.1	5.1	83	3465	21.4	20.0	98	841	24.0	4.8	110	2910	24.6	16.8	112
NEWSPAPER IMPERATIVE		26889	1613	33.2	6.0	98	5603	34.6	20.8	102	1307	37.3	4.9	110	4196	35.5	15.6	105
TELEVISION IMPERATIVE		21698	1513	31.2	7.0	114	4424	27.3	20.4	100	733	20.9	3.4	76	2903	24.6	13.4	90
OUTDOOR-RADIO: DUAL		16456	985	20.3	6.0	98	3471	21.4	21.1	103	655	18.7	4.0	90	2823	23.9	17.2	115
OUTDOOR IMPERATIVE		25870	1669	34.4	6.5	105	5603	34.6	21.7	106	1138	32.5	4.4	99	3902	33.0	15.1	101
RADIO IMPERATIVE		23943	1519	31.3	6.3	104	4790	29.5	20.0	98	1047	29.9	4.4	99				

	TOTAL U.S. '000	ALL DIAL				ALL Mennen				ALL MITCHUM				ALL OLD SPICE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	4854	100.0	6.1	100	16210	100.0	20.5	100	2505	100.0	4.4	100	11822	100.0	14.9	100
ATLANTIC MONTHLY	452	**6	0.1	1.3	22	**23	0.5	18.4	90	**43	1.2	9.5	215	**103	0.9	22.8	153
BARRON'S	1058	**27	0.6	2.6	42	**108	0.7	10.2	50	**59	1.7	5.6	126	**171	1.4	16.2	108
BETTER HOMES & GARDENS	4773	289	6.0	6.1	99	1192	7.4	25.0	122	247	7.0	5.2	117	691	5.8	14.5	97
BON APPETIT	1037	**68	1.4	6.6	107	302	1.9	29.1	142	**108	3.1	10.4	236	**164	1.4	15.8	106
BUSINESS WEEK	3193	**181	3.7	5.7	93	732	4.5	22.9	112	**194	5.5	6.1	137	**255	4.1	15.2	102
CAR AND DRIVER	2705	**157	3.2	5.8	95	**66	3.5	20.9	102	**217	6.2	8.0	181	**433	3.7	16.0	107
CBS MAGAZINE NETWORK (GROSS)	5678	247	5.1	4.4	71	1176	7.3	20.7	101	**367	10.5	6.5	146	1114	9.4	19.6	132
CHANGING TIMES	1847	**89	1.8	4.8	79	413	2.5	22.4	109	**120	3.4	6.5	147	**221	1.9	12.0	80
COLONIAL HOMES	492	**16	0.3	3.3	53	**112	0.7	22.8	111	**30	0.9	6.1	138	**43	0.4	8.7	59
CONDE NAST MAG. PKG. (GROSS)	2066	**51	1.1	2.5	40	**105	2.5	19.6	96	**99	2.8	4.8	108	**360	3.0	17.4	117
CONSUMERS DIGEST	1719	**70	1.4	4.1	66	**145	2.1	20.1	98	**113	3.2	6.6	149	**315	2.7	18.3	123
COSMOPOLITAN	1762	**45	0.9	2.6	42	**102	2.5	22.8	112	**99	2.8	5.6	127	**318	2.7	18.0	121
COUNTRY LIVING	1110	**60	1.2	5.4	88	**234	1.4	21.1	103	**64	1.8	5.8	130	**97	0.8	8.7	59
CUISINE	660	**51	1.1	7.7	126	**159	1.0	24.1	118	**54	1.5	8.2	185	**109	0.9	16.5	111
CYCLE WORLD	1924	**93	1.9	4.8	79	377	2.3	19.6	96	**122	3.5	6.3	143	**255	3.3	20.0	134
DCI:CREATIVE IDEAS FOR LIV	437	**37	0.8	8.5	138	**72	0.4	16.5	81	**28	0.8	6.4	145	**63	0.5	14.4	97
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**109	2.2	4.4	71	**43	2.7	17.8	87	**148	4.2	5.9	134	**334	2.8	13.5	90
DISCOVER	1279	**108	2.2	8.4	138	**254	1.8	22.2	109	**80	2.3	6.3	141	233	2.0	18.2	122
EBONY	2898	336	6.9	11.6	189	**62	3.5	19.4	95	**183	5.1	6.2	140	359	3.0	12.4	83
ESQUIRE	1384	**78	1.6	5.6	92	272	1.7	19.7	96	**95	2.7	6.9	155	267	2.3	19.3	129
ESSENCE	850	**57	1.2	6.7	110	**132	0.8	15.5	76	**44	1.3	5.2	117	**133	1.1	15.6	105
FAMILY CIRCLE	2430	**176	3.6	7.2	118	**43	3.0	20.3	99	**129	3.7	5.3	120	350	3.0	14.4	97
THE FAMILY HANDYMAN	2356	**153	3.2	6.5	106	**42	3.3	23.0	112	**130	3.7	5.5	125	395	3.3	16.8	112
FAMILY WEEKLY	11533	649	13.4	5.6	92	2922	18.0	25.3	124	**19	17.7	5.4	121	1884	15.9	16.3	110
FIELD & STREAM	7444	415	8.5	5.6	91	1517	9.4	20.4	100	274	7.8	3.7	83	1189	10.1	16.0	107
FOOD & WINE	416	**37	0.8	8.9	145	**86	0.5	20.7	101	**29	0.8	7.0	158	**43	0.4	10.3	69
FORBES	1865	**79	1.6	4.2	69	402	2.5	21.6	105	**113	3.2	6.1	137	308	2.6	16.5	111
FORTUNE	1849	**123	2.5	6.7	109	400	2.5	21.6	106	**104	3.0	5.6	127	376	3.2	20.3	136
GENTLEMEN'S QUARTERLY	2284	**202	4.2	8.8	144	515	3.2	22.5	110	**126	3.6	5.5	125	341	2.9	14.9	100
GLAMOUR	538	**19	0.4	3.5	58	**82	0.5	15.2	75	**41	1.2	7.6	172	**127	1.1	23.6	158
GOLF DIGEST	1649	**79	1.6	4.8	78	319	2.0	19.3	95	**68	1.9	4.1	93	206	1.7	12.5	84
GOLF DIGEST/TENNIS (GROSS)	2294	**110	2.3	4.8	78	426	2.6	18.6	91	**135	3.9	5.9	133	296	2.5	12.9	87
GOLF MAGAZINE	1577	**61	1.3	3.9	63	352	2.2	22.3	109	**121	3.5	7.7	174	240	2.0	15.2	102
GOLF MAGAZINE/SKI (GROSS)	2487	**75	1.5	3.0	49	619	3.8	24.9	122	**150	4.3	6.0	136	376	3.2	15.1	101
GOOD HOUSEKEEPING	2569	**156	3.2	6.1	99	616	3.8	24.0	117	**117	3.3	4.6	103	384	3.2	14.9	100
HARPER'S BAZAAR	431	**13	0.3	3.0	49	**115	0.7	26.7	130	**42	0.1	0.5	10	**44	0.4	10.2	68
HEALTH	788	**23	0.5	2.9	48	**147	0.9	18.7	91	**41	1.2	5.2	118	**118	1.0	15.0	100
HEARST MAG CORP. BUY (GROSS)	18781	927	19.1	4.9	81	4131	25.5	22.0	108	**65	27.5	5.1	116	2810	23.8	15.0	100
HEARST MAN POWER (GROSS)	9169	505	10.4	5.5	90	2040	12.6	22.2	109	**70	13.4	5.1	116	1494	12.6	16.3	109
HEARST WOMAN POWER (GROSS)	5452	228	4.7	4.2	68	1166	7.2	21.4	105	236	6.7	4.3	98	934	7.9	17.1	115
HOUSE BEAUTIFUL	1020	**36	0.7	3.5	58	**209	1.3	20.5	100	**74	2.1	7.3	164	**84	0.7	8.2	55
INC.	993	**25	0.5	2.5	41	**199	1.2	20.0	98	**70	2.0	7.0	159	**122	1.0	12.3	82
JET	2808	**267	5.5	9.5	155	472	2.9	16.8	82	**162	4.6	5.8	130	332	2.8	11.8	79
LADIES' HOME JOURNAL	1868	**67	1.4	3.6	59	423	2.6	22.6	111	**122	3.5	6.5	148	331	2.8	17.7	119
LHJ FAMILY GRP COMBO(GROSS)	3582	**122	2.5	3.4	56	798	4.9	22.3	109	**197	5.6	5.5	124	600	5.1	16.8	112
LIFE	4817	294	6.1	6.1	100	1078	6.7	22.4	109	**15	6.1	4.5	101	697	5.9	14.5	97
L.A. TIMES HOME MAGAZINE	1465	**21	0.4	1.4	23	368	2.3	25.1	123	**80	2.3	5.5	123	221	1.9	15.1	101
MADMOISELLE	460	**0	0.0	0.0	0	**149	0.9	32.4	158	**6	0.2	1.3	29	**67	0.6	14.6	98
MC CALL'S	1764	**56	1.2	3.2	52	420	2.6	23.8	116	**52	1.5	2.9	67	270	2.3	15.3	103
MC CALL'S/HRK MOTHER (GROSS)	2062	**68	1.4	3.3	54	479	3.0	23.2	114	**56	1.6	2.7	61	334	2.8	16.2	109
MECHANIX ILLUSTRATED	3625	**187	3.9	5.2	84	831	5.1	22.9	112	**191	5.4	5.3	119	674	5.7	18.6	125
METROPOLITAN HOME	495	**30	0.6	6.1	99	**47	0.3	9.5	46	**32	0.9	6.5	146	**42	0.4	8.5	57
MONEY	3017	**228	4.7	7.6	123	617	3.8	20.5	100	**258	7.4	8.6	193	527	4.5	17.5	117
MOTHER EARTH NEWS	1203	**78	1.6	6.5	106	293	1.8	24.4	119	**75	2.1	6.2	141	**209	1.8	17.4	116
MS.	**257	**1	0.0	0.4	6	**36	0.2	14.0	68	**13	0.4	5.1	114	**54	0.5	21.0	141
NATIONAL ENQUIRER	6921	485	10.0	7.0	114	1354	8.4	19.6	96	276	7.9	4.0	90	1001	8.5	14.5	97
NATIONAL GEOGRAPHIC	11626	607	12.5	5.2	85	2512	15.5	21.6	106	477	13.6	4.1	93	2247	19.0	19.3	130
NATIONAL SUNDAY MAGAZINE PKG	49424	2819	58.1	5.7	93	10615	65.5	21.5	105	2308	65.8	4.7	106	7900	66.8	16.0	107
NATURAL HISTORY	753	**33	0.7	4.4	72	**159	1.0	21.1	103	**31	0.9	4.1	93	**133	1.1	17.7	118
NEW WOMAN	**296	**5	0.1	1.7	28	**49	0.3	16.6	81	**0	0.0	0.0	0	**68	0.6	23.0	154
NEW YORK INCLUDING CUE	541	**35	0.7	6.5	106	**67	0.4	12.4	61	**66	1.9	12.2	276	**62	0.5	11.5	77
THE NEW YORKER	1078	**60	1.2	5.6	91	**179	1.1	16.6	81	**33	0.9	3.1	69	**157	1.3	14.6	98
NEWSWEEK	9602	564	11.6	5.9	96	2055	12.7	21.4	105	459	13.1	4.8	108	1762	14.9	18.4	123
THE N.Y. TIMES DAILY EDITION	1376	**117	2.4	8.5	139	207	1.3	15.0	74	**111	3.2	8.1	182	209	1.8	15.2	102
THE N.Y. TIMES MAGAZINE	2110	**132	2.7	6.3	102	291	1.8	13.8	67	**154	4.4	7.3	165	308	2.6	14.6	98
OMNI	1927	**88	1.8	4.6	75	440	2.7	22.8	112	**114	3.3	5.9	134	619	5.2	32.1	215
ON CABLE	911	**34	0.7	3.7	61	201	1.2	22.1	108	**76	2.2	8.3	189	**161	1.4	17.7	118
1001 HOME IDEAS	927	**32	0.7	3.5	56	228	1.4	24.6	120	**35	1.0	3.8	85	**151	1.3	16.3	109
ORGANIC GARDENING	1430	**114	2.3	8.0	130	259	1.6	18.1	89	**78	2.2	5.5	123	**255	2.2	17.8	120
OUTDOOR LIFE	4064	351	7.2	8.6	141	964	5.9	23.7	116	**108	3.1	2.7	60	535	4.5	13.2	88
PARADE MAGAZINE	24538	1350	27.8	5.5	90	4801	29.6	19.6	96	1187	23.9	4.8	109	3977	33.6	16.2	109

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	ALL DIAL				ALL MENNEN				ALL MITCHUM				ALL OLD SPICE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	4854	100.0	6.1	100	16210	100.0	20.5	100	3505	100.0	4.4	100	11822	100.0	14.9	100
PARENTS	1126	**99	2.0	8.8	144	243	1.5	21.6	106	**69	2.0	6.1	139	*159	1.3	14.1	95
PENTHOUSE	4157	351	7.2	8.4	138	904	5.6	21.7	106	*219	6.2	5.3	119	521	4.4	12.5	84
PEOPLE	7591	471	9.7	6.2	101	1768	10.9	23.3	114	434	12.4	5.7	129	1441	12.2	19.0	127
PLAYBOY	8379	531	10.9	6.3	103	1868	11.5	22.3	109	417	11.9	5.0	113	1306	11.0	15.6	105
POPULAR HOT RODDING	2110	**155	3.2	7.3	120	563	3.5	26.7	130	**120	3.4	5.7	129	*250	2.1	11.8	79
POPULAR MECHANICS	4850	341	7.0	7.0	115	1026	6.3	21.2	103	311	8.9	6.4	145	852	7.2	17.6	118
POPULAR SCIENCE	3397	*199	4.1	5.9	96	672	4.1	19.8	97	*229	6.5	6.7	152	556	4.7	16.4	110
PREVENTION	1720	**115	2.4	6.7	109	366	2.3	21.3	104	*96	2.7	5.6	126	270	2.3	15.7	105
PSYCHOLOGY TODAY	1344	**112	2.3	8.3	136	259	1.6	19.3	94	*55	1.6	4.1	93	*228	1.9	17.0	114
READER'S DIGEST	16016	935	19.3	5.8	95	3375	20.8	21.1	103	504	14.4	3.1	71	2656	22.5	16.6	111
REDBOOK	1121	**27	0.6	2.4	39	*148	0.9	13.2	65	**20	0.6	1.8	40	*232	2.0	20.7	139
ROAD & TRACK	2161	**118	2.4	5.5	89	442	2.7	20.5	100	**102	2.9	4.7	107	470	4.0	21.7	146
ROLLING STONE	1948	**134	2.8	6.9	112	611	3.8	31.4	153	**156	4.5	8.0	181	*358	3.0	18.4	123
RUNNER'S WORLD	899	**42	0.9	4.7	76	*246	1.5	27.4	134	**62	1.8	6.9	156	*258	2.2	28.7	192
SATURDAY EVENING POST	841	**33	0.7	3.9	64	*224	1.4	26.6	130	**52	1.5	6.2	140	*144	1.2	17.1	115
SCIENCE 84	841	**42	0.9	5.0	82	*155	1.0	18.4	90	**37	1.1	4.4	99	*136	1.2	16.2	108
SCIENCE DIGEST	1194	**25	0.5	2.1	34	*291	1.8	24.4	119	**58	1.7	4.9	110	*185	1.6	15.5	104
SCIENTIFIC AMERICAN	1379	**170	3.5	12.3	201	*251	1.5	18.2	89	**53	1.5	3.8	87	*199	1.7	14.4	97
SELF	436	**9	0.2	2.1	34	*50	0.3	11.5	56	*15	0.4	3.4	78	*663	0.5	14.4	97
SEVENTEEN	614	**75	1.5	12.2	199	*144	0.9	23.5	115	*63	1.8	10.3	232	*121	1.0	19.7	132
SWI	910	**14	0.3	1.5	25	267	1.6	29.3	143	**29	0.8	3.2	72	*136	1.2	14.9	100
SWITHSONIAN	2937	*165	3.4	5.6	92	639	3.9	21.8	106	*92	2.6	3.1	71	555	4.7	18.9	127
SOAP OPERA DIGEST	545	**18	0.4	3.3	54	**96	0.6	17.6	86	*24	0.7	4.4	100	*56	0.5	10.3	69
SOUTHERN LIVING	2054	**72	1.5	3.5	57	371	2.3	18.1	88	*120	3.4	5.8	132	*273	2.3	13.3	89
SPORT	2799	*169	3.5	6.0	99	627	3.9	22.4	110	*158	4.5	5.6	128	671	5.7	24.0	161
THE SPORTING NEWS	1938	**81	1.7	4.2	68	408	2.5	21.1	103	**82	2.3	4.2	96	*290	2.5	15.0	100
SPORTS AFIELD	3125	*138	2.8	4.4	72	723	4.5	23.1	113	*101	2.9	3.2	73	456	3.9	14.6	98
SPORTS ILLUSTRATED	11159	659	13.6	5.9	96	2536	15.6	22.7	111	581	16.6	5.2	118	1934	16.4	17.3	116
STAR	4095	261	5.4	6.4	104	951	5.9	23.2	114	*149	4.3	3.6	82	621	5.3	15.2	102
SUNDAY	25169	1571	32.4	6.2	102	5059	31.2	20.1	98	1091	31.1	4.3	98	3720	31.5	14.8	99
SUNSET	1294	**50	1.0	3.9	63	*302	1.9	23.3	114	**79	2.3	6.1	138	*210	1.8	16.2	109
TV GUIDE	18508	1217	25.1	6.6	107	3702	22.8	20.0	98	912	26.0	4.9	111	2859	24.2	15.4	104
TENNIS	645	**30	0.6	4.7	76	*107	0.7	16.6	81	**66	1.9	10.2	231	*89	0.8	13.8	93
TIME	12124	536	11.0	4.4	72	2574	15.9	21.2	104	679	19.4	5.6	127	2329	19.7	19.2	129
TOWN & COUNTRY	493	**33	0.7	6.7	109	*111	0.7	22.5	110	**12	0.3	2.4	55	*443	0.4	8.7	58
TRAVEL & LEISURE	1122	**26	0.5	2.3	38	*191	1.2	17.0	83	*74	2.1	6.6	149	*179	1.5	16.0	107
TRUE STORY	690	**80	1.6	11.6	189	*175	1.1	25.4	124	**32	0.9	4.6	105	*99	0.8	14.3	96
U.S. NEWS & WORLD REPORT	6571	290	6.0	4.4	72	1161	7.2	17.7	86	390	11.1	5.9	134	1044	8.8	15.9	107
USA TODAY	3120	*111	2.3	3.6	58	613	3.8	19.6	96	*138	3.9	4.4	100	592	5.0	19.0	127
US	1315	**59	1.2	4.5	73	263	1.6	20.0	98	*52	1.5	4.0	89	*154	1.3	11.7	79
VOGUE	632	**23	0.5	3.6	59	*123	0.8	19.5	95	**38	1.1	6.0	136	*103	0.9	16.3	109
WALL STREET JOURNAL	4247	*187	3.9	4.4	72	796	4.9	18.7	92	*168	4.8	4.0	89	729	6.2	17.2	115
WEIGHT WATCHERS	398	**18	0.4	4.5	74	*86	0.5	21.6	106	*17	0.5	4.3	97	*81	0.7	20.4	136
WOMAN'S DAY	1139	*54	1.1	4.7	77	*254	1.6	22.3	109	*22	0.6	1.9	44	*154	1.3	13.5	91
WORKING WOMAN	*298	**12	0.2	4.0	66	*58	0.4	19.5	95	*3	0.1	1.0	23	*64	0.5	21.5	144
WORKING WOMAN	327	**10	0.2	3.1	50	*36	0.2	11.0	54	*26	0.7	8.0	180	*34	0.3	10.4	70
WORLD TENNIS	397	**0	0.0	0.0	0	*46	0.3	11.6	57	*38	1.1	9.6	216	*54	0.5	13.6	91
ZIFF-DAVIS MAG NETWK (GROSS)	9635	502	10.3	5.2	85	2055	12.7	21.3	104	510	14.6	5.3	120	1611	13.6	16.7	112
BLAIR INSERTS	43762	2514	51.8	5.7	94	8904	54.9	20.3	99	2116	60.4	4.8	109	6960	58.9	15.9	107
DAILY NEWSPAPERS																	
READ ANY	52459	3142	64.7	6.0	98	10943	67.5	20.9	102	2480	70.8	4.7	107	8016	67.8	15.3	102
READ ONE	41891	2547	52.5	6.1	99	8879	54.8	21.2	104	2038	58.1	4.9	110	6217	52.6	14.8	100
READ TWO OR MORE	10568	596	12.3	5.6	92	2064	12.7	19.5	96	443	12.6	4.2	95	1799	15.2	17.0	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2989	61.6	5.8	94	10978	67.7	21.1	103	2471	70.5	4.8	108	8152	69.0	15.7	105
READ ONE	44561	2560	52.7	5.7	94	9601	59.2	21.5	105	2178	62.1	4.9	111	6950	58.8	15.6	105
READ TWO OR MORE	7368	430	8.9	5.8	95	1378	8.5	18.7	91	294	8.4	4.0	90	1202	10.2	16.3	109
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	29.02				31.32				24.99				31.22			
30 DAY REACH	71522	4392	90.5	6.1	100	14812	91.4	20.7	101	3178	90.7	4.4	100	10823	91.5	15.1	101
50 SHMG - 30 DAY AV FREQ	15.55	14.86				16.34				13.12				16.18			
30 DAY REACH	68168	4297	88.5	6.3	103	14203	87.6	20.8	102	3004	85.7	4.4	100	10434	88.3	15.3	103
25 SHMG - 30 DAY AV FREQ	8.43	8.17				8.83				7.03				8.87			
30 DAY REACH	62898	3909	80.5	6.2	101	13167	81.2	20.9	102	2805	80.0	4.5	101	9559	80.9	15.2	102
CABLE TV: HOME WIRED	31664	1842	37.9	5.8	95	7004	43.2	22.1	108	1326	37.8	4.2	95	4808	40.7	15.2	102
HOME NOT WIRED	47599	3013	62.1	6.3	103	9206	56.8	19.3	95	2179	62.2	4.6	104	7014	59.3	14.7	99
HAVE PAY CABLE	17139	988	20.4	5.8	94	3864	23.8	22.5	110	839	23.9	4.9	111	2845	24.1	16.6	111

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	TOTAL U.S. '000	ALL DIAL				ALL MENHEN				ALL MITCHUM				ALL OLD SPICE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	4854	100.0	6.1	100	16210	100.0	20.5	100	3505	100.0	4.4	100	11822	100.0	14.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1551	32.0	6.4	104	5077	31.3	20.9	102	1174	33.5	4.8	109	3606	30.5	14.8	99
NETWORK AFFILIATES - LATE	17197	1250	25.8	7.3	119	3498	21.6	20.3	99	779	22.2	4.5	102	2803	23.7	16.3	109
INDEPENDENTS - LATE	2887	116	2.4	4.0	66	503	3.1	17.4	85	156	4.5	5.4	122	396	3.3	13.7	92
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	M 11301	816	16.8	7.2	118	2319	14.3	20.5	100	436	12.4	3.9	87	1598	13.5	14.1	95
ABC MONDAY NIGHT MOVIE	A 4379	313	6.4	7.1	117	904	5.6	20.6	101	*181	5.2	4.1	93	658	5.6	15.0	101
ABC SUNDAY NIGHT MOVIE	A 9910	678	14.0	6.8	112	2286	14.1	23.1	113	439	12.5	4.4	100	1398	11.8	14.1	95
ABC WORLD NEWS TONIGHT	A 6212	495	10.2	8.0	130	1433	8.8	23.1	113	278	7.9	4.5	101	808	6.8	13.0	87
AFTERMASH	C 4575	*335	6.9	7.3	120	984	6.1	21.5	105	*229	6.5	5.0	113	613	5.2	13.4	90
ALICE	C 6777	502	10.3	7.4	121	1205	7.4	17.8	87	256	7.3	3.8	85	1074	9.1	15.8	106
AMERICAN PARADE	C 4868	272	5.6	5.6	91	898	5.5	18.4	90	*286	8.2	5.9	133	611	5.2	12.6	84
BENSON	A 7593	586	12.1	7.7	126	1524	9.4	20.1	98	304	8.7	4.0	91	998	8.4	13.1	88
BLUE THUNDER	A 6036	394	8.1	6.5	107	1173	7.2	19.4	95	203	5.8	3.4	76	918	7.8	15.2	102
CAGNEY & LACEY	C 7698	495	10.2	6.4	105	1616	10.0	21.0	103	383	10.9	5.0	113	1121	9.5	14.6	98
CBS EVENING NEWS-DEAN	C 4066	*200	4.1	4.9	80	791	4.9	19.5	95	*158	4.5	3.9	88	553	4.7	13.6	91
CBS EVENING NEWS-RATHER	C 8092	477	9.8	5.9	96	1648	10.2	20.4	100	441	12.6	5.4	123	1214	10.3	15.0	101
CBS SAT. NEWS-SCHIEFFER	C 4795	266	5.5	5.5	91	914	5.6	19.1	93	*269	7.7	5.6	127	592	5.0	12.3	83
CBS SATURDAY NIGHT MOVIE	C 6034	382	7.9	6.3	103	1326	8.2	22.0	107	239	6.8	4.0	90	952	8.1	15.8	106
CBS WEDNESDAY NIGHT MOVIE	C 4993	346	7.1	6.9	113	1115	6.9	22.3	109	193	5.5	3.9	87	915	7.7	18.3	123
CHEERS	N 6976	458	9.4	6.6	107	1435	8.9	20.6	101	319	9.1	4.6	103	1141	9.7	16.4	110
DALLAS	C 13575	1087	22.4	8.0	131	2794	17.2	20.6	101	668	19.1	4.9	111	1854	15.7	13.7	92
DIFF'RENT STROKES	N 3684	*261	5.4	7.1	116	758	4.7	20.6	101	*135	3.9	3.7	83	562	4.8	15.3	102
DOUBLE TROUBLE	N 4462	*281	5.8	6.3	103	898	5.5	20.1	98	*152	4.3	3.4	77	594	5.0	13.3	89
DUCK FACTORY	N 4810	344	7.1	7.2	117	903	5.6	18.8	92	*169	4.8	3.5	79	854	7.2	17.8	119
DUKES OF HAZZARD	C 5951	346	7.1	5.8	95	1363	8.4	22.9	112	246	7.0	4.1	93	802	6.8	13.5	90
DYNASTY	A 11325	915	18.9	8.1	132	2550	15.7	22.5	110	497	14.2	4.4	99	1624	13.7	14.3	96
FACTS OF LIFE	N 4512	*283	5.8	6.3	102	804	5.0	17.8	87	*138	3.9	3.1	69	719	6.1	15.9	107
FALCON CREST	C 9215	649	13.4	7.0	115	1847	11.4	20.0	98	518	14.8	5.6	127	1173	9.9	12.7	85
FALL GUY	A 8604	740	15.2	8.6	140	1673	10.3	19.4	95	341	9.7	4.0	90	1139	9.6	13.2	89
FAMILY TIES	N 4179	*245	5.0	5.9	96	747	4.6	17.9	87	*159	4.5	3.8	86	609	5.2	14.6	98
FANTASY ISLAND	A 4781	271	5.6	5.7	93	958	5.9	20.0	98	*185	5.3	3.9	88	721	6.1	15.1	101
FOULUPS, BLEEPs & BLUNDERS	A 6697	397	8.2	5.9	97	1539	9.5	23.0	112	292	8.3	4.4	99	1012	8.6	15.1	101
FOUR SEASONS	C 3873	*285	5.9	7.4	120	794	4.9	20.5	100	*208	5.9	5.4	121	526	4.4	13.6	91
GIMME A BREAK	N 4310	*258	5.3	6.0	98	782	4.8	18.1	89	*160	4.6	3.7	84	568	4.8	13.2	88
HART TO HART	A 5751	367	7.6	6.4	104	1150	7.1	20.0	98	225	6.4	3.9	88	933	7.9	16.2	109
HILL STREET BLUES	N 8568	529	10.9	6.2	101	1718	10.6	20.1	98	424	12.1	4.9	112	1304	11.0	15.2	102
HOTEL	A 8801	619	12.8	7.0	115	1859	11.5	21.1	103	449	12.8	5.1	115	1352	11.4	15.4	103
JEFFERSONS	C 6978	432	8.9	6.2	101	1368	8.4	19.6	96	262	7.5	3.8	85	1079	9.1	15.5	104
JENNIFER SLEPT HERE	N 3021	*220	4.5	7.3	119	668	4.1	22.1	108	*137	3.9	4.5	103	439	3.7	14.5	97
KATE & ALLIE	C 6811	399	8.2	5.9	96	1410	8.7	20.7	101	345	9.8	5.1	115	983	8.3	14.4	97
KNIGHT RIDER	N 5256	368	7.6	7.0	114	1160	7.2	22.1	108	203	5.8	3.9	87	674	5.7	12.8	86
LOVE BOAT	A 7174	416	8.6	5.8	95	1395	8.6	19.4	95	239	6.8	3.3	75	918	7.8	12.8	86
MAGNUM PI	C 10438	610	12.6	5.8	95	2157	13.3	20.7	101	474	13.5	4.5	103	1590	13.4	15.2	102
MAMA'S FAMILY	N 3488	309	6.4	8.9	145	755	4.7	21.6	106	*164	4.7	4.7	106	563	4.8	16.1	108
MASTER, THE	N 4127	316	6.5	7.7	125	755	4.7	18.3	89	*168	4.8	4.1	92	565	4.8	13.7	92
MATT HOUSTON	A 5978	379	7.8	6.3	104	1191	7.3	19.9	97	217	6.2	3.6	82	933	7.9	15.6	105
NBC MONDAY NIGHT MOVIE	N 10446	715	14.7	6.8	112	2203	13.6	21.1	103	487	13.9	4.7	105	1695	14.3	16.2	109
NBC NIGHTLY NEWS	N 5571	257	5.3	4.6	75	1143	7.1	20.5	100	245	7.0	4.4	99	894	7.6	16.0	108
NBC NIGHTLY NEWS-SAT	N 3675	*185	3.8	5.0	82	794	4.9	21.6	106	*216	6.2	5.9	133	681	5.8	18.5	124
NBC NIGHTLY NEWS-SUN	N 2905	*174	3.6	6.0	98	675	4.2	23.2	114	*167	4.8	5.7	130	456	3.9	15.7	105
NBC SUNDAY NIGHT MOVIE	N 8352	566	11.7	6.8	111	1874	11.6	22.4	110	286	8.2	3.4	77	1362	11.5	16.3	109
NEWMART	C 6864	468	9.6	6.8	111	1449	8.9	21.1	103	373	10.6	5.4	123	1113	9.4	16.2	109
ONE DAY AT A TIME	C 3866	*217	4.5	5.6	92	761	4.7	19.7	96	*139	4.0	3.6	81	550	4.7	14.2	95
PEOPLE ARE FUNNY	N 3956	406	8.4	10.3	168	885	5.5	22.4	109	*154	4.4	3.9	88	684	5.8	17.3	116
REAL PEOPLE	N 6305	339	7.0	5.4	88	1289	8.0	20.4	100	337	9.6	5.3	121	850	7.2	13.5	90
REMINGTON STEELE	N 5884	596	12.3	10.1	165	1230	7.6	20.9	102	208	5.9	3.5	80	973	8.2	16.5	111
RIPLEY'S BELIEVE IT - NOT	A 5706	312	6.4	5.5	89	1123	6.9	19.7	96	205	5.8	3.6	81	890	7.5	15.6	105
RIPTIDE	N 6202	469	9.7	7.6	123	1191	7.3	19.2	94	265	7.6	4.3	97	808	6.8	13.0	87
SCARECROW & MRS. KING	C 6513	396	8.2	6.1	99	1440	8.9	22.1	108	308	8.8	4.7	107	1105	9.3	17.0	114
SIMON & SIMON	C 8593	685	14.1	8.0	130	1805	11.1	21.0	103	347	9.9	4.0	91	1326	11.2	15.4	103
60 MINUTES	C 13342	809	16.7	6.1	99	2746	16.9	20.6	101	732	20.9	5.5	124	1986	16.8	14.9	100
ST. ELSEWHERE	N 6029	391	8.1	6.5	106	1355	8.4	22.5	110	342	9.8	5.7	128	925	7.8	15.3	103
THREE'S COMPANY	A 8565	588	12.1	6.9	112	1744	10.8	20.4	100	343	9.8	4.0	91	1236	10.5	14.4	97
T.J. HOOKER	A 7400	421	8.7	5.7	93	151											

	TOTAL U.S. '000	ALL RIGHT GUARD				ALL SECRET				ALL SURE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	14717	100.0	18.6	100	6975	100.0	8.8	100	7357	100.0	9.3	100				
HOUSEHOLD HEADS	66405	11799	80.2	17.8	96	6083	87.2	9.2	104	6076	82.6	9.1	99				
18 - 24	13945	2941	20.0	21.1	114	1029	14.8	7.4	84	1365	18.6	9.8	105				
25 - 34	19334	3105	21.1	16.1	86	1660	23.8	8.6	98	2384	32.4	12.3	133				
35 - 44	14196	2929	19.9	20.6	111	1455	20.9	10.2	116	1273	17.3	9.0	97				
45 - 54	10896	2041	13.9	18.7	101	861	12.3	7.9	90	1024	13.9	9.4	101				
55 - 64	10378	1821	12.4	17.5	95	995	14.3	9.6	109	704	9.6	6.8	73				
65 OR OLDER	10514	1881	12.8	17.9	96	975	14.0	9.3	105	609	8.3	5.8	62				
18 - 34	33279	6045	41.1	18.2	98	2689	38.6	8.1	92	3748	50.9	11.3	121				
18 - 49	52904	10063	68.4	19.0	102	4560	65.4	8.6	98	5473	74.4	10.3	111				
25 - 54	44426	8075	54.9	18.2	98	3976	57.0	8.9	102	4680	63.6	10.5	113				
35 - 49	19625	4018	27.3	20.5	110	1871	26.8	9.5	108	1725	23.4	8.8	95				
50 OR OLDER	26359	4655	31.6	17.7	95	2415	34.6	9.2	104	1884	25.6	7.1	77				
GRADUATED COLLEGE	15982	2423	16.5	15.2	82	860	12.3	5.4	61	1269	17.2	7.9	86				
ATTENDED COLLEGE	13629	2563	17.4	18.8	101	911	13.1	6.7	76	1330	18.1	9.8	105				
GRADUATED HIGH SCHOOL	28591	5588	38.0	19.5	105	2422	34.7	8.5	96	3053	41.5	10.7	115				
DID NOT GRADUATE HIGH SCHOOL	21061	4143	28.2	19.7	106	2782	39.9	13.2	150	1705	23.2	8.1	87				
EMPLOYED FULL-TIME	52316	9561	65.0	18.3	98	4468	64.1	8.5	97	5292	71.9	10.1	109				
EMPLOYED PART-TIME	4113	640	4.3	15.6	84	*386	5.5	9.4	107	*452	6.1	11.0	118				
NOT EMPLOYED	22834	4517	30.7	19.8	107	2121	30.4	9.3	106	1613	21.9	7.1	76				
PROFESSIONAL/MANAGER	15034	2337	15.9	15.5	84	998	14.3	6.6	75	1432	19.5	9.5	103				
TECH/CLERICAL/SALES	11255	2194	14.9	19.5	105	711	10.2	6.3	72	993	13.5	8.8	95				
PRECISION/CRAFT	11607	2416	16.4	20.8	112	1227	17.6	10.6	120	1283	17.4	11.1	119				
OTHER EMPLOYED	18534	3253	22.1	17.6	95	1917	27.5	10.3	118	2037	27.7	11.0	118				
SINGLE	19562	4175	28.4	21.3	115	1277	18.3	6.5	74	1629	22.1	8.3	90				
MARRIED	51896	8717	59.2	16.8	90	5290	75.8	10.2	116	5123	69.6	9.9	106				
DIVORCED/SEPARATED/WIDOWED	7804	1826	12.4	23.4	126	*408	5.8	5.2	59	605	8.2	7.8	84				
PARENTS	25372	4350	29.6	17.1	92	2814	40.3	11.1	126	2914	39.6	11.5	124				
WHITE	69658	12817	87.1	18.4	99	5821	83.5	8.4	95	6488	88.2	9.3	100				
BLACK	7909	1586	10.8	20.1	108	1061	15.2	13.4	152	814	11.1	10.3	111				
OTHER	1696	**315	2.1	18.6	100	**93	1.3	5.5	62	**56	0.8	3.3	36				
NORTHEAST-CENSUS	17202	3121	21.2	18.1	98	1185	17.0	6.9	78	1440	19.6	8.4	90				
NORTH CENTRAL	20461	3603	24.5	17.6	95	1911	27.4	9.3	106	2069	28.1	10.1	109				
SOUTH	26695	6044	41.1	22.6	122	3105	44.5	11.6	132	2884	39.2	10.8	116				
WEST	14906	1950	13.2	13.1	70	774	11.1	5.2	59	964	13.1	6.5	70				
NORTHEAST-MKTG.	17962	3208	21.8	17.9	96	1170	16.8	6.5	74	1404	19.1	7.8	84				
EAST CENTRAL	11741	2257	15.3	19.2	104	940	13.5	8.0	91	1198	16.3	10.2	110				
WEST CENTRAL	13518	2393	16.3	17.7	95	1347	19.3	10.0	113	1297	17.6	9.6	103				
SOUTH	23168	5212	35.4	22.5	121	2844	40.8	12.3	139	2584	35.1	11.2	120				
PACIFIC	12874	1648	11.2	12.8	69	674	9.7	5.2	59	873	11.9	6.8	73				
COUNTY SIZE A	32596	5786	39.3	17.8	96	2116	30.3	6.5	74	2433	33.1	7.5	80				
COUNTY SIZE B	23814	4422	30.0	18.6	100	2336	33.5	9.8	111	2644	35.9	11.1	120				
COUNTY SIZE C	12663	2559	17.4	20.2	109	1087	15.6	8.6	98	1268	17.2	10.0	108				
COUNTY SIZE D	10190	1950	13.2	19.1	103	1436	20.6	14.1	160	1012	13.8	9.9	107				
METRO CENTRAL CITY	23190	4174	28.4	18.0	97	1915	27.5	8.3	94	2155	29.3	9.3	100				
METRO SUBURBAN	36920	6810	46.3	18.4	99	2738	39.3	7.4	84	3340	45.4	9.0	97				
NON METRO	19152	3734	25.4	19.5	105	2322	33.3	12.1	138	1863	25.3	9.7	105				
TOP 5 ADI'S	18703	2983	20.3	15.9	86	1378	19.8	7.4	84	1446	19.7	7.7	83				
TOP 10 ADI'S	26158	4657	31.6	17.8	96	1736	24.9	6.6	75	1905	25.9	7.3	78				
TOP 20 ADI'S	36612	6623	45.0	18.1	97	2467	35.4	6.7	77	2795	38.0	7.6	82				
HSULD INC. \$50,000 OR MORE	9326	1537	10.4	16.5	89	512	7.3	5.5	62	642	8.7	6.9	74				
\$40,000 OR MORE	18002	3181	21.6	17.7	95	1102	15.8	6.1	70	1510	20.5	8.4	90				
\$30,000 OR MORE	31361	5512	37.5	17.6	95	1975	28.3	6.3	72	2624	35.7	8.4	90				
\$25,000 OR MORE	39858	7146	48.6	17.9	97	2639	37.8	6.6	75	3538	48.1	8.9	96				
\$20,000 - \$24,999	8664	1497	10.2	17.3	93	942	13.5	10.9	124	949	12.9	11.0	118				
\$15,000 - \$19,999	7964	1410	9.6	17.7	95	864	12.4	10.8	123	793	10.8	10.0	107				
\$10,000 - \$14,999	11093	2069	14.1	18.7	100	1011	14.5	9.1	104	1100	15.0	9.9	107				
UNDER \$10,000	11683	2596	17.6	22.2	120	1519	21.8	13.0	148	977	13.3	8.4	90				
HOUSEHOLD OF 1 PERSON	7453	1466	10.0	19.7	106	*248	3.6	3.3	38	467	6.3	6.3	68				
2 PEOPLE	24757	4115	28.0	16.6	90	2289	32.8	9.2	105	2077	28.2	8.4	90				
3 OR 4 PEOPLE	32682	6504	44.2	19.9	107	2686	38.5	8.2	93	3379	45.9	10.3	111				
5 OR MORE PEOPLE	14370	2633	17.9	18.3	99	1751	25.1	12.2	138	1434	19.5	10.0	108				
NO CHILD IN HSULD	46768	8928	60.7	19.1	103	3536	50.7	7.6	86	3840	52.2	8.2	88				
CHILD(REN) UNDER 2 YRS	4799	712	4.8	14.8	80	*659	9.4	13.7	156	*495	6.7	10.3	111				
2 - 5 YEARS	11125	1779	12.1	16.0	86	1395	20.0	12.5	142	1418	19.3	12.7	137				
6 - 11 YEARS	14193	2444	16.6	17.2	93	1597	22.9	11.3	128	1622	22.0	11.4	123				
12 - 17 YEARS	17402	3273	22.2	18.8	101	1935	27.7	11.1	126	1720	23.4	9.9	106				
RESIDENCE OWNED	56398	10238	69.6	18.2	98	4942	70.9	8.8	100	5327	72.4	9.4	102				
VALUE: \$50,000 OR MORE	34811	6145	41.8	17.7	95	2640	37.8	7.6	86	3099	42.1	8.9	96				
VALUE: UNDER \$50,000	21587	4093	27.8	19.0	102	2302	33.0	10.7	121	2228	30.3	10.3	111				

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

		TOTAL U.S. '000	ALL RIGHT GUARD				ALL SECRET				ALL SURE				A	B	C	D
			A	B	C	D	A	B	C	D	A	B	C	D	'000	% DOWN	% ACROSS	INDX
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	14717	100.0	18.6	100	6975	100.0	8.8	100	7357	100.0	9.3	100				
MAGAZINES	QUINTILE 1	14039	2734	18.6	17.1	92	1382	19.8	8.6	98	1757	23.9	11.0	118				
	QUINTILE 2	15354	2738	18.6	17.8	96	1145	16.4	7.5	85	1239	16.8	8.1	87				
	QUINTILE 3	15885	3434	23.3	21.6	116	1229	17.6	7.7	88	1406	19.1	8.8	95				
	QUINTILE 4	17310	2839	19.3	16.4	88	1642	23.5	9.5	108	1696	23.1	9.8	106				
	QUINTILE 5	14677	2972	20.2	20.2	109	1577	22.6	10.7	122	1260	17.1	8.6	92				
NEWSPAPERS	QUINTILE 1	15277	2715	18.4	17.8	96	1054	15.1	6.9	78	1291	17.5	8.5	91				
	QUINTILE 2	22745	4057	27.6	17.8	96	1691	24.2	7.4	84	2227	30.3	9.8	105				
	QUINTILE 3	10672	1990	13.5	18.6	100	999	14.3	9.3	106	1067	14.5	10.0	108				
	QUINTILE 4	11646	2056	14.0	17.7	95	1006	14.4	8.6	98	1146	15.6	9.8	106				
	QUINTILE 5	18903	3899	26.5	20.6	111	2225	31.9	11.8	134	1626	22.1	8.6	93				
OUTDOOR	QUINTILE 1	16620	2941	20.0	17.7	95	1311	18.8	7.9	90	1456	19.8	8.8	94				
	QUINTILE 2	16377	2928	19.9	17.9	96	1722	24.7	10.5	119	1569	21.3	9.6	103				
	QUINTILE 3	15945	3196	21.7	20.0	108	1428	20.5	8.9	101	1595	21.7	10.0	107				
	QUINTILE 4	15592	2995	20.4	19.2	103	1278	18.3	8.2	93	1392	18.9	8.9	96				
	QUINTILE 5	14679	2657	18.1	18.1	97	1235	17.7	8.4	96	1345	18.3	9.2	99				
RADIO-DRIVE TIME	QUINTILE 1	15746	3267	22.2	20.7	112	1308	18.8	8.3	94	1708	23.2	10.8	117				
	QUINTILE 2	15067	2520	17.1	16.7	90	1367	19.6	9.1	103	1204	16.4	8.0	86				
	QUINTILE 3	15631	3060	20.8	19.6	105	1334	19.1	8.5	97	1593	21.7	10.2	110				
	QUINTILE 4	16245	2980	20.2	18.3	99	1567	22.5	9.6	110	1613	21.9	9.9	107				
	QUINTILE 5	16573	2890	19.6	17.4	94	1399	20.1	8.4	96	1238	16.8	7.5	80				
RADIO-MID- DAY	TERCILE 1	11785	3962	26.9	18.2	98	1716	24.6	7.9	90	2125	28.9	9.8	105				
	TERCILE 2	21151	3848	26.1	18.2	98	1835	26.3	8.7	99	2103	28.6	9.9	107				
	TERCILE 3	36323	6907	46.9	19.0	102	3423	49.1	9.4	107	3129	42.5	8.6	93				
RADIO-TOTAL	QUINTILE 1	15977	3217	21.9	20.1	108	1231	17.6	7.7	88	1618	22.0	10.1	109				
	QUINTILE 2	15923	3015	20.5	18.9	102	1430	20.5	9.0	102	1435	19.5	9.0	97				
	QUINTILE 3	14980	2369	16.1	15.8	85	1257	18.0	8.4	95	1521	20.7	10.2	109				
	QUINTILE 4	17123	3448	23.4	20.1	108	1627	23.3	9.5	108	1746	23.7	10.2	110				
	QUINTILE 5	15260	2668	18.1	17.5	94	1430	20.5	9.4	106	1037	14.1	8.8	73				
TV-PRIME TIME	QUINTILE 1	15674	3289	22.3	21.0	113	1126	16.1	7.2	82	1389	18.9	8.9	95				
	QUINTILE 2	15944	2823	19.2	17.7	95	1422	20.4	8.9	101	1588	21.6	10.0	107				
	QUINTILE 3	16037	2833	19.2	17.7	95	1479	21.2	9.2	105	1417	19.3	8.8	95				
	QUINTILE 4	15612	2994	20.3	19.4	105	1476	21.2	9.6	109	1411	19.2	9.2	99				
	QUINTILE 5	16194	2779	18.9	17.2	92	1471	21.1	9.1	103	1553	21.1	9.6	103				
TV-DAYTIME	TERCILE 1	19156	3691	25.1	19.3	104	1661	23.8	8.7	99	1710	23.2	8.9	96				
	TERCILE 2	19343	3642	24.7	18.8	101	1784	25.6	9.2	105	1788	24.3	9.2	100				
	TERCILE 3	40764	7385	50.2	18.1	98	3529	50.6	8.7	98	3859	52.5	9.5	102				
TV-TOTAL	QUINTILE 1	15844	3217	21.9	20.3	109	1475	21.1	9.3	106	1496	20.3	9.4	102				
	QUINTILE 2	15767	2964	20.1	18.8	101	1267	18.2	8.0	91	1431	19.5	9.1	98				
	QUINTILE 3	15775	3050	20.7	19.3	104	1110	15.9	7.0	80	1493	20.3	9.5	102				
	QUINTILE 4	15903	2756	18.7	17.3	93	1577	22.6	9.9	113	1424	19.4	9.0	96				
	QUINTILE 5	15974	2731	18.6	17.1	92	1546	22.2	9.7	110	1514	20.6	9.5	102				
MAGAZINES-NEWSPAPERS: DUAL		11225	3622	24.6	17.1	92	1491	21.4	7.0	80	2179	29.6	10.3	111				
MAGAZINE IMPERATIVE		17728	3570	24.3	20.1	108	1734	24.9	9.8	111	1557	21.2	8.8	95				
NEWSPAPER IMPERATIVE		22987	4285	29.1	18.6	100	1793	25.7	7.8	89	2003	27.2	8.7	94				
MAGAZINES-OUTDOOR: DUAL		16244	2870	19.5	17.7	95	1256	18.0	7.7	88	1406	19.1	8.7	93				
MAGAZINE IMPERATIVE		24016	4527	30.8	18.8	102	1821	26.1	7.6	86	2303	31.3	9.6	103				
OUTDOOR IMPERATIVE		26020	4985	33.9	19.2	103	2721	39.0	10.5	119	2422	32.9	9.3	100				
MAGAZINES-RADIO: DUAL		16915	3417	23.2	20.2	109	1196	17.1	7.1	80	1721	23.4	10.2	110				
MAGAZINE IMPERATIVE		23456	4017	27.3	17.1	92	2023	29.0	8.6	98	2071	28.2	8.8	95				
RADIO IMPERATIVE		23900	4373	29.7	18.3	99	2213	31.7	9.3	105	2252	30.6	9.4	102				
MAGAZINES-TELEVISION: DUAL		15791	3195	21.7	20.2	109	1234	17.7	7.8	89	1429	19.4	9.0	97				
MAGAZINE IMPERATIVE		25476	4275	29.0	16.8	90	2065	29.6	8.1	92	2422	32.9	9.5	102				
TELEVISION IMPERATIVE		25744	5030	34.2	19.5	105	2213	31.7	8.6	98	2330	31.7	9.1	98				
NEWSPAPERS-OUTDOOR: DUAL		17628	3077	20.9	17.5	94	1502	21.5	8.5	97	1588	21.6	9.0	97				
NEWSPAPER IMPERATIVE		26414	4879	33.2	18.5	99	1851	26.5	7.0	80	2496	33.9	9.4	102				
OUTDOOR IMPERATIVE		23059	4381	29.8	19.0	102	2393	34.3	10.4	118	2140	29.1	9.3	100				
NEWSPAPERS-RADIO: DUAL		17996	3410	23.2	18.9	102	1296	18.6	7.2	82	1945	26.4	10.8	116				
NEWSPAPER IMPERATIVE		26269	4471	30.4	17.0	92	2053	29.4	7.8	89	2191	29.8	8.3	90				
RADIO IMPERATIVE		21342	4092	27.8	19.2	103	2111	30.3	9.9	112	1877	25.5	8.8	95				
NEWSPAPERS-TELEVISION: DUAL		17359	3027	20.6	17.4	94	1200	17.2	6.9	79	1659	22.5	9.6	103				
NEWSPAPER IMPERATIVE		26889	4737	32.2	17.6	95	2074	29.7	7.7	88	2572	35.0	9.6	103				
TELEVISION IMPERATIVE		21698	4693	31.9	21.6	116	2176	31.2	10.0	114	1981	26.9	9.1	98				
OUTDOOR-RADIO: DUAL		16456	2892	19.7	17.6	95	1618	23.2	9.8	112	1595	21.7	9.7	104				
OUTDOOR IMPERATIVE		25870	4768	32.4	18.4	99	2356	33.8	9.1	103	2299	31.2	8.9	96				
RADIO IMPERATIVE		23943	4674	31.8	19.5	105	1846	26.5	7.7	88	2365	32.1	9.9	106				
OUTDOOR-TELEVISION: DUAL		15918	2877	19.5	18.1	97	1463	21.0	9.2	104	1588	21.6	10.0	107				
OUTDOOR IMPERATIVE		26398	4661	31.7	17.7	95	2430	34.8	9.2	105	2353	32.0	8.9	96				
TELEVISION IMPERATIVE		24851	5060	34.4	20.4	110	1930	27.7	7.8	88	2226	30.3	9.0	97				
RADIO-TELEVISION: DUAL		15584	3083	20.9	19.8	107	1301	18.7	8.3	95	1483	20.2	9.5	103				
RADIO IMPERATIVE		25472	4463	30.3	17.5	94	2081	29.8	8.2	93	2457	33.4	9.6	104				
TELEVISION IMPERATIVE		25578	4944	33.6	19.3	104	2143	30.7	8.4	95	2268	30.8	8.9	96				

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	ALL RIGHT GUARD				ALL SECRET				ALL SURE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	14717	100.0	18.6	100	6975	100.0	8.8	100	7357	100.0	9.3	100				
ATLANTIC MONTHLY	452	**63	0.4	13.9	75	**17	0.2	3.8	43	**10	0.1	2.2	24				
BARRON'S	1058	*183	1.2	17.3	93	**55	0.8	5.2	59	**83	1.1	7.8	85				
BETTER HOMES & GARDENS	4773	847	5.8	17.7	96	464	6.7	9.7	110	454	6.2	9.5	102				
BON APPETIT	1037	*106	0.7	10.2	55	**121	1.7	11.7	133	*116	1.6	11.2	121				
BUSINESS WEEK	3193	557	3.8	17.4	94	261	3.7	8.2	93	227	3.1	7.1	77				
CAR AND DRIVER	2705	540	3.7	20.0	108	*196	2.8	7.2	82	*297	4.0	11.0	118				
CBS MAGAZINE NETWORK (GROSS)	5678	971	6.6	17.1	92	538	7.7	9.5	108	581	7.9	10.2	110				
CHANGING TIMES	1847	271	1.8	14.7	79	*154	2.2	8.3	95	**105	1.4	5.7	61				
COLONIAL HOMES	492	**53	0.4	10.8	58	**41	0.6	8.3	95	*330	0.4	6.1	66				
CONDE NAST MAG. PKG. (GROSS)	2066	374	2.5	18.1	97	**171	2.5	8.3	94	**122	1.7	5.9	64				
CONSUMERS DIGEST	1719	305	2.1	17.7	96	**113	1.6	6.6	75	*218	3.0	12.7	137				
COSMOPOLITAN	1762	282	1.9	16.0	86	**114	1.6	6.5	74	**106	1.4	6.0	65				
COUNTRY LIVING	1110	*210	1.4	18.9	102	**111	1.6	10.0	114	**88	1.2	7.9	85				
CUISINE	660	**106	0.7	16.1	86	**34	0.5	5.2	59	**60	0.8	9.1	98				
CYCLE WORLD	1924	399	2.7	20.7	112	*230	3.3	12.0	136	*226	3.1	11.7	127				
DCI:CREATIVE IDEAS FOR LIV	437	**90	0.6	20.6	111	**40	0.6	9.2	104	**44	0.6	10.1	108				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	404	2.7	16.2	87	*242	3.5	9.7	110	*297	4.0	11.9	128				
DISCOVER	1279	249	1.7	19.5	105	**133	1.9	10.4	118	**145	2.0	11.3	122				
EBONY	2898	569	3.9	19.6	106	300	4.3	10.4	118	339	4.6	11.7	126				
ESQUIRE	1384	*203	1.4	14.7	79	**69	1.0	5.0	57	*155	2.1	11.2	121				
ESSENCE	850	*96	0.7	11.3	61	**60	0.9	7.1	80	**102	1.4	12.0	129				
FAMILY CIRCLE	2430	399	2.7	16.4	88	313	4.5	12.9	146	*272	3.7	11.2	121				
THE FAMILY HANDYMAN	2356	397	2.7	16.9	91	*195	2.8	8.3	94	*240	3.3	10.2	110				
FAMILY WEEKLY	11533	2042	13.9	17.7	95	1056	15.1	9.2	104	1141	15.5	9.9	107				
FIELD & STREAM	7444	1487	10.1	20.0	108	695	10.0	9.3	106	708	9.6	9.5	102				
FOOD & WINE	416	**59	0.4	14.2	76	**37	0.5	8.9	101	**89	1.2	21.4	230				
FORBES	1865	283	1.9	15.2	82	*159	2.3	8.5	97	*138	1.9	7.4	80				
FORTUNE	1849	289	2.0	15.6	84	*155	2.2	8.4	95	*108	1.5	5.8	63				
GENTLEMEN'S QUARTERLY	2284	493	3.3	21.6	116	**118	1.7	5.2	59	*251	3.4	11.0	118				
GLAMOUR	538	*91	0.6	16.9	91	**45	0.6	8.4	95	**56	0.8	10.4	112				
GOLF DIGEST	1649	361	2.5	21.9	118	**103	1.5	6.2	71	*129	1.8	7.8	84				
GOLF DIGEST/TENNIS (GROSS)	2294	525	3.6	22.9	123	*145	2.1	6.3	72	*213	2.9	9.3	100				
GOLF MAGAZINE	1577	342	2.3	21.7	117	**125	1.8	7.9	90	*156	2.1	9.9	107				
GOLF MAGAZINE/SKI (GROSS)	2487	456	3.1	18.3	99	**143	2.1	5.7	65	*228	3.1	9.2	99				
GOOD HOUSEKEEPING	2569	391	2.7	15.2	82	249	3.6	9.7	110	*242	3.3	9.4	101				
HARPER'S BAZAAR	431	**55	0.4	12.8	69	**37	0.5	8.6	98	**28	0.4	6.5	70				
HEALTH	788	*173	1.2	22.0	118	**51	0.7	6.5	74	**49	0.7	6.2	67				
HEARST MAG CORP. BUY (GROSS)	18781	3232	22.0	17.2	93	1557	22.3	8.3	94	1850	25.1	9.9	106				
HEARST MAN POWER (GROSS)	9169	1754	11.9	19.1	103	683	9.8	7.4	85	1072	14.6	11.7	126				
HEARST WOMAN POWER (GROSS)	5452	867	5.9	15.9	86	490	7.0	9.0	102	434	5.9	8.0	86				
HOUSE BEAUTIFUL	1020	*127	0.9	12.5	67	**99	1.4	9.7	110	**90	1.2	8.8	95				
INC.	993	*144	1.0	14.5	78	**56	0.8	5.6	64	**59	0.8	5.9	64				
JET	2808	573	3.9	20.4	110	350	5.0	12.5	142	272	3.7	9.7	104				
LADIES' HOME JOURNAL	1868	357	2.4	19.1	103	*247	3.5	13.2	150	*252	3.4	13.5	145				
LHJ FAMILY GRP COMBO(GROSS)	3582	713	4.8	19.9	107	372	5.3	10.4	118	426	5.8	11.9	128				
LIFE	4817	741	5.0	15.4	83	419	6.0	8.7	99	552	7.5	11.5	123				
L.A. TIMES HOME MAGAZINE	1465	*158	1.1	10.8	58	**69	1.0	4.7	54	*149	2.0	10.2	110				
MADEMOISELLE	460	**97	0.7	21.1	114	**32	0.5	7.0	79	**19	0.3	4.1	45				
MC CALL'S	1764	358	2.4	20.3	109	*235	3.4	13.3	151	*136	1.8	7.7	83				
MC CALL'S/WRK MOTHER (GROSS)	2062	405	2.8	19.6	106	274	3.9	13.3	151	*147	2.0	7.1	77				
MECHANIX ILLUSTRATED	3625	761	5.2	21.0	113	411	5.9	11.3	129	386	5.2	10.6	115				
METROPOLITAN HOME	495	**67	0.5	13.5	73	**40	0.6	8.1	92	**38	0.5	7.7	83				
MONEY	3017	442	3.0	14.7	79	268	3.8	8.9	101	276	3.8	9.1	99				
MOTHER EARTH NEWS	1203	*160	1.1	13.3	72	**77	1.1	6.4	73	**82	1.1	6.8	73				
MS.	*257	**28	0.2	10.9	59	**22	0.3	8.6	97	**19	0.3	7.4	80				
NATIONAL ENQUIRER	6921	1223	8.3	17.7	95	780	11.2	11.3	128	685	9.3	9.9	107				
NATIONAL GEOGRAPHIC	11626	1915	13.0	16.5	89	768	11.0	6.6	75	1023	13.9	8.8	95				
NATIONAL SUNDAY MAGAZINE PKG	49424	8811	59.9	17.8	96	3743	53.7	7.6	86	4582	62.3	9.3	100				
NATURAL HISTORY	753	**96	0.7	12.7	69	**51	0.7	6.8	77	**35	0.5	4.6	50				
NEW WOMAN	*296	**21	0.1	7.1	38	**21	0.3	7.1	81	**11	0.1	3.7	40				
NEW YORK INCLUDING CUE	541	**91	0.6	16.8	91	**36	0.5	6.7	76	**49	0.7	9.1	98				
THE NEW YORKER	1078	*179	1.2	16.6	89	**69	1.0	6.4	73	*137	1.9	12.7	137				
NEWSWEEK	9602	1757	11.9	18.3	99	715	10.3	7.4	85	889	12.1	9.3	100				
THE N.Y. TIMES DAILY EDITION	1376	325	2.2	23.6	127	**29	0.4	2.1	24	**37	0.5	2.7	29				
THE N.Y. TIMES MAGAZINE	2110	443	3.0	21.0	113	*77	1.1	3.6	41	*108	1.5	5.1	55				
OMNI	1927	301	2.0	15.6	84	**151	2.2	7.8	89	*126	1.7	6.5	70				
ON CABLE	911	*113	0.8	12.4	67	**19	0.3	2.1	24	*148	2.0	16.2	175				
1001 HOME IDEAS	927	*183	1.2	19.7	106	**74	1.1	8.0	91	**125	1.7	13.5	145				
ORGANIC GARDENING	1430	267	1.8	18.7	101	*167	2.4	11.7	133	**94	1.3	6.6	71				
OUTDOOR LIFE	4064	825	5.6	20.3	109	382	5.5	9.4	107	349	4.7	8.6	93				
PARADE MAGAZINE	24538	4339	29.5	17.7	95	1789	25.6	7.3	83	2314	31.5	9.4	102				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(MALES)

	TOTAL U.S. '000	ALL RIGHT GUARD				ALL SECRET				ALL SURE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	14717	100.0	18.6	100	6975	100.0	8.8	100	7357	100.0	9.3	100				
PARENTS	1126	*196	1.3	17.4	94	**122	1.7	10.8	123	**131	1.8	11.6	125				
PENTHOUSE	4157	833	5.7	20.0	108	381	5.5	9.2	104	563	7.7	13.5	146				
PEOPLE	7591	1222	8.3	16.1	87	613	8.8	8.1	92	852	11.6	11.2	121				
PLAYBOY	8379	1520	10.3	18.1	98	621	8.9	7.4	84	1014	13.8	12.1	130				
POPULAR HOT RODDING	2110	378	2.6	17.9	96	*188	2.7	8.9	101	*186	2.5	8.8	95				
POPULAR MECHANICS	4850	909	6.2	18.7	101	424	6.1	8.7	99	534	7.3	11.0	119				
POPULAR SCIENCE	3397	548	3.7	16.1	87	*250	3.6	7.4	84	*365	5.0	10.7	116				
PREVENTION	1720	306	2.1	17.8	96	**67	1.0	3.9	44	**74	1.0	4.3	46				
PSYCHOLOGY TODAY	1344	*182	1.2	13.5	73	**50	0.7	3.7	42	**101	1.4	7.5	81				
READER'S DIGEST	16016	2817	19.1	17.6	95	1375	19.7	8.6	98	1342	18.2	8.4	90				
REDBOOK	1121	*194	1.3	17.3	93	**127	1.8	11.3	129	**86	1.2	7.7	83				
ROAD & TRACK	2161	410	2.8	19.0	102	*138	2.0	6.4	73	*166	2.3	7.7	83				
ROLLING STONE	1948	372	2.5	19.1	103	*146	2.1	7.5	85	*219	3.0	11.2	121				
RUNNER'S WORLD	899	**101	0.7	11.2	61	**41	0.6	4.6	52	**110	1.5	12.2	132				
SATURDAY EVENING POST	841	*135	0.9	16.1	86	**99	1.4	11.8	134	**35	0.5	4.2	45				
SCIENCE 84	841	*153	1.0	18.2	98	**49	0.7	5.8	66	**49	0.7	5.8	63				
SCIENCE DIGEST	1194	*186	1.3	15.6	84	**35	0.5	2.9	33	**116	1.6	9.7	105				
SCIENTIFIC AMERICAN	1379	244	1.7	17.7	95	**80	1.1	5.8	66	**137	1.9	9.9	107				
SELF	436	**128	0.9	29.4	158	**20	0.3	4.6	52	**28	0.4	6.4	69				
SEVENTEEN	614	**88	0.6	14.3	77	**47	0.7	7.7	87	**40	0.5	6.5	70				
SKI	910	*114	0.8	12.5	67	**18	0.3	2.0	22	**73	1.0	8.0	86				
SMITHSONIAN	2937	376	2.6	12.8	69	195	2.8	6.6	75	252	3.4	8.6	92				
SOAP OPERA DIGEST	545	**76	0.5	13.9	75	**72	1.0	13.2	150	**33	0.4	6.1	65				
SOUTHERN LIVING	2054	315	2.1	15.3	83	*202	2.9	9.8	112	*254	3.5	12.4	133				
SPORT	2799	616	4.2	22.0	119	286	4.1	10.2	116	371	5.0	13.3	143				
THE SPORTING NEWS	1938	332	2.3	17.1	92	*157	2.3	8.1	92	*268	3.6	13.8	149				
SPORTS AFIELD	3125	660	4.5	21.1	114	*224	3.2	7.2	81	422	5.7	13.5	145				
SPORTS ILLUSTRATED	11159	2162	14.7	19.4	104	772	11.1	6.9	79	1171	15.9	10.5	113				
STAR	4095	873	5.9	21.3	115	470	6.7	11.5	130	502	6.8	12.3	132				
SUNDAY	25169	4512	30.7	17.9	97	1531	21.9	6.1	69	2111	28.7	8.4	90				
SUNSET	1294	**106	0.7	8.2	44	**35	0.5	2.7	31	**100	1.4	7.7	83				
TV GUIDE	18508	3517	23.9	19.0	102	1833	26.3	9.9	113	1866	25.4	10.1	109				
TENNIS	645	**164	1.1	25.4	137	**42	0.6	6.5	74	**83	1.1	12.9	139				
TIME	12124	2011	13.7	16.6	89	859	12.3	7.1	81	1023	13.9	8.4	91				
TOWN & COUNTRY	493	**36	0.2	7.3	39	**42	0.6	8.5	97	**53	0.7	10.8	116				
TRAVEL & LEISURE	1122	*136	0.9	12.1	65	**62	0.9	5.5	63	**62	0.8	5.5	60				
TRUE STORY	690	**159	1.1	23.0	124	**117	1.7	17.0	193	**61	0.8	8.8	95				
U.S. NEWS & WORLD REPORT	6571	1095	7.4	16.7	90	590	8.5	9.0	102	571	7.8	8.7	94				
USA TODAY	3120	540	3.7	17.3	93	*199	2.9	6.4	72	308	4.2	9.9	106				
US	1315	*208	1.4	15.8	85	**64	0.9	4.9	55	*172	2.3	13.1	141				
VOGUE	632	**59	0.4	9.3	50	**75	1.1	11.9	135	**20	0.3	3.2	34				
WALL STREET JOURNAL	4247	666	4.5	15.7	84	281	4.0	6.6	75	399	5.4	9.4	101				
WEIGHT WATCHERS	398	**68	0.5	17.1	92	**18	0.3	4.5	51	**47	0.6	11.8	127				
WOMAN'S DAY	1139	*192	1.3	16.9	91	*129	1.8	11.3	129	**81	1.1	7.1	77				
WORKING MOTHER	*298	**47	0.3	15.8	85	**40	0.6	13.4	153	**11	0.1	3.7	40				
WORKING WOMAN	327	**71	0.5	21.7	117	**45	0.6	13.8	156	**34	0.5	10.4	112				
WORLD TENNIS	397	**31	0.2	7.8	42	**29	0.4	7.3	83	**37	0.5	9.3	100				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1694	11.5	17.6	95	733	10.5	7.6	86	1021	13.9	10.6	114				
BLAIR INSERTS	43762	7871	53.5	18.0	97	3079	44.1	7.0	80	3907	53.1	8.9	96				
DAILY NEWSPAPERS																	
READ ANY	52459	9515	64.7	18.1	98	4162	59.7	7.9	90	5032	68.4	9.6	103				
READ ONE	41891	7522	51.1	18.0	97	3441	49.3	8.2	93	4188	56.9	10.0	108				
READ TWO OR MORE	10568	1994	13.5	18.9	102	721	10.3	6.8	78	845	11.5	8.0	86				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9310	63.3	17.9	97	3990	57.2	7.7	87	4803	65.3	9.2	100				
READ ONE	44561	8005	54.4	18.0	97	3522	50.5	7.9	90	4180	56.8	9.4	101				
READ TWO OR MORE	7368	1305	8.9	17.7	95	468	6.7	6.4	72	623	8.5	8.5	91				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.43				26.81				28.63							
30 DAY REACH	71522	13275	90.2	18.6	100	6338	90.9	8.9	101	6783	92.2	9.5	102				
50 SHWG - 30 DAY AV FREQ	15.55	15.35				14.19				15.19							
30 DAY REACH	68168	12728	86.5	18.7	101	5990	85.9	8.8	100	6399	87.0	9.4	101				
25 SHWG - 30 DAY AV FREQ	8.43	8.31				7.58				8.37							
30 DAY REACH	62898	11734	79.7	18.7	100	5606	80.4	8.9	101	5808	78.9	9.2	99				
CABLE TV: HOME WIRED	31664	5876	39.9	18.6	100	2950	42.3	9.3	106	3586	48.7	11.3	122				
HOME NOT WIRED	47599	8841	60.1	18.6	100	4025	57.7	8.5	96	3771	51.3	7.9	85				
HAVE PAY CABLE	17139	3109	21.1	18.1	98	1597	22.9	9.3	106	2131	29.0	12.4	134				

	TOTAL U.S. '000	ALL RIGHT GUARD				ALL SECRET				ALL SURE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	14717	100.0	18.6	100	6975	100.0	8.8	100	7357	100.0	9.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	8850	60.1	18.6	100	3976	57.0	8.3	95	4624	62.9	9.7	105				
10:00 AM - 3:00 PM	29926	5526	37.5	18.5	99	2459	35.3	8.2	93	2978	40.5	10.0	107				
3:00 PM - 7:00 PM	37666	7459	50.7	19.8	107	3387	48.6	9.0	102	3800	51.7	10.1	109				
7:00 PM - MIDNIGHT	18909	3526	24.0	18.6	100	1595	22.9	8.4	96	2051	27.9	10.8	117				
MIDNIGHT - 6:00 AM	11822	2229	15.1	18.9	102	954	13.7	8.1	92	1196	16.3	10.1	109				
6:00 AM - MIDNIGHT	63254	11775	80.0	18.6	100	5563	79.8	8.8	100	6177	84.0	9.8	105				
ENTIRE DAY	64057	11899	80.9	18.6	100	5631	80.7	8.8	100	6252	85.0	9.8	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	3078	20.9	18.5	100	1193	17.1	7.2	82	1704	23.2	10.3	111				
ALL NEWS	3542	597	4.1	16.9	91	265	3.8	7.5	85	296	4.0	8.4	90				
AOR/PROGRESSIVE	7465	1338	9.1	17.9	97	579	8.3	7.8	88	757	10.3	10.1	109				
BEAUTIFUL MUSIC	5061	943	6.4	18.6	100	316	4.5	6.2	71	432	5.9	8.5	92				
BLACK	1914	394	2.7	20.6	111	*276	4.0	14.4	164	*274	3.7	14.3	154				
CLASSICAL	2304	431	2.9	18.7	101	*254	3.6	11.0	125	*221	3.0	9.6	103				
CHR/ROCK	10663	2275	15.5	21.3	115	980	14.1	9.2	104	1231	16.7	11.5	124				
COUNTRY	13919	2810	19.1	20.2	109	1483	21.3	10.7	121	1306	17.8	9.4	101				
GOLDEN OLDIES	2040	407	2.8	20.0	107	*126	1.8	6.2	70	*219	3.0	10.7	116				
MOR/NOSTALGIA	5105	897	6.1	17.6	95	380	5.4	7.4	85	423	5.7	8.3	89				
NEWS/TALK	4764	760	5.2	16.0	86	414	5.9	8.7	99	347	4.7	7.3	78				
RELIGIOUS	2164	420	2.9	19.4	105	*210	3.0	9.7	110	*234	3.2	10.8	117				
SOFT ROCK	623	**146	1.0	23.4	126	**21	0.3	3.4	38	**47	0.6	7.5	81				
URBAN CONTEMPORARY	1331	*196	1.3	14.7	79	**114	1.6	8.6	97	**117	1.6	8.8	95				
HIRED NETWORKS:																	
ABC CONTEMPORARY	3186	631	4.3	19.8	107	*272	3.9	8.5	97	415	5.6	13.0	140				
ABC DIRECTION	2724	425	2.9	15.6	84	247	3.5	9.1	103	345	4.7	12.7	136				
ABC ENTERTAINMENT	5256	999	6.8	19.0	102	486	7.0	9.2	105	496	6.7	9.4	102				
ABC FM	2263	463	3.1	20.5	110	*195	2.8	8.6	98	*269	3.7	11.9	128				
ABC INFORMATION	5618	1120	7.6	19.9	107	486	7.0	8.7	98	493	6.7	8.8	95				
ABC ROCK	2857	600	4.1	21.0	113	*214	3.1	7.5	85	*286	3.9	10.0	108				
CBS	5953	1129	7.7	19.0	102	457	6.6	7.7	87	492	6.7	8.3	89				
MUTUAL	4979	774	5.3	15.5	84	460	6.6	9.2	105	423	5.7	8.5	92				
NBC	7279	1229	8.4	16.9	91	527	7.6	7.2	82	661	9.0	9.1	98				
RADIORADIO	2389	526	3.6	22.0	119	*189	2.7	7.9	90	*196	2.7	8.2	88				
RKO ONE	2583	477	3.2	18.5	99	*298	4.3	11.5	131	366	5.0	14.2	153				
RKO TWO	3674	651	4.4	17.7	95	337	4.8	9.2	104	341	4.6	9.3	100				
THE SOURCE	3514	667	4.5	19.0	102	337	4.8	9.6	109	325	4.4	9.2	100				
NON-HIRED: BLAIR	9864	2016	13.7	20.4	110	929	13.3	9.4	107	944	12.8	9.6	103				
INTERNET	13522	2510	17.1	18.6	100	1017	14.6	7.5	85	1372	18.6	10.1	109				
KATZ RADIO GROUP	19321	3586	24.4	18.6	100	1540	22.1	8.0	91	1802	24.5	9.3	100				
SUPERNET	10739	2058	14.0	19.2	103	1022	14.7	9.5	108	1187	16.1	11.1	119				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	1096	7.4	21.5	116	432	6.2	8.5	96	497	6.8	9.7	105				
MKDAY 9:00 AM - 1:00 PM	5383	1166	7.9	21.7	117	486	7.0	9.0	103	496	6.7	9.2	99				
MKDAY 1:00 PM - 4:30 PM	6469	1391	9.5	21.5	116	686	9.8	10.6	121	611	8.3	9.4	102				
MKDAY 4:30 PM - 7:30 PM	19661	3760	25.5	19.1	103	1667	23.9	8.5	96	1813	24.6	9.2	99				
MKDAY 7:30 PM - 8:00 PM	27579	5237	35.6	19.0	102	2426	34.8	8.8	100	2505	34.0	9.1	98				
MKDAY 11:00 PM - 11:30 PM	22964	4487	30.5	19.5	105	2122	30.4	9.2	105	2208	30.0	9.6	104				
MKDAY 11:30 PM - 1:00 AM	8158	1601	10.9	19.6	106	695	10.0	8.5	97	762	10.4	9.3	101				
M-SAT 8-11 PM-SUN 7-11 PM	30140	5751	39.1	19.1	103	2582	37.0	8.6	97	2738	37.2	9.1	98				
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	565	3.8	27.6	149	213	3.1	10.4	118	*166	2.3	8.1	87				
ANOTHER WORLD	N 1214	355	2.4	29.2	157	*128	1.8	10.5	120	*117	1.6	9.6	104				
AS THE WORLD TURNS	C 1740	281	1.9	16.1	87	210	3.0	12.1	137	*160	2.2	9.2	99				
CAPITOL	C 1016	158	1.1	15.6	84	*157	2.3	15.5	176	*93	1.3	9.2	99				
CBS MORN. NEWS 1	C 1203	200	1.4	16.6	90	*88	1.3	7.3	83	*119	1.6	9.9	107				
CBS MORN. NEWS 2	C 773	123	0.8	15.9	86	*39	0.6	5.0	57	*63	0.9	8.2	88				
DAYS OF OUR LIVES	N 1629	351	2.4	21.5	116	177	2.5	10.9	123	141	1.9	8.7	93				
FACTS OF LIFE - DAYTIME	N 961	263	1.8	27.4	147	*82	1.2	8.5	97	*94	1.3	9.8	105				
FAMILY FEUD	A 1390	246	1.7	17.7	95	*129	1.8	9.3	105	*147	2.0	10.6	114				
GENERAL HOSPITAL	A 1463	376	2.6	25.7	138	132	1.9	9.0	103	*111	1.5	7.6	82				
GOOD MORNING, AMERICA-730 A	A 1705	369	2.5	21.6	117	169	2.4	9.9	113	118	1.6	6.9	75				
GOOD MORNING, AMERICA-830 A	A 889	220	1.5	24.7	133	*98	1.4	11.0	125	*67	0.9	7.5	81				
GUIDING LIGHT	C 1754	299	2.0	17.0	92	250	3.6	14.3	162	*167	2.3	9.5	103				
ONE LIFE TO LIVE	A 1100	294	2.0	26.7	144	*157	2.3	14.3	162	*108	1.5	9.8	106				
PRESS YOUR LUCK	C 1222	274	1.9	22.4	121	*132	1.9	10.8	123	*83	1.1	6.8	73				
PRICE IS RIGHT 1	C 2692	614	4.2	22.8	123	237	3.4	8.8	100	214	2.9	7.9	86				
PRICE IS RIGHT 2	C 2764	618	4.2	22.4	120	270	3.9	9.8	111	242	3.3	8.8	94				
RYAN'S HOPE	A 880	207	1.4	23.5	127	*96	1.4	10.9	124	*72	1.0	8.2	88				
SALE OF THE CENTURY	N 926	170	1.2	18.4	99	*49	0.7	5.3	60	*115	1.6	12.4	134				
SEARCH FOR TOMORROW	N 359	*101	0.7	28.1	152	*30	0.4	8.4	95	*35	0.5	9.7	105				
TODAY SHOW 1	N 1890	360	2.4	19.0	103	131	1.9	6.9	79	177	2.4	9.4	101				
TODAY SHOW 2	N 1344	330	2.2	24.6	132	*85	1.2	6.3	72	157	2.1	11.7	126				
\$25,000 PYRAMID	C 1462	345	2.3	23.6	127	154	2.2	10.5	120	125	1.7	8.5	92				
WHEEL OF FORTUNE	N 1497	363	2.5	24.2	131	140	2.0	9.4	106	*124	1.7	8.3	89				
YOUNG AND THE RESTLESS	C 1954	478	3.2	24.5	132	284	4.1	14.5	165	161	2.2	8.2	89				
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	451	3.1	16.4	88	189	2.7	6.9	78	231	3.1	8.4	90				
NBA PLAYOFF GAME -1 C	3881	771	5.2	19.9	107	306	4.4	7.9	90	436	5.9	11.2	121				
NBC MAJOR LEAGUE PRE-GAME N	2805	536	3.6	19.1	103	*290	4.2	10.3	117	262	3.6	9.3	101				
SPORTSWORLD - SUN N	2041	418	2.8	20.5	110	*212	3.0	10.4	118	165	2.2	8.1	87				
SUNDAY MORNING C	2555	462	3.1	18.1	97	*207	3.0	8.1	92	229	3.1	9.0	97				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL	ALL RIGHT GUARD				ALL SECRET				ALL SURE							
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	14717	100.0	18.6	100	6975	100.0	8.8	100	7357	100.0	9.3	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	4617	31.4	19.0	102	2097	30.1	8.6	98	2216	30.1	9.1	98				
NETWORK AFFILIATES - LATE	17197	3412	23.2	19.8	107	1705	24.4	9.9	113	1630	22.2	9.5	102				
INDEPENDENTS - LATE	2887	450	3.1	15.6	84	228	3.3	7.9	90	269	3.7	9.3	100				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	2178	14.8	19.3	104	1157	16.6	10.2	116	1137	15.5	10.1	108				
ABC MONDAY NIGHT MOVIE	A 4379	857	5.8	19.6	105	341	4.9	7.8	88	446	6.1	10.2	110				
ABC SUNDAY NIGHT MOVIE	A 9910	1787	12.1	18.0	97	935	13.4	9.4	107	873	11.9	8.8	95				
ABC WORLD NEWS TONIGHT	A 6212	1179	8.0	19.0	102	567	8.1	9.1	104	534	7.3	8.6	93				
AFTERMASH	C 4575	802	5.4	17.5	94	*336	4.8	7.3	83	420	5.7	9.2	99				
ALICE	C 6777	1366	9.3	20.2	109	638	9.1	9.4	107	579	7.9	8.5	92				
AMERICAN PARADE	C 4868	1005	6.8	20.6	111	517	7.4	10.6	121	434	5.9	8.9	96				
BENSON	A 7593	1403	9.5	18.5	100	645	9.2	8.5	97	726	9.9	9.6	103				
BLUE THUNDER	A 6036	1262	8.6	20.9	113	407	5.8	6.7	77	555	7.5	9.2	99				
CAGNEY & LACEY	C 7698	1519	10.3	19.7	106	717	10.3	9.3	106	699	9.5	9.1	98				
CBS EVENING NEWS-DEAN	C 4066	594	4.0	14.6	79	302	4.3	7.4	84	312	4.2	7.7	83				
CBS EVENING NEWS-RATHER	C 8092	1418	9.6	17.5	94	705	10.1	8.7	99	782	10.6	9.7	104				
CBS SAT. NEWS-SCHIEFFER	C 4795	796	5.4	16.6	89	399	5.7	8.3	95	332	4.5	6.9	75				
CBS SATURDAY NIGHT MOVIE	C 6034	1155	7.8	19.1	103	500	7.2	8.3	94	589	8.0	9.8	105				
CBS WEDNESDAY NIGHT MOVIE	C 4993	932	6.3	18.7	101	439	6.3	8.8	100	380	5.2	7.6	82				
CHEERS	N 6976	1396	9.5	20.0	108	621	8.9	8.9	101	719	9.8	10.3	111				
DALLAS	C 13575	2885	19.6	21.3	114	1698	24.3	12.5	142	1199	16.3	8.8	95				
DIFF'RENT STROKES	N 3684	720	4.9	19.5	105	*298	4.3	8.1	92	*276	3.8	7.5	81				
DOUBLE TROUBLE	N 4462	1026	7.0	23.0	124	434	6.2	9.7	111	357	4.9	8.0	86				
DUCK FACTORY	N 4810	960	6.5	20.0	107	358	5.1	7.4	85	518	7.0	10.8	116				
DUKES OF HAZZARD	C 5951	1224	8.3	20.6	111	517	7.4	8.7	99	403	5.5	6.8	73				
DYNASTY	A 11325	2307	15.7	20.4	110	1222	17.5	10.8	123	1026	13.9	9.1	98				
FACTS OF LIFE	M 4512	887	6.0	19.7	106	410	5.9	9.1	103	365	5.0	8.1	87				
FALCON CREST	C 9215	1941	13.2	21.1	113	1227	17.6	13.3	151	990	13.5	10.7	116				
FALL GUY	A 8604	1755	11.9	20.4	110	758	10.9	8.8	100	760	10.3	8.8	95				
FAMILY TIES	N 4179	771	5.2	18.4	99	474	6.8	11.3	129	420	5.7	10.1	108				
FANTASY ISLAND	A 4781	1052	7.1	22.0	119	452	6.5	9.5	107	360	4.9	7.5	81				
FOULUPS, BLEEPERS & BLUNDERS	A 6697	1202	8.2	17.9	97	468	6.7	7.0	79	567	7.7	8.5	91				
FOUR SEASONS	C 3873	654	4.4	16.9	91	*351	5.0	9.1	103	398	5.4	10.3	111				
GIMME A BREAK	N 4310	778	5.3	18.1	97	510	7.3	11.8	134	445	6.0	10.3	111				
HART TO HART	A 5751	992	6.7	17.2	93	495	7.1	8.6	98	504	6.9	8.8	94				
HILL STREET BLUES	N 8568	1600	10.9	18.7	101	565	8.1	6.6	75	735	10.0	8.6	92				
HOTEL	A 8801	1602	10.9	18.2	98	899	12.9	10.2	116	694	9.4	7.9	85				
JEFFERSONS	C 6978	1297	8.8	18.6	100	589	8.4	8.4	96	642	8.7	9.2	99				
JENNIFER SLEPT HERE	N 3021	654	4.4	21.6	117	*205	2.9	6.8	77	*291	4.0	9.6	104				
KATE & ALLIE	C 6811	1400	9.5	20.6	111	544	7.8	8.0	91	521	7.1	7.6	82				
KNIGHT RIDER	N 5256	1111	7.5	21.1	114	398	5.7	7.6	86	504	6.9	9.6	103				
LOVE BOAT	A 7174	1261	8.6	17.6	95	586	8.4	8.2	93	489	6.6	6.8	73				
MAGNUM PI	C 10438	2159	14.7	20.7	111	1058	15.2	10.1	115	863	11.7	8.3	89				
MAMA'S FAMILY	N 3488	690	4.7	19.8	107	339	4.9	9.7	110	402	5.5	11.5	124				
MASTER, THE	N 4127	853	5.8	20.7	111	325	4.7	7.9	89	349	4.7	8.5	91				
MATT HOUSTON	A 5978	1200	8.2	20.1	108	556	8.0	9.3	106	536	7.3	9.0	97				
NBC MONDAY NIGHT MOVIE	N 10446	1717	11.7	16.4	89	899	12.9	8.6	98	1066	14.5	10.2	110				
NBC NIGHTLY NEWS	N 5571	959	6.5	17.2	93	412	5.9	7.4	84	523	7.1	9.4	101				
NBC NIGHTLY NEWS-SAT	N 3675	630	4.3	17.1	92	311	4.5	8.5	96	304	4.1	8.3	89				
NBC NIGHTLY NEWS-SUN	N 2905	586	4.0	20.2	109	*230	3.3	7.9	90	232	3.2	8.0	86				
NBC SUNDAY NIGHT MOVIE	N 8352	1570	10.7	18.8	101	616	8.8	7.4	84	829	11.3	9.9	107				
NEWHART	C 6864	1459	9.9	21.3	114	557	8.0	8.1	92	590	8.0	8.6	93				
ONE DAY AT A TIME	C 3866	870	5.9	22.5	121	402	5.8	10.4	118	313	4.3	8.1	87				
PEOPLE ARE FUNNY	N 3956	811	5.5	20.5	110	392	5.6	9.9	113	492	6.7	12.4	134				
REAL PEOPLE	N 6305	1207	8.2	19.1	103	508	7.3	8.1	92	570	7.7	9.0	97				
REMINGTON STEELE	N 5884	1360	9.2	23.1	124	567	8.1	9.6	110	507	6.9	8.6	93				
RIPLY'S BELIEVE IT - NOT	A 5706	1087	7.4	19.1	103	438	6.3	7.7	87	481	6.5	8.4	91				
RIP TIDE	N 6202	1276	8.7	20.6	111	661	9.5	10.7	121	541	7.4	8.7	94				
SCARECROW & MRS. KING	C 6513	1280	8.7	19.7	106	462	6.6	7.1	81	532	7.2	8.2	88				
SIMON & SIMON	C 8593	1780	12.1	20.7	112	822	11.8	9.6	109	761	10.3	8.9	95				
60 MINUTES	C 13342	2322	15.8	17.4	94	1068	15.3	8.0	91	1210	16.4	9.1	98				
ST. ELSEWHERE	N 6029	1068	7.3	17.7	95	418	6.0	6.9	79	513	7.0	8.5	92				
THREE'S COMPANY	A 8565	1630	11.1	19.0	102	686	9.8	8.0	91	737	10.0	8.6	93				
T.J. HOOKER	A 7400	1238	8.4	16.7	90	621	8.9	8.4	95	677	9.2	9.1	99				
TONIGHT SHOW	N 2433	518	3.5	21.3	115	186	2.7	7.6	87	240	3.3	9.9	106				
TRAPPER JOHN, M.D.	C 5958	1238	8.4	20.8	112	452	6.5	7.6	86	576	7.8	9.7	104				
TV BLOOPERS & PRAC. JOKES	N 9086	1645	11.2	18.1	98	861	12.3	9.5	108	1017	13.8	11.2	121				
20/20	A 8306	1462	9.9	17.6	95	836	12.0	10.1	114	753	10.2	9.1	98				
WEBSTER	A 6788	1293	8.8	19.0	103	624	8.9	9.2	104	703	9.6	10.4	112				
WORLD NEWS - SUN	A 2036	286	1.9	14.0	76	*208	3.0	10.2	116	*175	2.4	8.6	93				
YELLOW ROSE	N 3174	546	3.7	17.2	93	274	3.9	8.6	98	385	5.2	12.1	131				
TV VIEWING SPORTS EVENTS																	

DEODORANTS & ANTI-PERSPIRANTS

BASE = FEMALES (88464)

QUESTIONNAIRE PAGE P-4

	'000	%	UNWEIGHTED
2A. DO YOU YOURSELF USE THEM?			
YES	82114	92.8	9018
NO	6350	7.2	754

IF YOU DO

2B. WHO DECIDES WHICH BRANDS YOU USE?
(MARK AS MANY AS APPLY)

YOURSELF	72860	82.4	8036
YOUR HUSBAND/WIFE	17364	19.6	1626
OTHER MALE	4321	4.9	388
OTHER FEMALE	6147	6.9	472
DO NOT KNOW	2457	2.8	326

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

2C. WHAT FORMS DO YOU USE?

AEROSOL SPRAY LIQUID	16942	19.2	6742	7.6	7304	8.3	2896	3.3	1802
AEROSOL SPRAY POWDER	8847	10.0	3372	3.8	3388	3.8	2087	2.4	893
CREAM	6050	6.8	3251	3.7	1916	2.2	884	1.0	680
PADS	872	1.0	216	.2	493	.6	162	.2	108
PLASTIC SQUEEZE BOTTLE	633	.7	179	.2	352	.4	102	.1	91
PUMP SPRAY	3524	4.0	1360	1.5	1291	1.5	872	1.0	386
ROLL-ON	47646	53.9	26903	30.4	16084	18.2	4659	5.3	5197
STICK	28870	32.6	12386	14.0	10642	12.0	5842	6.6	2897
DO NOT KNOW	1489	1.7							189

2D. WHAT TYPES DO YOU USE?

ANTI-PERSPIRANT	49485	55.9	36768	41.6	10432	11.8	2285	2.6	5388
DEODORANT	38834	43.9	26118	29.5	8665	9.8	4051	4.6	4066
DO NOT KNOW	6512	7.4							828

2E. WHAT KINDS DO YOU USE?

SCENTED	40488	45.8	31498	35.6	6368	7.2	2622	3.0	4311
UNSCENTED	43279	48.9	34289	38.8	5557	6.3	3434	3.9	4758
DO NOT KNOW	7337	8.3							899

DEODORANTS & ANTI-PERSPIRANTS (CONTINUED)

BASE = FEMALES (88464)

QUESTIONNAIRE PAGE P-4

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
2F. WHICH BRANDS DO YOU USE?									
ARAMIS	900	1.0	63	.1	443	.5	394	.4	97
ARM 'N HAMMER SPRAY	318	.4	62	.1	155	.2	101	.1	38
ARRID DOUBLE XX AEROSOL	2196	2.5	386	.4	1317	1.5	493	.6	232
ARRID DOUBLE XX ROLL-ON	2196	2.5	446	.5	1364	1.5	386	.4	253
ARRID DOUBLE XX SOLID	1383	1.6	182	.2	703	.8	498	.6	153
ARRID EXTRA DRY AEROSOL	4710	5.3	1308	1.5	2502	2.8	900	1.0	494
ARRID EXTRA DRY PUMP SPRAY	1498	1.7	382	.4	772	.9	344	.4	181
ARRID EXTRA DRY ROLL-ON	4973	5.6	1083	1.2	3004	3.4	886	1.0	575
ARRID EXTRA DRY CREAM	1986	2.2	688	.8	1026	1.2	272	.3	219
ARRID EXTRA DRY SOLID	2947	3.3	860	1.0	1469	1.7	618	.7	299
ARRID POWDER ROLL-ON	1592	1.8	317	.4	970	1.1	306	.3	178
AVON DRI 'N DELICATE	1335	1.5	169	.2	864	1.0	301	.3	132
AVON FEELING FRESH	3453	3.9	794	.9	2029	2.3	630	.7	359
AVON ON DUTY 24	2607	2.9	438	.5	1636	1.8	534	.6	264
OTHER AVON	3408	3.9	684	.8	1930	2.2	794	.9	346
BABE	3204	3.6	478	.5	1832	2.1	895	1.0	321
BAN BASIC	531	.6	72	.1	314	.4	144	.2	75
BAN ROLL-ON	13799	15.6	4078	4.6	7096	8.0	2626	3.0	1583
BAN SOLID	1707	1.9	257	.3	825	.9	625	.7	210
BAN SPRAY	1564	1.8	189	.2	867	1.0	509	.6	154
ULTRA BAN ROLL-ON	3101	3.5	654	.7	1581	1.8	867	1.0	322
ULTRA BAN SOLID	1194	1.3	195	.2	697	.8	302	.3	116
ULTRA BAN SUPER DRY	852	1.0	101	.1	490	.6	261	.3	101
ULTRA BAN 5000	224	.3	3	*	111	.1	110	.1	29
ULTRA BAN II	413	.5	62	.1	190	.2	162	.2	44
BRITISH STERLING	587	.7			396	.4	191	.2	52
BRUT	2860	3.2	52	.1	1622	1.8	1186	1.3	272
DIAL QUICK DRY ROLL-ON	1233	1.4	84	.1	839	.9	310	.4	144
DIAL ROLL-ON	1890	2.1	156	.2	1054	1.2	680	.8	206
DIAL STICK	1780	2.0	249	.3	945	1.1	586	.7	194
DIAL VERY DRY	790	.9	62	.1	605	.7	123	.1	97
OTHER DIAL	897	1.0	102	.1	412	.5	383	.4	102
DRY IDEA	4201	4.7	1227	1.4	1963	2.2	1011	1.1	438
ENGLISH LEATHER	1131	1.3	7	*	775	.9	349	.4	119
FIVE DAY PADS	599	.7	116	.1	351	.4	132	.1	72
FIVE DAY ROLL-ON	560	.6	92	.1	301	.3	168	.2	72
OTHER FIVE DAY	174	.2	76	.1	76	.1	22	*	20
FRESH	440	.5	31	*	201	.2	208	.2	46
IMPULSE	1699	1.9	38	*	972	1.1	689	.8	169
LADY'S CHOICE	7519	8.5	1530	1.7	4056	4.6	1933	2.2	803
MANPOWER	241	.3	12	*	153	.2	76	.1	29
MENNEN SPEED STICK	6721	7.6	960	1.1	4035	4.6	1726	2.0	701
OTHER MENNEN	1143	1.3	154	.2	841	1.0	148	.2	101
MITCHUM AEROSOL	588	.7	54	.1	465	.5	69	.1	63
MITCHUM PUMP SPRAY	457	.5	66	.1	216	.2	175	.2	56
MITCHUM ROLL-ON	3177	3.6	910	1.0	1672	1.9	595	.7	327
MITCHUM STICK/SOLID	1727	2.0	504	.6	850	1.0	372	.4	209
MUM	982	1.1	319	.4	477	.5	186	.2	129
OLD SPICE SOLID	2986	3.4	328	.4	1487	1.7	1171	1.3	289
OTHER OLD SPICE	713	.8	49	.1	546	.6	118	.1	75
RIGHT GUARD BRONZE	2120	2.4	433	.5	1166	1.3	521	.6	217
RIGHT GUARD POWDER	939	1.1	166	.2	403	.5	369	.4	101
RIGHT GUARD PUMP SPRAY	2389	2.7	400	.5	1501	1.7	489	.6	258
RIGHT GUARD ROLL-ON	1973	2.2	247	.3	1128	1.3	598	.7	233
RIGHT GUARD SILVER	1195	1.4	141	.2	555	.6	500	.6	116
RIGHT GUARD STICK	1993	2.3	142	.2	1040	1.2	811	.9	194
SECRET ANTI-PERSPIRANT SPRAY	4356	4.9	778	.9	2522	2.9	1055	1.2	486
SECRET CREAM	1164	1.3	221	.2	702	.8	240	.3	159
SECRET ROLL-ON	11165	12.6	2655	3.0	6139	6.9	2372	2.7	1239
SECRET SOLID	6854	7.7	2017	2.3	3513	4.0	1323	1.5	696
SECRET SUPER SPRAY DEODORANT	2669	3.0	559	.6	1609	1.8	501	.6	302
SOFT & DRI ROLL-ON	3564	4.0	542	.6	2010	2.3	1013	1.1	397
SOFT & DRI SOLID	2335	2.6	449	.5	1218	1.4	669	.8	257
SOFT & DRI SPRAY	3240	3.7	728	.8	1842	2.1	670	.8	318
SUAVE	1215	1.4	173	.2	692	.8	349	.4	121
SURE ROLL-ON	5543	6.3	1320	1.5	2708	3.1	1515	1.7	589
SURE SOLID	3856	4.4	622	.7	2051	2.3	1184	1.3	410
SURE SPRAY	3446	3.9	919	1.0	1666	1.9	861	1.0	355
TICKLE	2602	2.9	310	.4	1120	1.3	1173	1.3	291
TUSSY	3369	3.8	911	1.0	1578	1.8	880	1.0	372
OTHER BRANDS	5061	5.7	1596	1.8	2043	2.3	1422	1.6	567
DO NOT KNOW	1581	1.8							176
	'000	%	UNWEIGHTED						

2G. ABOUT HOW MANY TIMES DID YOU USE DEODORANTS OR ANTI-PERSPIRANTS IN THE LAST 7 DAYS?

15 OR MORE	H	6424	7.3	698
14	H	5536	6.3	555
11-13	H	4719	5.3	516
8-10	H	19723	22.3	2151
7	H	34218	38.7	3745
4-6	L	5393	6.1	644
1-3	L	5555	6.3	555
NONE	L	546	.6	74

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	82114	100.0	92.8	100	36402	100.0	41.1	100	34218	100.0	38.7	100	11494	100.0	13.0	100
FEMALE HOMEMAKERS	80986	74942	91.3	92.5	100	32579	89.5	40.2	98	31592	92.3	39.0	101	10771	93.7	13.3	102
EMPLOYED MOTHERS	18702	17919	21.8	95.8	103	8920	24.5	47.7	116	7331	21.4	39.2	101	1667	14.5	8.9	69
18 - 24	14726	14131	17.2	96.0	103	7374	20.3	50.1	122	5358	15.7	36.4	94	1399	12.2	9.5	73
25 - 34	20202	19043	23.2	94.3	102	9342	25.6	46.2	112	7798	22.8	38.6	100	1913	16.6	9.5	73
35 - 44	14781	14002	17.1	94.7	102	7225	19.8	48.9	119	5441	15.9	36.8	95	1336	11.6	9.0	70
45 - 54	11449	10757	13.1	94.0	101	4761	13.1	41.6	101	4579	13.4	40.0	103	1417	12.3	12.4	99
55 - 64	11846	11098	13.5	93.7	101	3668	10.1	31.0	75	5545	16.2	46.8	121	1885	16.4	15.9	122
65 OR OLDER	15459	13083	15.9	84.6	91	4043	11.1	26.2	64	5497	16.1	35.6	92	3543	30.8	22.9	176
18 - 34	34928	33174	40.4	95.0	102	16705	45.9	47.8	116	13156	38.4	37.7	97	3313	28.8	9.5	73
18 - 49	55154	52297	63.7	94.8	102	26219	72.0	47.5	116	20735	60.6	37.6	97	5342	46.5	9.7	75
25 - 54	46433	43802	53.3	94.3	102	21318	58.6	45.9	112	17818	52.1	38.4	99	4667	40.6	10.1	77
35 - 49	20226	19123	23.3	94.5	102	9514	26.1	47.0	114	7580	22.2	37.5	97	2030	17.7	10.0	77
50 OR OLDER	33310	29817	36.3	89.5	96	10183	28.0	30.6	74	13483	39.4	40.5	105	6152	53.5	18.5	142
GRADUATED COLLEGE	12110	11200	13.6	92.5	100	5055	13.9	41.7	101	4948	14.5	40.9	106	1198	10.4	9.9	76
ATTENDED COLLEGE	15309	14638	17.8	95.6	103	6896	18.9	45.0	109	6273	18.3	41.0	106	1470	12.8	9.6	74
GRADUATED HIGH SCHOOL	36912	35041	42.7	94.9	102	16198	44.5	43.9	107	14635	42.8	39.6	103	4208	36.6	11.4	88
DID NOT GRADUATE HIGH SCHOOL	24134	21235	25.9	88.0	95	8254	22.7	34.2	83	8363	24.4	34.7	90	4618	40.2	19.1	147
EMPLOYED FULL-TIME	35457	33547	40.9	94.6	102	16523	45.4	46.6	113	13956	40.8	39.4	102	3068	26.7	8.7	67
EMPLOYED PART-TIME	8514	7979	9.7	93.7	101	3651	10.0	42.9	104	3438	10.0	40.4	104	891	7.8	10.5	81
NOT EMPLOYED	44494	40588	49.4	91.2	98	16228	44.6	36.5	89	16825	49.2	37.8	98	7536	65.6	16.9	130
PROFESSIONAL/MANAGER	10811	10120	12.3	93.6	101	4743	13.0	43.9	107	4669	13.6	43.2	112	708	6.2	6.5	50
TECH/CLERICAL/SALES	19640	18691	22.8	95.2	103	9171	25.2	46.7	113	7975	23.3	40.6	105	1545	13.4	7.9	61
PRECISION/CRAFT	1023	968	1.2	94.6	102	*383	1.1	37.4	91	*457	1.3	44.7	115	**129	1.1	12.6	97
OTHER EMPLOYED	12498	11747	14.3	94.0	101	5878	16.1	47.0	114	4292	12.5	34.3	89	1576	13.7	12.6	97
SINGLE	15995	15093	18.4	94.4	102	7915	21.7	49.5	120	5416	15.8	33.9	88	1763	15.3	11.0	85
MARRIED	51689	48377	58.9	93.6	101	20905	57.4	40.4	98	21268	62.2	41.1	106	6205	54.0	12.0	92
DIVORCED/SEPARATED/WIDOWED	20780	18644	22.7	89.7	97	7583	20.8	36.5	89	7535	22.0	36.3	94	3527	30.7	17.0	131
PARENTS	33922	32220	39.2	95.0	102	16113	44.3	47.5	115	12837	37.5	37.8	98	3270	28.4	9.6	74
WHITE	76422	71210	86.7	93.2	100	31345	86.1	41.0	100	30595	89.4	40.0	104	9270	80.7	12.1	93
BLACK	10066	9436	11.5	93.7	101	4544	12.5	45.1	110	3022	8.8	30.2	78	1870	16.3	18.6	143
OTHER	1976	1468	1.8	74.3	80	*514	1.4	26.0	63	*601	1.8	30.4	79	**354	3.1	17.9	138
NORTHEAST-CENSUS	19803	18134	22.1	91.6	99	8048	22.1	40.6	99	7408	21.6	37.4	97	2677	23.3	13.5	104
NORTH CENTRAL	22181	20422	24.9	92.1	99	9682	26.6	43.6	106	8156	23.8	36.8	95	2584	22.5	11.6	90
SOUTH	30082	28322	34.5	94.1	101	13120	36.0	43.6	106	11118	32.5	37.0	96	4084	35.5	13.6	104
WEST	16398	15236	18.6	92.9	100	5551	15.2	33.9	82	7535	22.0	46.0	119	2150	18.7	13.1	101
NORTHEAST-MKTG.	20163	18598	22.6	92.2	99	8801	24.2	43.6	106	7157	20.9	35.5	92	2640	23.0	13.1	101
EAST CENTRAL	13054	11888	14.5	91.1	98	5416	14.9	41.5	101	4957	14.5	38.0	98	1515	13.2	11.6	89
WEST CENTRAL	14993	13962	17.0	93.1	100	6536	18.0	43.6	106	5604	16.4	37.4	97	1822	15.9	12.2	94
SOUTH	25785	24226	29.5	94.0	101	10729	29.5	41.6	101	9838	28.8	38.2	99	3659	31.8	14.2	109
PACIFIC	14470	13440	16.4	92.9	100	4920	13.5	34.0	83	6663	19.5	46.0	119	1858	16.2	12.8	99
COUNTY SIZE A	36705	33947	41.3	92.5	100	14822	40.7	40.4	98	14456	42.2	39.4	102	4669	40.6	12.7	98
COUNTY SIZE B	26819	25066	30.5	93.5	101	11476	31.5	42.8	104	10469	30.6	39.0	101	3122	27.2	11.6	90
COUNTY SIZE C	13597	12550	15.3	92.3	99	5326	14.6	39.2	95	5293	15.5	38.9	101	1930	16.8	14.2	109
COUNTY SIZE D	11344	10552	12.9	93.0	100	4778	13.1	42.1	102	4001	11.7	35.3	91	1773	15.4	15.6	120
METRO CENTRAL CITY	26825	24674	30.0	92.0	99	10887	29.9	40.6	99	10124	29.6	37.7	98	3663	31.9	13.7	105
METRO SUBURBAN	39912	37306	45.4	93.5	101	16674	45.8	41.8	102	16048	46.9	40.2	104	4584	39.9	11.5	88
NON METRO	21728	20133	24.5	92.7	100	8841	24.3	40.7	99	8046	23.5	37.0	96	3247	28.2	14.9	115
TOP 5 ADI'S	20847	19220	23.4	92.2	99	8208	22.5	39.4	96	8398	24.5	40.3	104	2614	22.7	12.5	97
TOP 10 ADI'S	28719	26476	32.2	92.2	99	11500	31.6	40.0	97	11444	33.4	39.8	103	3532	30.7	12.3	95
TOP 20 ADI'S	40904	37842	46.1	92.5	100	16432	45.1	40.2	98	16267	47.5	39.8	103	5143	44.7	12.6	97
HSGLD INC. \$50,000 OR MORE	7931	7477	9.1	94.3	102	3398	9.3	42.8	104	3597	10.5	45.4	117	*482	4.2	6.1	46
\$40,000 OR MORE	15233	14463	17.6	94.9	102	6890	18.9	45.2	110	6505	19.0	42.7	110	1068	9.3	7.0	54
\$30,000 OR MORE	28333	26752	32.6	94.4	102	12838	35.3	45.3	110	11416	33.4	40.3	104	2498	21.7	8.8	68
\$25,000 OR MORE	36417	34364	41.8	94.4	102	16207	44.5	44.5	108	14602	42.7	40.1	104	3555	30.9	9.8	75
\$20,000 - \$24,999	9943	9375	11.4	94.3	102	4466	12.3	44.9	109	3899	11.4	39.2	101	1011	8.8	10.2	78
\$15,000 - \$19,999	9211	8667	10.6	94.1	101	3881	10.7	42.1	102	3854	11.3	41.8	108	932	8.1	10.1	78
\$10,000 - \$14,999	13477	12451	15.2	92.4	100	5157	14.2	38.3	93	5412	15.8	40.2	104	1883	16.4	14.0	108
UNDER \$10,000	19418	17257	21.0	88.9	96	6691	18.4	34.5	84	6451	18.9	33.2	86	4114	35.8	21.2	163
HOUSEHOLD OF 1 PERSON	11987	10470	12.8	87.3	94	3647	10.0	30.4	74	4525	13.2	37.7	98	2299	20.0	19.2	148
2 PEOPLE	27046	24902	30.3	92.1	99	9806	26.9	36.3	88	11082	32.4	41.0	106	4013	34.9	14.8	114
3 OR 4 PEOPLE	34251	32388	39.4	94.6	102	15621	42.9	45.6	111	13253	38.7	38.7	100	3513	30.6	10.3	79
5 OR MORE PEOPLE	15180	14355	17.5	94.6	102	7327	20.1	48.3	117	5358	15.7	35.3	91	1669	14.5	11.0	85
NO CHILD IN HSHLD	49819	45429	55.3	91.2	98	17937	49.3	36.0	87	19655	57.4	39.5	102	7837	68.2	15.7	121
CHILD(REN) UNDER 2 YRS	6045	5769	7.0	95.4	103	2957	8.1	48.9	119	2168	6.3	35.9	93	644	5.6	10.7	82
2 - 5 YEARS	15233	14443	17.6	94.8	102	6904	19.0	45.3	110	5841	17.1	38.3	99	1698	14.8	11.1	86
6 - 11 YEARS	16260	15363	18.7	94.5	102	7493	20.6	46.1	112	6182	18.1	38.0	98	1687	14.7	10.4	80
12 - 17 YEARS	19173	18158	22.1	94.7	102	9518	26.1	49.6	121	6899	20.2	36.0	93	1741	15.1	9.1	70
RESIDENCE OWNED	61371	56995	69.4	92.9	100	24688	67.8	40.2	98	24538	71.7	40.0	103	7769	67.6	12.7	97
VALUE: \$50,000 OR MORE	35355	32870	40.0	93.0	100	14289	39.3	40.4	98	14707	43.0	41.6	108	3874	33.7	11.0	84
VALUE: UNDER \$50,000	26016	24125	29.4	92.7	100	10399	28.6	40.0	97	9831	28.7	37.8	98	3895	33.9	15.0	115

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	82114	100.0	92.8	100	36402	100.0	41.1	100	34218	100.0	38.7	100	11494	100.0	13.0	100
MAGAZINES	QUINTILE 1	17988	17251	21.0	95.9	103	8858	24.3	49.2	120	6770	19.8	37.6	97	1624	14.1	9.0	69
	QUINTILE 2	19446	18162	22.1	93.4	101	8927	24.5	45.9	112	6995	20.4	36.0	93	2239	19.5	11.5	89
	QUINTILE 3	14626	13760	16.8	94.1	101	5801	15.9	39.7	96	5982	17.5	40.9	106	1978	17.2	13.5	104
	QUINTILE 4	16014	15000	18.3	93.7	101	6428	17.7	40.1	98	6165	18.0	38.5	100	2407	20.9	15.0	116
	QUINTILE 5	20389	17941	21.8	88.0	95	6388	17.5	31.3	76	8307	24.3	40.7	105	3247	28.2	15.9	123
NEWSPAPERS	QUINTILE 1	13830	12980	15.8	93.9	101	6102	16.8	44.1	107	5381	15.7	38.9	101	1497	13.0	10.8	83
	QUINTILE 2	26350	24698	30.1	93.7	101	11010	30.2	41.8	102	10476	30.6	39.8	103	3213	28.0	12.2	94
	QUINTILE 3	12415	11627	14.2	93.7	101	5391	14.8	43.4	106	4707	13.8	37.9	98	1530	13.3	12.3	99
	QUINTILE 4	21911	20422	24.9	93.2	100	8852	24.3	40.4	98	8408	24.6	38.4	99	3162	27.5	14.4	111
	QUINTILE 5	13960	12386	15.1	88.7	96	5048	13.9	36.2	88	5246	15.3	37.6	97	2092	18.2	15.0	115
OUTDOOR	QUINTILE 1	16810	15764	19.2	93.8	101	7718	21.2	45.9	112	6249	18.3	37.2	96	1797	15.6	10.7	82
	QUINTILE 2	17101	15858	19.3	92.7	100	7188	19.7	42.0	102	6473	18.9	37.9	98	2197	19.1	12.8	99
	QUINTILE 3	17579	16397	20.0	93.3	100	7119	19.6	40.5	98	7107	20.8	40.4	105	2171	18.9	12.3	95
	QUINTILE 4	18343	16970	20.7	92.5	100	7343	20.2	40.0	97	7079	20.7	38.6	100	2547	22.2	13.9	107
	QUINTILE 5	18631	17125	20.9	91.9	99	7033	19.3	37.7	92	7310	21.4	39.2	101	2782	24.2	14.9	115
RADIO-DRIVE TIME	QUINTILE 1	17390	16355	19.9	94.0	101	7367	20.2	42.4	103	7014	20.5	40.3	104	1975	17.2	11.4	87
	QUINTILE 2	16591	15565	19.0	93.8	101	7518	20.7	45.3	110	6281	18.4	37.9	98	1766	15.4	10.6	82
	QUINTILE 3	16910	15665	19.1	92.6	100	7109	19.5	42.0	102	6228	18.2	36.8	95	2328	20.3	13.8	106
	QUINTILE 4	18002	16653	20.3	92.5	100	7444	20.4	41.4	100	7044	20.6	39.1	101	2165	18.8	12.0	93
	QUINTILE 5	19572	17876	21.8	91.3	98	6965	19.1	35.6	86	7651	22.4	39.1	101	3261	28.4	16.7	128
RADIO-MID- DAY	TERCILE 1	23248	21901	26.7	94.2	101	9840	27.0	42.3	103	9358	27.3	40.3	104	2702	23.5	11.6	89
	TERCILE 2	23667	22018	26.8	93.0	100	10472	28.8	44.2	108	8536	24.9	36.1	93	3010	26.2	12.7	98
	TERCILE 3	41549	38196	46.5	91.9	99	16089	44.2	38.7	94	16324	47.7	39.3	102	5782	50.3	13.9	107
RADIO-TOTAL	QUINTILE 1	17786	16732	20.4	94.1	101	7688	21.1	43.2	105	7088	20.7	39.9	103	1957	17.0	11.0	85
	QUINTILE 2	17316	16269	19.8	94.0	101	7506	20.6	43.3	105	6666	19.5	38.5	100	2097	18.2	12.1	93
	QUINTILE 3	18428	17117	20.8	92.9	100	7842	21.5	42.6	103	7081	20.7	38.4	99	2194	19.1	11.9	92
	QUINTILE 4	17669	16372	19.9	92.7	100	7529	20.7	42.6	104	6485	19.0	36.7	95	2358	20.5	13.3	103
	QUINTILE 5	17265	15624	19.0	90.5	97	5837	16.0	33.8	82	6898	20.2	40.0	103	2889	25.1	16.7	129
TV-PRIME TIME	QUINTILE 1	17416	16138	19.7	92.7	100	6961	19.1	40.0	97	6667	19.5	38.3	99	2510	21.8	14.4	111
	QUINTILE 2	17413	16304	19.9	93.6	101	7512	20.6	43.1	105	6759	19.8	38.8	100	2033	17.7	11.7	90
	QUINTILE 3	17943	16684	20.3	93.0	100	7562	20.8	42.1	102	6853	20.0	38.2	99	2269	19.7	12.6	97
	QUINTILE 4	18442	17255	21.0	93.6	101	7844	21.5	42.5	103	7200	21.0	39.0	101	2212	19.2	12.0	92
	QUINTILE 5	17250	15733	19.2	91.2	98	6523	17.9	37.8	92	6739	19.7	39.1	101	2471	21.5	14.3	110
TV-DAYTIME	TERCILE 1	29966	27844	33.9	92.9	100	12001	33.0	40.0	97	11140	32.6	37.2	96	4703	40.9	15.7	121
	TERCILE 2	29480	27363	33.3	92.8	100	12450	34.2	42.2	103	11260	32.9	38.2	99	3653	31.8	12.4	95
	TERCILE 3	29018	26907	32.8	92.7	100	11951	32.8	41.2	100	11819	34.5	40.7	105	3137	27.3	10.8	83
TV-TOTAL	QUINTILE 1	17740	16379	19.9	92.3	99	6601	18.1	37.2	90	6846	20.0	38.6	100	2932	25.5	16.5	127
	QUINTILE 2	17674	16338	19.9	92.4	100	7618	20.9	43.1	105	6404	18.7	36.2	94	2316	20.1	13.1	101
	QUINTILE 3	17730	16742	20.4	94.4	102	7439	20.4	42.0	102	7106	20.8	40.1	104	2197	19.1	12.4	95
	QUINTILE 4	17563	16345	19.9	93.1	100	7475	20.5	42.6	103	6947	20.3	39.6	102	1924	16.7	11.0	84
	QUINTILE 5	17757	16310	19.9	91.9	99	7269	20.0	40.9	99	6915	20.2	38.9	101	2126	18.5	12.0	92
MAGAZINES-NEWSPAPERS: DUAL		23278	22052	26.9	94.7	102	11046	30.3	47.5	115	8695	25.4	37.4	97	2311	20.1	9.9	76
MAGAZINE IMPERATIVE		21634	20397	24.8	94.3	102	9792	26.9	45.3	110	7982	23.3	36.9	95	2624	22.8	12.1	93
NEWSPAPER IMPERATIVE		23455	21716	26.4	92.6	100	8646	23.8	36.9	90	9725	28.4	41.5	107	3344	29.1	14.3	110
MAGAZINES-OUTDOOR: DUAL		17482	16612	20.2	95.0	102	8769	24.1	50.2	122	6425	18.8	36.8	95	1418	12.3	8.1	62
MAGAZINE IMPERATIVE		28830	27159	33.1	94.2	101	12584	34.6	43.6	106	10885	31.8	37.8	98	3690	32.1	12.8	99
OUTDOOR IMPERATIVE		26119	23819	29.0	91.2	98	9480	26.0	36.3	88	10375	30.3	39.7	103	3963	34.5	15.2	117
MAGAZINES-RADIO: DUAL		20162	19136	23.3	94.9	102	9477	26.0	47.0	114	7335	21.4	36.4	94	2324	20.2	11.5	89
MAGAZINE IMPERATIVE		26292	24691	30.1	93.9	101	11763	32.3	44.7	109	10061	29.4	38.3	99	2867	24.9	10.9	85
RADIO IMPERATIVE		25308	23389	28.5	92.4	100	9851	27.1	38.9	95	10407	30.4	41.1	106	3131	27.2	12.4	95
MAGAZINES-TELEVISION: DUAL		17312	16147	19.7	93.3	100	7549	20.7	43.6	106	6347	18.5	36.7	95	2251	19.6	13.0	100
MAGAZINE IMPERATIVE		29099	27717	33.8	95.3	103	13771	37.8	47.3	115	11248	32.9	38.7	100	2697	23.5	9.3	71
TELEVISION IMPERATIVE		27505	25263	30.8	91.8	99	10007	27.5	36.4	88	10826	31.6	39.4	102	4430	38.5	16.1	124
NEWSPAPERS-OUTDOOR: DUAL		18628	17385	21.2	93.3	101	8344	22.9	44.8	109	7201	21.0	38.7	100	1840	16.0	9.9	76
NEWSPAPER IMPERATIVE		29178	27427	33.4	94.0	101	12067	33.1	41.4	101	11583	33.9	39.7	103	3777	32.9	12.9	100
OUTDOOR IMPERATIVE		25260	23401	28.5	92.6	100	10321	28.4	40.9	99	9639	28.2	38.2	99	3441	29.9	13.6	105
NEWSPAPERS-RADIO: DUAL		19246	18298	22.3	95.1	102	8539	23.5	44.4	108	7869	23.0	40.9	106	1889	16.4	9.8	76
NEWSPAPER IMPERATIVE		28155	26128	31.8	92.8	100	11565	31.8	41.1	100	10816	31.6	38.4	99	3747	32.6	13.3	102
RADIO IMPERATIVE		25308	23517	28.6	92.9	100	10545	29.0	41.7	101	9683	28.3	38.3	99	3289	28.6	13.0	100
NEWSPAPERS-TELEVISION: DUAL		18615	17416	21.2	93.6	101	7611	20.9	40.9	99	7363	21.5	39.6	102	2441	21.2	13.1	101
NEWSPAPER IMPERATIVE		29207	27381	33.3	93.7	101	12780	35.1	43.8	106	11449	33.5	39.2	101	3152	27.4	10.8	83
TELEVISION IMPERATIVE		25472	23461	28.6	92.1	99	10146	27.9	39.8	97	9484	27.7	37.2	96	383			

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	82114	100.0	92.8	100	36402	100.0	41.1	100	34218	100.0	38.7	100	11494	100.0	13.0	100
ATLANTIC MONTHLY	415	393	0.5	94.7	102	*156	0.4	37.6	91	*175	0.5	42.2	109	**62	0.5	14.9	115
BARRON'S	522	494	0.6	94.6	102	*288	0.8	55.2	134	*173	0.5	33.1	86	**34	0.3	6.5	50
BETTER HOMES & GARDENS	17429	16442	20.0	94.3	102	7865	21.6	45.1	110	6747	19.7	38.7	100	1830	15.9	10.5	81
BON APPETIT	2772	2623	3.2	94.6	102	1297	3.6	46.8	114	1000	2.9	36.1	93	326	2.8	11.8	91
BUSINESS WEEK	1469	1395	1.7	95.0	102	603	1.7	41.0	100	610	1.8	41.5	107	**182	1.6	12.4	95
CAR AND DRIVER	397	382	0.5	96.2	104	*242	0.7	61.0	148	**112	0.3	28.2	73	**27	0.2	6.8	52
CBS MAGAZINE NETWORK (GROSS)	1633	1546	1.9	94.7	102	863	2.4	52.8	128	554	1.6	33.9	88	*129	1.1	7.9	61
CHANGING TIMES	1554	1422	1.7	91.5	99	673	1.8	43.3	105	605	1.8	38.9	101	*144	1.3	9.3	71
COLONIAL HOMES	1304	1229	1.5	94.2	102	658	1.8	50.5	123	468	1.4	35.9	93	*103	0.9	7.9	61
CONDE NAST MAG. PKG. (GROSS)	17858	17061	20.8	95.5	103	9124	25.1	51.1	124	6452	18.9	36.1	93	1485	12.9	8.3	64
CONSUMERS DIGEST	1406	1275	1.6	90.7	98	618	1.7	44.0	107	508	1.5	36.1	93	**149	1.3	10.6	82
COSMOPOLITAN	8815	8285	10.1	94.0	101	4543	12.5	51.5	125	3059	8.9	34.7	90	682	5.9	7.7	60
COUNTRY LIVING	2636	2500	3.0	94.8	102	1285	3.5	48.7	118	931	2.7	35.3	91	284	2.5	10.8	83
CUISINE	1554	1400	1.7	90.1	97	699	1.9	45.0	109	562	1.6	36.2	93	*140	1.2	9.0	69
CYCLE WORLD	469	453	0.6	96.6	104	*253	0.7	53.9	131	**180	0.5	38.4	99	**19	0.2	4.1	31
DCI:CREATIVE IDEAS FOR LIV	2631	2514	3.1	95.6	103	1219	3.3	46.3	113	1100	3.2	41.8	108	*195	1.7	7.4	57
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	6776	8.3	95.9	103	3310	9.1	46.9	114	2962	8.7	41.9	108	505	4.4	7.1	55
DISCOVER	998	965	1.2	96.7	104	431	1.2	43.2	105	463	1.4	46.4	120	*172	0.6	7.2	56
EBONY	4289	4062	4.9	94.7	102	2164	5.9	50.5	123	1283	3.7	29.9	77	*615	5.4	14.3	110
ESQUIRE	1176	1105	1.3	94.0	101	521	1.4	44.3	108	425	1.2	36.1	93	*159	1.4	13.5	104
ESSENCE	2392	2317	2.8	96.9	104	1243	3.4	52.0	126	728	2.1	30.4	79	346	3.0	14.5	111
FAMILY CIRCLE	17209	16342	19.9	95.0	102	8181	22.5	47.5	116	6486	19.0	37.7	97	1674	14.6	9.7	75
THE FAMILY HANDYMAN	1184	1133	1.4	95.7	103	648	1.8	54.7	133	422	1.2	35.6	92	**63	0.5	5.3	41
FAMILY WEEKLY	12391	11711	14.3	94.5	102	5224	14.4	42.2	102	4654	13.6	37.6	97	1834	16.0	14.8	114
FIELD & STREAM	2438	2238	2.7	91.8	99	1154	3.2	47.3	115	883	2.6	36.2	94	*202	1.8	8.3	64
FOOD & WINE	614	570	0.7	92.8	100	329	0.9	53.6	130	195	0.6	31.8	82	**46	0.4	7.5	58
FORBES	813	769	0.9	94.6	102	380	1.0	46.7	114	297	0.9	36.5	94	**93	0.8	11.4	88
FORTUNE	1083	1063	1.3	98.2	106	507	1.4	46.8	114	447	1.3	41.3	107	**110	1.0	10.2	78
GENTLEMEN'S QUARTERLY	1197	1145	1.4	95.7	103	652	1.8	54.5	132	424	1.2	35.4	92	**69	0.6	5.8	44
GLAMOUR	6625	6403	7.8	96.6	104	3346	9.2	50.5	123	2538	7.4	38.3	99	518	4.5	7.8	60
GOLF DIGEST	707	682	0.8	96.5	104	315	0.9	44.6	108	*273	0.8	38.6	100	**94	0.8	13.3	102
GOLF DIGEST/TENNIS (GROSS)	1316	1265	1.5	96.1	104	615	1.7	46.7	114	485	1.4	36.9	95	*165	1.4	12.5	96
GOLF MAGAZINE	469	455	0.6	97.0	105	*218	0.6	46.5	113	**167	0.5	35.6	92	*270	0.6	14.9	115
GOLF MAGAZINE/SKI (GROSS)	1060	1040	1.3	98.1	106	528	1.5	49.8	121	376	1.1	35.5	92	**135	1.2	12.7	98
GOOD HOUSEKEEPING	17784	16829	20.5	94.6	102	8362	23.0	47.0	114	6537	19.1	36.8	95	1930	16.8	10.9	84
HARPER'S BAZAAR	2931	2757	3.4	94.1	101	1504	4.1	51.3	125	1031	3.0	35.2	91	*222	1.9	7.6	58
HEALTH	2199	2135	2.6	97.1	105	1212	3.3	55.1	134	649	1.9	29.5	76	*274	2.4	12.5	96
HEARST MAG CORP. BUY (GROSS)	49148	46644	56.8	94.9	102	24213	66.5	49.3	120	18058	52.8	36.7	95	4373	38.0	8.9	68
HEARST MAN POWER (GROSS)	2113	2038	2.5	96.5	104	1061	2.9	50.2	122	840	2.5	39.8	103	*137	1.2	6.5	50
HEARST WOMAN POWER (GROSS)	35062	33238	40.5	94.8	102	17327	47.6	49.4	120	12753	37.3	36.4	94	3158	27.5	9.0	69
HOUSE BEAUTIFUL	3865	3708	4.5	95.9	103	1886	5.2	48.8	119	1429	4.2	37.0	96	393	3.4	10.2	78
INC.	315	307	0.4	97.5	105	*169	0.5	53.7	130	**131	0.4	41.6	108	**7	0.1	2.2	17
JET	3690	3533	4.3	95.7	103	1877	5.2	50.9	124	1148	3.4	31.1	80	508	4.4	13.8	106
LADIES' HOME JOURNAL	12930	12096	14.7	93.5	101	5943	16.3	46.0	112	5075	14.8	39.2	101	1078	9.4	8.3	64
LHJ FAMILY GRP COMBO(GROSS)	18161	17102	20.8	94.2	101	8804	24.2	48.5	118	6738	19.7	37.1	96	1560	13.6	8.6	66
LIFE	5065	4812	5.9	95.0	102	2463	6.8	48.6	118	1872	5.5	37.0	96	478	4.2	9.4	73
L.A. TIMES HOME MAGAZINE	1310	1186	1.4	90.5	98	493	1.4	37.6	91	613	1.8	46.8	121	*79	0.7	6.0	46
MADAMOISELLE	3759	3592	4.4	95.8	103	2051	5.6	54.6	133	1204	3.5	32.0	83	337	2.9	9.0	69
MC CALL'S	14658	13821	16.8	94.3	102	6809	18.7	46.5	113	5394	15.8	36.8	95	1619	14.1	11.0	85
MC CALL'S/WRK MOTHER (GROSS)	15857	14980	18.2	94.5	102	7483	20.6	47.2	115	5806	17.0	36.6	95	1692	14.7	10.7	82
MECHANIX ILLUSTRATED	809	799	1.0	98.8	106	450	1.2	55.6	135	308	0.9	38.1	98	**41	0.4	5.1	39
METROPOLITAN HOME	1009	959	1.2	95.0	102	523	1.4	51.8	126	353	1.0	35.0	90	*83	0.7	8.2	63
MONEY	1707	1626	2.0	95.3	103	801	2.2	46.9	114	695	2.0	40.7	105	**129	1.1	7.6	58
MOTHER EARTH NEWS	1123	1060	1.3	94.4	102	496	1.4	44.2	107	398	1.2	35.4	92	*166	1.4	14.8	114
MS.	932	866	1.1	92.9	100	478	1.3	51.3	125	306	0.9	32.8	85	**81	0.7	8.7	67
NATIONAL ENQUIRER	11971	11392	13.9	95.2	103	5723	15.7	47.8	116	4120	12.0	34.4	89	1549	13.5	12.9	100
NATIONAL GEOGRAPHIC	10503	9911	12.1	94.4	102	4479	12.3	42.6	104	4353	12.7	41.4	107	1079	9.4	10.3	79
NATIONAL SUNDAY MAGAZINE PKG	54325	51063	62.2	94.0	101	23313	64.0	42.9	104	21289	62.2	39.2	101	6461	56.2	11.9	92
NATURAL HISTORY	626	571	0.7	91.2	98	*238	0.7	38.0	92	264	0.8	42.2	109	**69	0.6	11.0	85
NEM WOMAN	1992	1949	2.4	97.8	105	1135	3.1	57.0	138	670	2.0	33.6	87	*144	1.3	7.2	56
NEW YORK INCLUDING CUE	547	475	0.6	86.8	94	*208	0.6	38.0	92	*174	0.5	31.8	82	*93	0.8	17.0	131
THE NEW YORKER	1380	1269	1.5	92.0	99	515	1.4	37.3	91	569	1.7	41.2	107	*185	1.6	13.4	103
NEWSWEEK	6925	6556	8.0	94.7	102	3195	8.8	46.1	112	2759	8.1	39.8	103	601	5.2	8.7	67
THE N.Y. TIMES DAILY EDITION	1363	1235	1.5	90.6	98	521	1.4	38.2	93	555	1.6	40.7	105	*159	1.4	11.7	90
THE N.Y. TIMES MAGAZINE	2333	2139	2.6	91.7	99	860	2.4	36.9	90	998	2.9	42.8	111	281	2.4	12.0	93
OMNI	872	847	1.0	97.1	105	487	1.3	55.8	136	279	0.8	32.0	83	**81	0.7	9.3	71
ON CABLE	1298	1147	1.4	88.4	95	630	1.7	48.5	118	411	1.2	31.7	82	**105	0.9	8.1	62
1001 HOME IDEAS	3032	2871	3.5	94.7	102	1649	4.5	54.4	132	1014	3.0	33.4	86	*208	1.8	6.9	53
ORGANIC GARDENING	1680	1595	1.9	94.9	102	736	2.0	43.8	106	613	1.8	36.5	94	*246	2.1	14.6	113
OUTDOOR LIFE	960	912	1.1	95.0	102	480	1.3	50.0	122	332	1.0	34.6	89	**100	0.9	10.4	80
PARADE MAGAZINE	26755	25091	30.6	93.8	101	11626	31.9	43.5	106	10491	30.7	39.2	101	2975	25.9	11.1	86

DEODORANTS & ANTI-PERSPIRANTS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	82114	100.0	92.8	100	34402	100.0	41.1	100	34218	100.0	38.7	100	11494	100.0	13.0	100
PARENTS	4173	4047	4.9	97.0	104	1185	6.0	52.4	127	1449	4.2	34.7	90	414	3.6	9.9	76
PENTHOUSE	973	944	1.1	97.0	105	441	1.2	45.3	110	*322	0.9	33.1	86	**180	1.6	18.5	142
PEOPLE	13479	12861	15.7	95.4	103	6394	17.6	47.4	115	5114	14.9	37.9	98	1353	11.8	10.0	77
PLAYBOY	2183	2095	2.6	96.0	103	1029	2.8	47.1	115	732	2.1	33.5	87	*335	2.9	15.3	118
POPULAR HOT RODDING	388	359	0.4	92.5	100	*253	0.7	65.2	158	*79	0.2	20.4	53	**27	0.2	7.0	54
POPULAR MECHANICS	1037	1000	1.2	96.4	104	546	1.5	52.7	128	379	1.1	36.5	94	**75	0.7	7.2	56
POPULAR SCIENCE	920	856	1.0	93.0	100	410	1.1	44.6	108	349	1.0	37.9	98	**97	0.8	10.5	81
PREVENTION	4071	3869	4.7	95.0	102	1637	4.5	40.2	98	1611	4.7	39.6	102	621	5.4	15.3	117
PSYCHOLOGY TODAY	1940	1858	2.3	95.8	103	977	2.7	50.4	122	743	2.2	38.3	99	*137	1.2	7.1	54
READER'S DIGEST	24031	22520	27.4	93.7	101	10185	28.0	42.4	103	9097	26.6	37.9	98	3238	28.2	13.5	104
REDWAGON	8464	8125	9.9	96.0	103	4422	12.1	52.2	127	3157	9.2	37.3	96	546	4.8	6.5	50
ROAD & TRACK	429	391	0.5	91.1	98	*245	0.7	57.1	139	*92	0.3	21.4	55	**54	0.5	12.6	97
ROLLING STONE	1355	1284	1.6	94.8	102	825	2.3	60.9	148	375	1.1	27.7	72	**84	0.7	6.2	48
RUNNER'S WORLD	329	320	0.4	97.3	105	*127	0.3	38.6	94	*155	0.5	47.1	122	*38	0.3	11.6	89
SATURDAY EVENING POST	1268	1234	1.5	97.3	105	568	1.6	44.8	109	525	1.5	41.4	107	*141	1.2	11.1	86
SCIENCE 84	702	657	0.8	93.6	101	*335	0.9	47.7	116	263	0.8	37.5	97	**60	0.5	8.5	66
SCIENCE DIGEST	553	536	0.7	96.9	104	*247	0.7	44.7	109	252	0.7	45.6	118	*337	0.3	6.7	51
SCIENTIFIC AMERICAN	615	559	0.7	90.9	98	*251	0.7	40.8	99	*281	0.8	45.7	118	*27	0.2	4.4	34
SELF	2683	2554	3.1	95.2	103	1398	3.8	52.1	127	969	2.8	36.1	93	*188	1.6	7.0	54
SEVENTEEN	3309	3222	3.9	97.4	105	1874	5.1	56.6	138	1068	3.1	32.3	83	*280	2.4	8.5	65
SKI	591	585	0.7	99.0	107	310	0.9	52.5	127	*209	0.6	35.4	91	**65	0.6	11.0	85
SMITHSONIAN	3039	2843	3.5	93.6	101	1333	3.7	43.9	107	1162	3.4	38.2	99	348	3.0	11.5	88
SOAP OPERA DIGEST	3683	3500	4.3	95.0	102	2073	5.7	56.3	137	1069	3.1	29.0	75	358	3.1	9.7	75
SOUTHERN LIVING	4434	4262	5.2	96.1	104	2090	5.7	47.1	115	1862	5.4	42.0	109	310	2.7	7.0	54
SPORT	701	694	0.8	99.0	107	480	1.3	68.5	166	*167	0.5	23.8	62	**48	0.4	6.8	53
THE SPORTING NEWS	518	462	0.6	89.2	96	*377	1.0	72.8	177	*77	0.2	14.9	38	**8	0.1	1.5	12
SPORTS AFIELD	523	503	0.6	96.2	104	268	0.7	51.2	125	*210	0.6	40.2	104	**25	0.2	4.8	37
SPORTS ILLUSTRATED	3325	3174	3.9	95.5	103	1883	5.2	56.6	138	1103	3.2	33.2	86	*188	1.6	5.7	44
STAR	8567	8164	9.9	95.3	103	4179	11.5	48.8	119	2832	8.3	33.1	85	1154	10.0	13.5	104
SUNDAY	27630	25869	31.5	93.6	101	12269	33.7	44.4	108	10617	31.0	38.4	99	2982	25.9	10.8	83
SUNSET	2219	2085	2.5	94.0	101	618	1.7	27.9	68	1091	3.2	49.2	127	376	3.3	16.9	130
TV GUIDE	24258	22929	27.9	94.5	102	10870	29.9	44.8	109	8948	26.1	36.9	95	3111	27.1	12.8	99
TENNIS	609	583	0.7	95.7	103	300	0.8	49.3	120	*212	0.6	34.8	90	**71	0.6	11.7	90
TIME	9929	9459	11.5	95.3	103	4627	12.7	46.6	113	3791	11.1	38.2	99	1041	9.1	10.5	81
TOWN & COUNTRY	1062	1003	1.2	94.4	102	411	1.1	38.7	94	525	1.5	49.4	128	**67	0.6	6.3	49
TRAVEL & LEISURE	1051	968	1.2	92.1	99	487	1.3	46.3	113	427	1.2	40.6	105	**55	0.5	5.2	40
TRUE STORY	3946	3726	4.5	94.4	102	1887	5.2	47.8	116	1311	3.8	33.2	86	528	4.6	13.4	103
U.S. NEWS & WORLD REPORT	3782	3568	4.3	94.3	102	1670	4.6	44.2	107	1535	4.5	40.6	105	363	3.2	9.6	74
USA TODAY	1874	1808	2.2	96.5	104	858	2.4	45.8	111	780	2.3	41.6	108	*170	1.5	9.1	70
US	2213	2150	2.6	97.2	105	1098	3.0	49.6	121	843	2.5	38.1	98	*209	1.8	9.4	73
WAGGIE	4792	4513	5.5	94.2	101	2330	6.4	48.6	118	1742	5.1	36.4	94	441	3.8	9.2	71
WALL STREET JOURNAL	2045	1865	2.3	91.2	98	705	1.9	34.5	84	950	2.8	46.5	120	211	1.8	10.3	79
WEIGHT WATCHERS	2364	2269	2.8	96.0	103	984	2.7	41.6	101	973	2.8	41.2	106	312	2.7	13.2	102
WOMAN'S DAY	15182	14385	17.5	94.8	102	7012	19.3	46.2	112	5799	16.9	38.2	99	1575	13.7	10.4	80
WORKING MOTHER	1198	1159	1.4	96.7	104	674	1.9	56.3	137	412	1.2	34.4	89	**73	0.6	6.1	47
WORKING WOMAN	1523	1496	1.8	98.2	106	789	2.2	51.8	126	579	1.7	38.0	98	*129	1.1	8.5	65
WORLD TENNIS	*183	*167	0.2	91.3	98	*81	0.2	44.3	108	*59	0.2	32.2	83	**27	0.2	14.8	114
ZIFF-DAVIS MAG WETHK (GROSS)	2776	2699	3.3	97.2	105	1578	4.3	56.8	138	849	2.5	30.6	79	272	2.4	9.8	75
BLAIR INSERTS	47909	45024	54.8	94.0	101	20570	56.5	42.9	104	18969	55.4	39.6	102	5485	47.7	11.4	88
DAILY NEWSPAPERS																	
READ ANY	56731	53067	64.6	93.5	101	23883	65.6	42.1	102	22094	64.6	38.9	101	7089	61.7	12.5	96
READ ONE	47696	44527	54.2	93.4	101	20057	55.1	42.1	102	18382	53.7	38.5	100	6089	53.0	12.8	98
READ TWO OR MORE	9034	8540	10.4	94.5	102	3826	10.5	42.4	103	3713	10.9	41.1	106	1001	8.7	11.1	85
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	54157	66.0	93.8	101	24776	68.1	42.9	104	22413	65.5	38.8	100	6968	60.6	12.1	93
READ ONE	50513	47271	57.6	93.6	101	21640	59.4	42.8	104	19390	56.7	38.4	99	6241	54.3	12.4	95
READ TWO OR MORE	7219	6886	8.4	95.4	103	3137	8.6	43.5	106	3023	8.8	41.9	108	727	6.3	10.1	78
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.27				30.10				27.05				25.92			
30 DAY REACH	78184	72536	88.3	92.8	100	32629	89.6	41.7	101	30152	88.1	38.6	100	9755	84.9	12.5	96
50 SHWG - 30 DAY AV FREQ	14.80	14.89				15.81				14.27				13.70			
30 DAY REACH	74239	69019	84.1	93.0	100	31110	85.5	41.9	102	28663	83.8	38.6	100	9247	80.5	12.5	96
25 SHWG - 30 DAY AV FREQ	8.05	8.09				8.57				7.76				7.48			
30 DAY REACH	68254	63507	77.3	93.0	100	28696	78.8	42.0	102	26340	77.0	38.6	100	8471	73.7	12.4	96
CABLE TV: HOME WIRED	35215	33448	40.7	95.0	102	15571	42.8	44.2	107	13740	40.2	39.0	101	4137	36.0	11.7	90
HOME NOT WIRED	53250	48666	59.3	91.4	98	20831	57.2	39.1	95	20478	59.8	38.5	99	7357	64.0	13.8	106
HAVE PAY CABLE	17885	17160	20.9	95.9	103	8650	23.8	48.4	118	6809	19.9	38.1	98	1701	14.8	9.5	73

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	82114	100.0	92.8	100	36402	100.0	41.1	100	34218	100.0	38.7	100	11494	100.0	13.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	44821	54.6	93.4	101	20651	56.7	43.0	105	18654	54.5	38.9	100	5516	48.0	11.5	88	
10:00 AM - 3:00 PM	33674	31394	38.2	93.2	100	14501	39.8	43.1	105	12871	37.6	38.2	99	4022	35.0	11.9	92	
3:00 PM - 7:00 PM	34431	32405	39.5	94.1	101	15377	42.2	44.7	109	13399	39.2	38.9	101	3629	31.6	10.5	81	
7:00 PM - MIDNIGHT	17761	16654	20.3	93.8	101	7734	21.2	43.5	106	6831	20.0	38.5	99	2089	18.2	11.8	91	
MIDNIGHT - 6:00 AM	10087	9444	11.5	93.6	101	4363	12.0	43.3	105	4019	11.7	39.8	103	1063	9.2	10.5	81	
6:00 AM - MIDNIGHT	64318	60088	73.2	93.4	101	27673	76.0	43.0	105	24862	72.7	38.7	100	7553	65.7	11.7	90	
ENTIRE DAY	65181	60900	74.2	93.4	101	28105	77.2	43.1	105	25130	73.4	38.6	100	7665	66.7	11.8	91	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	17411	16393	20.0	94.2	101	7743	21.3	44.5	108	6922	20.2	39.8	103	1727	15.0	9.9	76	
ALL NEWS	2520	2271	2.8	90.1	97	786	2.2	31.2	76	1132	3.3	44.9	116	354	3.1	14.0	108	
AOR/PROGRESSIVE	4419	4110	5.0	93.0	100	1779	4.9	40.3	98	1824	5.3	41.3	107	507	4.4	11.5	88	
BEAUTIFUL MUSIC	6119	5646	6.9	92.3	99	2428	6.7	39.7	96	2577	7.5	42.1	109	641	5.6	10.5	81	
BLACK	2623	2489	3.0	94.9	102	1231	3.4	46.9	114	824	2.4	31.4	81	434	3.8	16.5	127	
CLASSICAL	1553	1448	1.8	93.2	100	670	1.8	43.1	105	586	1.7	37.7	98	*193	1.7	12.4	96	
CHR/ROCK	11282	10763	13.1	95.4	103	5473	15.0	48.5	118	4283	12.5	38.0	98	1007	8.8	8.9	69	
COUNTRY	13343	12517	15.2	93.8	101	5808	16.0	43.5	106	5074	14.8	38.0	98	1635	14.2	12.3	94	
GOLDEN OLDIES	1299	1205	1.5	92.8	100	459	1.3	35.3	86	556	1.6	42.8	111	*190	1.7	14.6	113	
MOR/NOSTALGIA	5241	4830	5.9	92.2	99	2148	5.9	41.0	100	2120	6.2	40.5	105	562	4.9	10.7	83	
NEWS/TALK	4165	3815	4.6	91.6	99	1673	4.6	40.2	98	1728	5.0	41.5	107	414	3.6	9.9	77	
RELIGIOUS	3324	3105	3.8	93.4	101	1289	3.5	38.8	94	1344	3.9	40.4	105	471	4.1	14.2	109	
SOFT ROCK	609	572	0.7	93.9	101	*186	0.5	30.5	74	*286	0.8	47.0	121	**100	0.9	16.4	126	
URBAN CONTEMPORARY	1853	1754	2.1	94.7	102	1015	2.8	54.8	133	479	1.4	25.8	67	260	2.3	14.0	108	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	3502	4.3	94.0	101	1754	4.8	47.1	114	1298	3.8	34.9	90	450	3.9	12.1	93	
ABC DIRECTION	2488	2370	2.9	95.3	103	906	2.5	36.4	88	1161	3.4	46.7	121	303	2.6	12.2	94	
ABC ENTERTAINMENT	5129	4742	5.8	92.5	100	2131	5.9	41.5	101	1977	5.8	38.5	100	634	5.5	12.4	95	
ABC FM	2498	2409	2.9	96.4	104	1318	3.6	52.8	128	896	2.6	35.9	93	*195	1.7	7.8	60	
ABC INFORMATION	5721	5334	6.5	93.2	100	2488	6.8	43.5	106	2196	6.4	38.4	99	649	5.6	11.3	87	
ABC ROCK	2021	1927	2.3	95.3	103	1048	2.9	51.9	126	661	1.9	32.7	85	*218	1.9	10.8	83	
CBS	4756	4330	5.3	91.0	98	1728	4.7	36.3	88	1911	5.6	40.2	104	691	6.0	14.5	112	
MUTUAL	5272	4950	6.0	93.9	101	2292	6.3	43.5	106	2051	6.0	38.9	101	608	5.3	11.5	89	
NBC	4964	4668	5.7	94.0	101	2079	5.7	41.9	102	2022	5.9	40.7	105	567	4.9	11.4	88	
RADIORADIO	2218	2020	2.5	91.1	98	896	2.5	40.4	98	916	2.7	41.3	107	*208	1.8	9.4	72	
RKO ONE	2565	2461	3.0	95.9	103	1267	3.5	49.4	120	1003	2.9	39.1	101	*190	1.7	7.4	57	
RKO TWO	3640	3365	4.1	92.4	100	1587	4.4	43.6	106	1431	4.2	39.3	102	347	3.0	9.5	73	
THE SOURCE	2467	2338	2.8	94.8	102	1055	2.9	42.8	104	1069	3.1	43.3	112	*214	1.9	8.7	67	
NON-WIRED: BLAIR	9466	8937	10.9	94.4	102	4324	11.9	45.7	111	3628	10.6	38.3	99	984	8.6	10.4	80	
INTERNET	13616	12833	15.6	94.2	102	5933	16.3	43.6	106	5376	15.7	39.5	102	1524	13.3	11.2	86	
KATZ RADIO GROUP	16998	15909	19.4	93.6	101	7290	20.0	42.9	104	6672	19.5	39.3	101	1946	16.9	11.4	88	
SUPERNET	11622	10961	13.3	94.3	102	5045	13.9	43.4	105	4707	13.8	40.5	105	1209	10.5	10.4	80	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	8680	10.6	92.1	99	3600	9.9	38.2	93	3651	10.7	38.7	100	1428	12.4	15.2	117	
WKDAY 9:00 AM - 1:00 PM	13304	12358	15.0	92.9	100	5278	14.5	39.7	96	4868	14.2	36.6	95	2213	19.3	16.6	128	
WKDAY 1:00 PM - 4:30 PM	17591	16344	19.9	92.9	100	7176	19.7	40.8	99	6473	18.9	36.8	95	2695	23.4	15.3	118	
WKDAY 4:30 PM - 7:30 PM	24418	22578	27.5	92.5	100	9530	26.2	39.0	95	9467	27.7	38.8	100	3581	31.2	14.7	113	
WKDAY 7:30 PM - 8:00 PM	34400	31772	38.7	92.4	100	13496	37.1	39.2	95	13352	39.0	38.8	100	4923	42.8	14.3	110	
WKDAY 11:00 PM - 11:30 PM	26120	24432	29.8	93.5	101	10759	29.6	41.2	100	10122	29.6	38.8	100	3552	30.9	13.6	105	
WKDAY 11:30 PM - 1:00 AM	8402	7878	9.6	93.8	101	3550	9.8	42.3	103	3186	9.3	37.9	98	1142	9.9	13.6	105	
M-SAT 8-11 PM+ SUN 7-11 PM	36828	34261	41.7	93.0	100	15308	42.1	41.6	101	14168	41.4	38.5	99	4786	41.6	13.0	100	
WKDY DAYTIME NTKK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	6828	8.3	94.6	102	3124	8.6	43.3	105	2537	7.6	35.8	93	1117	9.7	15.5	119
ANOTHER WORLD	A	4924	4598	5.6	93.4	101	1849	5.1	37.6	91	1989	5.8	40.4	104	*760	6.6	15.4	119
AS THE WORLD TURNS	C	5966	5513	6.7	92.4	100	2438	6.7	40.9	99	2197	6.4	36.8	95	879	7.6	14.7	113
CAPITOL	C	3672	3405	4.1	92.7	100	1479	4.1	40.3	98	1317	3.8	35.9	93	608	5.3	16.6	127
CBS MORN. NEWS 1	C	1590	1449	1.8	91.1	98	596	1.6	37.5	91	614	1.8	38.6	100	239	2.1	15.0	116
CBS MORN. NEWS 2	C	1298	1194	1.5	92.0	99	514	1.4	39.6	96	440	1.3	33.9	88	240	2.1	18.5	142
DAYS OF OUR LIVES	N	6389	5917	7.2	92.6	100	2514	6.9	39.3	96	2468	7.2	38.6	100	936	8.1	14.7	113
FACTS OF LIFE - DAYTIME	N	2526	2347	2.9	92.9	100	936	2.6	37.1	90	885	2.6	35.0	91	526	4.6	20.8	160
FAMILY FEUD	A	3427	3194	3.9	93.2	100	1300	3.6	37.9	92	1196	3.5	34.9	90	698	6.1	20.4	157
GENERAL HOSPITAL	A	6870	6288	7.7	91.5	99	2991	8.2	43.5	106	2213	6.5	32.2	83	1083	9.4	15.8	121
GOOD MORNING, AMERICA-730A	A	3767	3500	4.3	92.9	100	1420	3.9	37.7	92	1508	4.4	40.0	103	572	5.0	15.2	117
GOOD MORNING, AMERICA-830A	A	3076	2870	3.5	93.3	101	1225	3.4	39.8	97	1203	3.5	39.1	101	443	3.9	14.4	111
GUIDING LIGHT	C	5789	5388	6.6	93.1	100	2282	6.3	39.4	96	2235	6.5	38.6	100	871	7.6	15.0	116
ONE LIFE TO LIVE	A	4918	4601	5.6	93.6	101	2216	6.1	45.1	110	1584	4.6	32.2	83	800	7.0	16.3	125
PRESS YOUR LUCK	C	2367	2148	2.6	90.7	98	1019	2.8	43.1	105	852	2.5	36.0	93	277	2.4	11.7	90
PRICE IS RIGHT 1	C	4727	4369	5.3	92.4	100	1859	5.1	39.3	96	1749	5.1	37.0	96	760	6.6	16.1	124
PRICE IS RIGHT 2	C	5511	5078	6.2	92.1	99	2123	5.8	38.5	94	2087	6.1	37.9	98	868	7.6	15.8	121
RYAN'S HOPE	A	3479	3313	4.0	95.2	103	1692	4.6	48.6	118	1110	3.2	31.9	82	511	4.4	14.7	113
SALE OF THE CENTURY	N	2823	2646	3.2	93.7	101	999	2.7	35.4	86	1015	3.0	36.0	93	632	5.5	22.4	172
SEARCH FOR TOMORROW	N	2525	2339	2.8	92.6	100	926	2.5	36.7	89	1055	3.1	41.8	108	359	3.1	14.2	109
TODAY SHOW 1	N	2979	2768	3.4	92.9	100	1135	3.1	38.1	93	1106	3.2	37.1	96	527	4.6	17.7	136
TODAY SHOW 2	N	2792	2575	3.1	92.2	99	987	2.7	35.4	86	1038	3.0	37.2	96	550	4.8	19.7	152
\$25,000 PYRAMID	C	2899	2630	3.2	90.7	98	1146	3.1	39.5	96	1062	3.1						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	82114	100.0	92.8	100	36402	100.0	41.1	100	34218	100.0	38.7	100	11494	100.0	13.0	100	
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	27970	25796	31.4	92.2	99	10373	28.5	37.1	90	11070	32.4	39.6	102	4352	37.9	15.6	120	
NETWORK AFFILIATES - LATE	21966	20525	25.0	93.4	101	8889	24.4	40.5	98	8645	25.3	39.4	102	2991	26.0	13.6	105	
INDEPENDENTS - LATE	2247	2037	2.5	90.7	98	886	2.4	39.4	96	851	2.5	37.9	98	300	2.6	13.4	103	
TV EVENING NTKM 6 PM - 2 AM																		
A TEAM	N	11524	10730	13.1	93.1	100	4855	13.4	42.2	103	4442	13.0	38.5	100	1423	12.4	12.3	95
ABC MONDAY NIGHT MOVIE	A	6879	6488	7.9	94.3	102	2820	7.7	41.0	100	2738	8.0	39.8	103	931	8.1	13.5	104
ABC SUNDAY NIGHT MOVIE	A	13690	12775	15.6	93.3	101	5854	15.5	41.3	100	5410	15.8	39.5	102	1711	14.9	12.5	96
ABC WORLD NEWS TONIGHT	A	6589	6188	7.5	93.9	101	2509	6.9	38.1	93	2650	7.7	40.2	104	1029	9.0	15.6	120
AFTERMASH	C	6391	5904	7.2	92.4	100	2531	7.0	39.6	96	2555	7.5	40.0	103	819	7.1	12.8	99
ALICE	C	10273	9501	11.6	92.5	100	4274	11.7	41.6	101	3929	11.5	38.2	99	1297	11.3	12.6	97
AMERICAN PARADE	C	7130	6613	8.1	92.7	100	2610	7.2	36.6	89	2955	8.6	41.4	107	1048	9.1	14.7	113
BENSON	A	11665	10782	13.1	92.4	100	4756	13.1	40.8	99	4345	12.7	37.2	96	1681	14.6	14.4	111
BLUE THUNDER	A	5442	5209	6.3	95.7	103	2270	6.2	41.7	101	2178	6.4	40.0	103	761	6.6	14.0	108
CAGNEY & LACEY	C	10565	9847	12.0	93.4	101	4455	12.2	42.2	102	4203	12.3	39.8	103	1208	10.5	11.4	88
CBS EVENING NEWS-DEAN	C	3668	3296	4.0	89.9	97	1276	3.5	34.8	85	1479	4.3	40.3	104	541	4.7	14.7	114
CBS EVENING NEWS-RATHER	C	7561	6877	8.4	91.0	98	2757	7.6	36.5	89	3132	9.2	41.4	107	988	8.6	13.1	101
CBS SAT. NEWS-SCHIEFFER	C	3948	3634	4.4	92.0	99	1475	4.1	37.4	91	1547	4.5	39.2	101	613	5.3	15.5	120
CBS SATURDAY NIGHT MOVIE	C	5966	5402	6.8	93.9	101	2719	7.5	45.6	111	2274	6.6	38.1	99	608	5.3	10.2	78
CBS WEDNESDAY NIGHT MOVIE	C	6529	5982	7.3	91.6	99	2584	7.1	39.6	96	2562	7.5	39.2	101	836	7.3	12.8	99
CHIEF	N	9842	9187	11.2	93.3	101	4506	12.7	46.8	114	3531	10.3	35.9	93	1049	9.1	10.7	82
DALLAS	C	23935	22121	26.9	92.4	100	10057	27.6	42.0	102	9223	27.0	38.5	100	2841	24.7	11.9	91
DIFF'RENT STROKES	N	7574	6955	8.5	91.8	99	2952	8.1	39.0	95	2762	8.1	36.5	94	1241	10.8	16.4	126
DOUBLE TROUBLE	N	7786	7237	8.8	92.9	100	3228	8.9	41.5	101	2961	8.7	38.0	98	1048	9.1	13.5	104
DUCK FACTORY	N	6290	5906	7.2	93.9	101	3007	8.3	47.8	116	2212	6.5	35.2	91	686	6.0	10.9	84
DUKES OF HAZZARD	C	6402	5927	7.2	92.6	100	2661	7.3	41.6	101	2486	7.3	38.8	100	780	6.8	12.2	94
DYNASTY	A	21955	20427	24.9	93.0	100	9544	26.2	43.5	106	7964	23.3	36.3	94	2919	25.4	13.3	102
FACTS OF LIFE	N	8898	8232	10.0	92.5	100	3691	10.1	41.5	101	3384	9.9	38.0	98	1157	10.1	13.0	100
FALCON CREST	C	21877	20198	24.6	92.3	99	9044	24.8	41.3	100	8389	24.5	38.3	99	2765	24.1	12.6	97
FALL GUY	A	10045	9326	11.4	92.9	100	4271	11.7	42.5	103	3769	11.0	37.5	97	1288	11.2	12.8	99
FAMILY TIES	N	8922	8144	9.9	91.3	98	3965	10.9	44.4	108	2956	8.6	33.1	86	1224	10.6	13.7	106
FANTASY ISLAND	A	8288	7578	9.2	91.4	99	3324	9.1	40.1	97	2964	8.7	35.8	92	1290	11.2	15.6	120
FOULUPS, BLEEPERS & BLUNDERS	A	9891	9114	11.1	92.1	99	3859	10.7	39.4	96	3680	11.3	39.2	101	1335	11.6	13.5	104
FOUR SEASONS	C	5429	5107	6.2	94.1	101	2271	6.2	41.8	102	2163	6.3	39.8	103	672	5.8	12.4	95
GIMME A BREAK	N	9646	8762	10.7	90.8	98	3915	10.8	40.6	99	3389	9.9	35.1	91	1458	12.7	15.1	116
HART TO HART	A	9983	9352	11.4	93.7	101	4446	12.2	44.5	108	3683	10.8	36.9	95	1223	10.6	12.3	94
HILL STREET BLUES	N	9688	9118	11.1	94.1	101	4738	13.0	48.9	119	3407	10.0	35.2	91	973	8.5	10.0	77
MOTEL	A	15435	14434	17.6	93.5	101	6546	18.0	42.4	103	5628	16.4	36.5	94	2261	19.7	14.6	113
JEFFERSONS	C	10031	9295	11.3	92.7	100	4219	11.6	42.1	102	3672	10.7	36.6	95	1404	12.2	14.0	108
JENNIFER SLEPT HERE	N	6376	5888	7.2	92.3	99	2533	7.0	39.7	97	2434	7.1	38.2	99	921	8.0	14.4	111
KATE & ALLIE	C	9951	9178	11.2	92.2	99	3812	10.5	38.4	93	4162	12.2	41.8	108	1192	10.4	12.0	92
KNIGHT RIDER	N	7908	7202	8.9	92.3	99	3193	8.8	40.4	98	3031	8.9	38.3	99	1078	9.4	13.6	105
LOVE BOAT	A	13226	12178	14.8	92.1	99	5283	14.5	39.9	97	4886	14.3	36.9	96	2009	17.5	15.2	117
MAGNUM PI	C	12105	11400	13.9	94.2	101	5097	14.0	42.1	102	4858	14.2	40.1	104	1445	12.6	11.9	92
MAMA'S FAMILY	N	6364	5925	7.2	93.1	100	2499	6.9	39.3	95	2541	7.4	39.9	103	884	7.7	13.9	107
MASTER, THE	N	3955	3711	4.5	93.8	101	1636	4.5	41.4	101	1474	4.3	37.3	96	601	5.2	15.2	117
MATT HOUSTON	A	6903	6497	7.9	94.1	101	2954	8.2	43.4	105	2547	7.4	36.9	95	956	8.3	13.8	107
NBC MONDAY NIGHT MOVIE	N	13443	12486	15.2	92.9	100	6166	16.9	45.9	111	4667	13.6	34.7	90	1653	14.4	12.3	95
NBC NIGHTLY NEWS	N	5585	5115	6.2	91.6	99	1902	5.2	34.1	83	2297	6.7	41.1	106	916	8.0	16.4	126
NBC NIGHTLY NEWS-SAT	N	3688	3317	4.0	89.9	97	1201	3.3	32.6	79	1385	4.0	37.6	97	732	6.4	19.8	153
NBC NIGHTLY NEWS-SUN	N	3310	3020	3.7	91.2	98	1027	2.8	31.0	75	1435	4.2	43.4	112	559	4.9	16.9	130
NBC SUNDAY NIGHT MOVIE	N	9238	8543	10.4	92.5	100	4102	11.3	44.4	108	3374	9.9	36.5	94	1067	9.3	11.6	89
NEWHART	C	9876	9168	11.2	92.8	100	3962	10.9	40.1	97	4097	12.0	41.5	107	1109	9.6	11.2	86
ONE DAY AT A TIME	C	7954	7382	9.0	92.8	100	3549	9.7	44.6	108	2871	8.4	36.1	93	962	8.4	12.1	93
PEOPLE ARE FUNNY	N	5182	4846	5.9	93.5	101	2007	5.5	38.7	94	2140	6.3	41.3	107	699	6.1	13.5	104
REAL PEOPLE	N	9674	8915	10.9	92.2	99	3631	10.0	37.5	91	3900	11.4	40.3	104	1385	12.0	14.3	110
REMINGTON STEELE	N	8511	7975	9.7	93.7	101	3637	10.0	42.7	104	3215	9.4	37.8	98	1123	9.8	13.2	102
RIPLY'S BELIEVE IT - NOT A	A	5656	5317	6.5	94.0	101	2362	6.5	41.8	101	2330	6.8	41.2	107	625	5.4	11.1	85
RIPTIDE	N	7718	7304	8.9	94.6	102	3577	9.8	46.3	113	2913	8.5	37.7	98	813	7.1	10.5	81
SCARECROW & MRS. KING	C	11058	10158	12.4	91.9	99	4269	11.7	38.6	94	4387	12.8	39.7	103	1503	13.1	13.6	105
SIMON & SIMON	C	11615	10955	13.3	94.3	102	4719	13.0	40.6	99	4579	13.4	39.4	102				

	TOTAL U.S. '000	AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16942	100.0	19.2	100	8847	100.0	10.0	100	6050	100.0	6.8	100	3524	100.0	4.0	100
FEMALE HOMEMAKERS	80986	15463	91.3	19.1	100	7871	89.0	9.7	97	5717	94.5	7.1	103	3114	88.4	3.8	97
EMPLOYED MOTHERS	18702	4142	24.4	22.1	116	1809	20.4	9.7	97	576	9.5	3.1	45	*559	15.9	3.0	75
18 - 24	14726	2991	17.7	20.3	106	2104	23.8	14.3	143	*576	9.5	3.9	57	801	22.7	5.4	137
25 - 34	20202	4351	25.7	21.5	112	2219	25.1	11.0	110	907	15.0	4.5	66	750	21.3	3.7	93
35 - 44	14781	3011	17.8	20.4	106	1421	16.1	9.6	96	735	12.1	5.0	73	*468	13.3	3.2	79
45 - 54	11449	2248	13.3	19.6	103	1189	13.4	10.4	104	906	15.0	7.9	116	*415	11.8	3.6	91
55 - 64	11846	2061	12.2	17.4	91	908	10.3	7.7	77	1248	20.6	10.5	154	*297	8.4	2.5	63
65 OR OLDER	15459	2280	13.5	14.7	77	1005	11.4	6.5	65	1678	27.7	10.9	159	792	22.5	5.1	129
18 - 34	34928	7342	43.3	21.0	110	4323	48.9	12.4	124	1483	24.5	4.2	62	1551	44.0	4.4	111
18 - 49	55154	11487	67.8	20.8	109	6327	71.5	11.5	115	2578	42.6	4.7	68	2199	62.4	4.0	100
25 - 54	46433	9610	56.7	20.7	108	4829	54.6	10.4	104	2548	42.1	5.5	80	1633	46.3	3.5	88
35 - 49	20226	4146	24.5	20.5	107	2004	22.7	9.9	99	1095	18.1	5.4	79	649	18.4	3.2	81
50 OR OLDER	33310	5455	32.2	16.4	86	2520	28.5	7.6	76	3472	57.4	10.4	152	1324	37.6	4.0	100
GRADUATED COLLEGE	12110	1894	11.2	15.6	82	1073	12.1	8.9	89	506	8.4	4.2	61	*504	14.3	4.2	104
ATTENDED COLLEGE	15309	2701	15.9	17.6	92	1529	17.3	10.0	100	681	11.3	4.4	65	*399	11.3	2.6	65
GRADUATED HIGH SCHOOL	36912	7653	45.2	20.7	108	3829	43.3	10.4	104	2478	41.0	6.7	98	1247	35.4	3.4	85
DID NOT GRADUATE HIGH SCHOOL	24134	4695	27.7	19.5	102	2416	27.3	10.0	100	2384	39.4	9.9	144	1374	39.0	5.7	143
EMPLOYED FULL-TIME	35457	7014	41.4	19.8	103	3505	39.6	9.9	99	1750	28.9	4.9	72	1218	34.6	3.4	86
EMPLOYED PART-TIME	8514	1598	9.4	18.8	98	741	8.4	8.7	87	*428	7.1	5.0	74	*252	7.2	3.0	74
NOT EMPLOYED	44494	8330	49.2	18.7	98	4601	52.0	10.3	103	3873	64.0	8.7	127	2053	58.3	4.6	116
PROFESSIONAL/MANAGER	10811	1744	10.3	16.1	84	965	10.9	8.9	89	*505	8.3	4.7	68	*337	9.6	3.1	78
TECH/CLERICAL/SALES	19640	4095	24.2	20.9	109	1873	21.2	9.5	95	700	11.6	3.6	52	669	19.0	3.4	86
PRECISION/CRAFT	1023	*189	1.1	18.5	96	*61	0.7	6.0	60	*157	2.6	15.3	224	*3	0.1	0.3	7
OTHER EMPLOYED	12498	2584	15.3	20.7	108	1347	15.2	10.8	108	814	13.5	6.5	95	*460	13.1	3.7	92
SINGLE	15995	2988	17.6	18.7	98	1840	20.8	11.5	115	900	14.9	5.6	82	883	25.1	5.5	139
MARRIED	51689	10702	63.2	20.7	108	5298	59.9	10.2	102	3098	51.2	6.0	88	1698	48.2	3.3	82
DIVORCED/SEPARATED/WIDOWED	20780	3252	19.2	15.6	82	1709	19.3	8.2	82	2052	33.9	9.9	144	942	26.7	4.5	114
PARENTS	33922	7469	44.1	22.0	115	3910	44.2	11.5	115	1551	25.6	4.6	67	1239	35.2	3.7	92
WHITE	76422	14525	85.7	19.0	99	7388	83.5	9.7	97	4460	73.7	5.8	85	2714	77.0	3.6	89
BLACK	10066	2123	12.5	21.1	110	1277	14.4	12.7	127	1547	25.6	15.4	225	784	22.2	7.8	196
OTHER	1976	*294	1.7	14.9	78	*182	2.1	9.2	92	*43	0.7	2.2	32	*26	0.7	1.3	33
NORTHEAST-CENSUS	19803	3748	22.1	18.9	99	1607	18.2	8.1	81	1097	18.1	5.5	81	818	23.2	4.1	104
NORTH CENTRAL	22181	4572	27.0	20.6	108	2246	25.4	10.1	101	1203	19.9	5.4	79	589	16.7	2.7	67
SOUTH	30082	6173	36.4	20.5	107	3494	39.5	11.6	116	2776	45.9	9.2	135	1561	44.3	5.2	130
WEST	16398	2449	14.5	14.9	78	1500	17.0	9.1	91	974	16.1	5.9	87	555	15.7	3.4	85
NORTHEAST-MKTG.	20163	3929	23.2	19.5	102	1858	21.0	9.2	92	1159	19.2	5.7	84	1132	32.1	5.6	141
EAST CENTRAL	13054	2329	13.7	17.8	93	1378	15.6	10.6	106	802	13.3	6.1	90	*297	8.4	2.3	57
WEST CENTRAL	14993	3195	18.9	21.3	111	1478	16.7	9.9	99	802	13.3	5.3	78	*436	12.4	2.9	73
SOUTH	25785	5329	31.5	20.7	108	2858	32.3	11.1	111	2414	39.9	9.4	137	1141	32.4	4.4	111
PACIFIC	14470	2161	12.8	14.9	78	1275	14.4	8.8	88	873	14.4	6.0	88	*517	14.7	3.6	90
COUNTY SIZE A	36705	7223	42.6	19.7	103	3628	41.0	9.9	99	2516	41.6	6.9	100	1726	49.0	4.7	118
COUNTY SIZE B	26819	4766	28.1	17.8	93	2698	30.5	10.1	101	1675	27.7	6.2	91	992	28.1	3.7	93
COUNTY SIZE C	13597	2706	16.0	19.9	104	1247	14.1	9.2	92	943	15.6	6.9	101	*432	12.3	3.2	80
COUNTY SIZE D	11344	2247	13.3	19.8	103	1274	14.4	11.2	112	917	15.2	8.1	118	*374	10.6	3.3	83
METRO CENTRAL CITY	26825	4988	29.4	18.6	97	2616	29.6	9.8	98	2278	37.7	8.5	124	1057	30.0	3.9	99
METRO SUBURBAN	39912	7528	44.4	18.9	98	3976	44.9	10.0	100	2038	33.7	5.1	75	1569	44.5	3.9	99
NON METRO	21728	4426	26.1	20.4	106	2255	25.5	10.4	104	1,34	28.7	8.0	117	898	25.5	4.1	104
TOP 5 ADI'S	20847	4083	24.1	19.6	102	1877	21.2	9.0	90	1361	22.5	6.5	95	919	26.1	4.4	111
TOP 10 ADI'S	28719	5689	33.6	19.8	103	2965	33.5	10.3	103	2044	33.8	7.1	104	1482	42.1	5.2	130
TOP 20 ADI'S	40904	7807	46.1	19.1	100	4192	47.4	10.2	102	2903	48.0	7.1	104	1819	51.6	4.4	112
HSULD INC. \$50,000 OR MORE	7931	1493	8.8	18.8	98	*607	6.9	7.7	77	*387	6.4	4.9	71	*318	9.0	4.0	101
\$40,000 OR MORE	15233	2831	16.7	18.6	97	1403	15.9	9.2	92	*570	9.4	3.7	55	*647	18.4	4.2	107
\$30,000 OR MORE	28333	5504	32.5	19.4	101	2737	30.9	9.7	97	1264	20.9	4.5	65	1086	30.8	3.8	96
\$25,000 OR MORE	36417	7214	42.6	19.8	103	3523	39.8	9.7	97	1510	25.0	4.1	61	1305	37.0	3.6	90
\$20,000 - \$24,999	9943	1794	10.6	18.0	94	1030	11.6	10.4	104	730	12.1	7.3	107	*359	10.2	3.6	91
\$15,000 - \$19,999	9211	1761	10.4	19.1	100	930	10.5	10.1	101	717	11.9	7.8	114	*264	7.5	2.9	72
\$10,000 - \$14,999	13477	2401	14.2	17.8	93	1520	17.2	11.3	113	1072	17.7	8.0	116	*601	17.1	4.5	112
UNDER \$10,000	19418	3772	22.3	19.4	101	1843	20.8	9.5	95	2019	33.4	10.4	152	994	28.2	5.1	129
HOUSEHOLD OF 1 PERSON	11987	1847	10.9	15.4	80	746	8.4	6.2	62	1031	17.0	8.6	126	501	14.2	4.2	105
2 PEOPLE	27046	4390	25.9	16.2	85	2545	28.8	9.4	94	2218	36.7	8.2	120	962	27.3	3.6	89
3 OR 4 PEOPLE	34251	6988	41.2	20.4	107	3855	43.6	11.3	113	1858	30.7	5.4	79	1452	41.2	4.2	106
5 OR MORE PEOPLE	15180	3718	21.9	24.5	128	1701	19.2	11.2	112	943	15.6	6.2	91	*609	17.3	4.0	101
NO CHILD IN HSULD	49819	8530	50.3	17.1	89	4538	51.3	9.1	91	3979	65.8	8.0	117	2042	57.9	4.1	103
CHILD(REN) UNDER 2 YRS	6045	1422	8.4	23.5	123	794	9.0	13.1	131	*348	5.8	5.8	84	*269	7.6	4.4	112
2 - 5 YEARS	15233	3479	20.5	22.8	119	1736	19.6	11.4	114	852	14.1	5.6	82	682	19.4	4.5	112
6 - 11 YEARS	16260	3670	21.7	22.6	118	1739	19.7	10.7	107	821	13.6	5.0	74	686	19.5	4.2	106
12 - 17 YEARS	19173	4095	24.2	21.4	112	1898	21.5	9.9	99	1167	19.3	6.1	89	610	17.3	3.2	80
RESIDENCE OWNED	61371	11406	67.3	18.6	97	5840	66.0	9.5	95	4040	66.8	6.6	96	2311	65.6	3.8	95
VALUE: \$50,000 OR MORE	35355	6153	36.3	17.4	91	3170	35.8	9.0	90	2147	35.5	6.1	89	1306	37.1	3.7	93
VALUE: UNDER \$50,000	26016	5253	31.0	20.2	105	2670	30.2	10.3	103	1893	31.3	7.3	106	1005	28.5	3.9	97

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(FEMALES)

			AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY				
			TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES			88464	16942	100.0	19.2	100	8847	100.0	10.0	100	6050	100.0	6.8	100	3524	100.0	4.0	100
MAGAZINES	QUINTILE 1	17988	3889	23.0	21.6	113	1973	22.3	11.0	110	1018	16.8	5.7	83	678	19.2	3.8	95	
	QUINTILE 2	19446	3916	23.1	20.1	105	1755	19.8	9.0	90	1241	20.5	6.4	93	696	19.8	3.6	90	
	QUINTILE 3	14626	2462	14.5	16.8	88	1518	17.2	10.4	104	953	15.8	6.5	95	*516	14.6	3.5	89	
	QUINTILE 4	16014	2828	16.7	17.7	92	1670	18.9	10.4	104	1156	19.1	7.2	106	543	15.4	3.4	85	
	QUINTILE 5	20389	3848	22.7	18.9	99	1931	21.8	9.5	95	1682	27.8	8.2	121	1091	31.0	5.4	134	
NEWSPAPERS	QUINTILE 1	13830	2645	15.6	19.1	100	1487	16.8	10.8	108	983	16.2	7.1	104	*435	12.3	3.1	79	
	QUINTILE 2	26350	5041	29.8	19.1	100	2603	29.4	9.9	99	1739	28.7	6.6	97	971	27.6	3.7	93	
	QUINTILE 3	12415	2365	14.0	19.0	99	1348	15.2	10.9	109	863	14.3	7.0	102	*415	11.8	3.3	88	
	QUINTILE 4	21911	4081	24.1	18.6	97	2007	22.7	9.2	92	1392	23.0	6.4	93	961	27.3	4.4	110	
	QUINTILE 5	13960	2812	16.6	20.1	105	1403	15.9	10.1	100	1074	17.8	7.7	112	742	21.1	5.3	133	
OUTDOOR	QUINTILE 1	16810	3455	20.4	20.6	107	1782	20.1	10.6	106	687	11.4	4.1	60	*698	19.8	4.2	104	
	QUINTILE 2	17101	3349	19.8	19.6	102	1923	21.7	11.2	112	1060	17.5	6.2	91	650	18.4	3.8	95	
	QUINTILE 3	17579	3399	20.1	19.3	101	1832	20.7	10.4	104	1197	19.8	6.8	100	561	15.9	3.2	80	
	QUINTILE 4	18343	3058	18.0	16.7	87	1615	18.3	8.8	88	1538	25.4	8.4	123	731	20.7	4.0	100	
	QUINTILE 5	18631	3681	21.7	19.8	103	1696	19.2	9.1	91	1568	25.9	8.4	123	884	25.1	4.7	119	
RADIO-DRIVE TIME	QUINTILE 1	17390	3288	19.4	18.9	99	1627	18.4	9.4	94	1356	22.4	7.8	114	625	17.7	3.6	90	
	QUINTILE 2	16591	3512	20.7	21.2	111	1592	18.0	9.6	96	1106	18.3	6.7	97	706	20.0	4.3	107	
	QUINTILE 3	16910	3275	19.3	19.4	101	1897	21.4	11.2	112	931	15.4	5.5	81	754	21.4	4.5	112	
	QUINTILE 4	18002	3274	19.3	18.2	95	1946	22.0	10.8	108	1172	19.4	6.5	95	727	20.6	4.0	101	
	QUINTILE 5	19572	3593	21.2	18.4	96	1785	20.2	9.1	91	1485	24.5	7.6	111	712	20.2	3.6	91	
RADIO-MID- DAY	TERCILE 1	23248	4545	26.8	19.6	102	2439	27.6	10.5	105	1812	30.0	7.8	114	798	22.6	3.4	86	
	TERCILE 2	23667	4668	27.6	19.7	103	2346	26.5	9.9	99	1595	26.4	6.7	99	929	26.4	3.9	99	
	TERCILE 3	41549	7729	45.6	18.6	97	4062	45.9	9.8	98	2644	43.7	6.4	93	1796	51.0	4.3	109	
	QUINTILE 1	17786	3427	20.2	19.3	101	1702	19.2	9.6	96	1338	22.1	7.5	110	613	17.4	3.4	87	
	QUINTILE 2	17316	3555	21.0	20.5	107	1920	21.7	11.1	111	1085	17.9	6.3	92	867	24.6	5.0	126	
RADIO-TOTAL	QUINTILE 3	18428	3661	21.6	19.9	104	1955	22.1	10.6	106	1086	18.0	5.9	86	713	20.2	3.9	97	
	QUINTILE 4	17669	3181	18.8	18.0	94	1587	17.9	9.0	90	1266	20.9	7.2	105	695	19.7	3.9	99	
	QUINTILE 5	17265	3119	18.4	18.1	94	1684	19.0	9.8	98	1276	21.1	7.4	108	636	18.0	3.7	92	
	QUINTILE 1	17416	3667	21.6	21.1	110	1906	21.5	10.9	109	1394	23.0	8.0	117	775	22.0	4.4	112	
	QUINTILE 2	17413	3563	21.0	20.5	107	1806	20.4	10.4	104	1227	20.3	7.0	103	789	22.4	4.5	114	
TV-PRIME TIME	QUINTILE 3	17943	3428	20.2	19.1	100	1862	21.0	10.4	104	1035	17.1	5.8	84	668	19.0	3.7	93	
	QUINTILE 4	18442	3462	20.4	18.8	98	1873	21.2	10.2	102	1379	22.8	7.5	109	567	16.1	3.1	77	
	QUINTILE 5	17250	2823	16.7	16.4	85	1400	15.8	8.1	81	1017	16.8	5.9	86	725	20.6	4.2	106	
	TERCILE 1	29966	6200	36.6	20.7	108	3011	34.0	10.0	100	2390	39.5	8.0	117	1407	39.9	4.7	118	
	TERCILE 2	29480	5530	32.6	18.8	98	3195	36.1	10.8	108	1819	30.1	6.2	90	1112	31.6	3.8	95	
TV-DAYTIME	TERCILE 3	29018	5212	30.8	18.0	94	2641	29.9	9.1	91	1842	30.4	6.3	93	1005	28.5	3.5	87	
	QUINTILE 1	17740	3802	22.4	21.4	112	1949	22.0	11.0	110	1477	24.4	8.3	122	915	26.0	5.2	129	
	QUINTILE 2	17674	3632	21.4	20.5	107	1669	18.9	9.4	94	1233	20.4	7.0	102	734	20.8	4.2	104	
	QUINTILE 3	17730	3296	19.5	18.6	97	2037	23.0	11.5	115	1142	18.9	6.4	94	569	16.1	3.2	81	
	QUINTILE 4	17563	3380	20.0	19.2	100	1652	18.7	9.4	94	1231	20.3	7.0	102	677	19.2	3.9	97	
TV-TOTAL	QUINTILE 5	17757	2832	16.7	15.9	83	1540	17.4	8.7	87	967	16.0	5.4	80	630	17.9	3.5	89	
	MAGAZINES-NEWSPAPERS: DUAL	23278	4572	27.0	19.6	103	2435	27.5	10.5	105	1488	24.6	6.4	93	784	22.2	3.4	85	
	MAGAZINE IMPERATIVE	21634	4383	25.9	20.3	106	2136	24.1	9.9	99	1236	20.4	5.7	84	880	25.0	4.1	102	
	NEWSPAPER IMPERATIVE	23455	4270	25.2	18.2	95	2371	26.8	10.1	101	1742	28.8	7.4	109	855	24.3	3.6	92	
	MAGAZINES-OUTDOOR: DUAL	17482	3485	20.6	19.9	104	1956	22.1	11.2	112	900	14.9	5.1	75	651	18.5	3.7	93	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	28830	5744	33.9	19.9	104	2578	29.1	8.9	89	2074	34.3	7.2	105	1011	28.7	3.5	88	
	OUTDOOR IMPERATIVE	26119	4872	28.8	18.7	97	2829	32.0	10.8	108	1489	24.6	5.7	83	1155	32.8	4.4	111	
	MAGAZINES-RADIO: DUAL	20162	4246	25.1	21.1	110	2124	24.0	10.5	105	1251	20.7	6.2	91	879	24.9	4.4	109	
	MAGAZINE IMPERATIVE	26292	4996	29.5	19.0	99	2568	29.0	9.8	98	1624	26.8	6.2	90	824	23.4	3.1	79	
	RADIO IMPERATIVE	25308	4821	28.5	19.0	99	2599	29.4	10.3	103	1814	30.0	7.2	105	1076	30.5	4.3	107	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	3668	21.7	21.2	111	1706	19.3	9.9	99	1072	17.7	6.2	91	559	15.9	3.2	81	
	TELEVISION IMPERATIVE	29099	5527	32.6	19.0	99	2955	33.4	10.2	102	1715	28.3	5.9	86	1092	31.0	3.8	94	
	QUINTILE 1	27505	5356	31.6	19.5	102	2909	32.9	10.6	106	2238	37.0	8.1	119	1315	37.3	4.8	120	
	QUINTILE 2	18628	3669	21.7	19.7	103	1991	22.5	10.7	107	934	15.4	5.0	73	*607	17.2	3.3	82	
	NEWSPAPER IMPERATIVE	29178	5479	32.3	18.8	98	2963	33.5	10.2	102	2466	40.8	8.5	124	1053	29.9	3.6	91	
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	25260	5032	29.7	19.9	104	2738	30.9	10.8	108	1448	23.9	5.7	84	1126	32.0	4.5	112	
	QUINTILE 1	19246	4092	24.2	21.3	111	2007	22.7	10.4	104	1388	22.9	7.2	105	744	21.1	3.9	97	
	NEWSPAPER IMPERATIVE	28155	5043	29.8	17.9	94	2740	31.0	9.7	97	1846	30.5	6.6	96	906	25.7	3.2	81	
	RADIO IMPERATIVE	25308	5111	30.2	20.2	105	2547	28.8	10.1	101	1661	27.5	6.6	96	1168	33.1	4.6	116	
	QUINTILE 2	18615	3902	23.0	21.0	109	1970	22.3	10.6	106	1159	19.2	6.2	91	640	18.2	3.4	86	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	29207	5149	30.4	17.6	92	2981	33.7	10.2	102	2023	33.4	6.9	101	1013	28.7	3.5	87	
	TELEVISION IMPERATIVE	25472	5099	30.1	20.0	105	2586	29.2	10.2	102	2005	33.1	7.9	115	1295	36.7	5.1	128	
	QUINTILE 1	17292	3510	20.7	20.3	106	2069	23.4	12.0	120	669	11.1	3.9	57	732	20.8	4.2	106	
	OUTDOOR IMPERATIVE	26915	5232	30.9	19.4	102	2813	31.8	10.5	105	1640	27.1	6.1	89	1011	28.7	3.8	94	
	RADIO IMPERATIVE	28938	5670	33.5	19.6														

	TOTAL U.S. '000	AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16942	100.0	19.2	100	8847	100.0	10.0	100	6050	100.0	6.8	100	3524	100.0	4.0	100
ATLANTIC MONTHLY	415	**60	0.4	14.5	75	**46	0.5	11.1	111	**42	0.7	10.1	148	**16	0.5	3.9	97
BARRON'S	522	**80	0.5	15.3	80	**30	0.3	5.7	57	**34	0.6	6.5	95	**14	0.4	2.7	67
BETTER HOMES & GARDENS	17429	3561	21.0	20.4	107	1713	19.4	9.8	98	1014	16.8	5.8	85	620	17.6	3.6	89
BON APPETIT	2772	542	3.2	19.6	102	**259	2.9	9.3	93	**156	2.6	5.6	82	**100	2.8	3.6	91
BUSINESS WEEK	1469	325	1.9	22.1	116	**154	1.7	10.5	105	**95	1.6	6.5	95	**36	1.0	2.5	62
CAR AND DRIVER	397	**104	0.6	26.2	137	**36	0.4	9.1	91	**57	0.9	14.4	210	**1	0.0	0.3	6
CBS MAGAZINE NETWORK (GROSS)	1633	294	1.7	18.0	94	**152	1.7	9.3	93	**59	1.5	5.5	80	**73	2.1	4.5	112
CHANGING TIMES	1554	**284	1.7	18.3	95	**182	2.1	11.7	117	**104	1.7	6.7	98	**114	3.2	7.3	184
COLONIAL HOMES	1304	**207	1.2	15.9	83	**133	1.5	10.2	102	**116	1.9	8.9	130	**85	2.4	6.5	164
CONDE NAST MAG. PKG. (GROSS)	17858	3681	21.7	20.6	108	2026	22.9	11.3	113	981	16.2	5.5	80	614	17.4	3.4	86
CONSUMERS DIGEST	1406	**185	1.1	13.2	69	**117	1.3	8.3	83	**88	1.5	6.3	92	**34	1.0	2.4	61
COSMOPOLITAN	8815	1887	11.1	21.4	112	1188	13.4	13.5	135	381	6.3	4.3	63	**286	8.1	3.2	81
COUNTRY LIVING	2636	599	3.5	22.7	119	**184	2.1	7.0	70	**168	2.8	6.4	93	**132	3.7	5.0	126
CUISINE	1554	**302	1.8	19.4	101	**123	1.4	7.9	79	**95	1.6	6.1	89	**111	3.1	7.1	179
CYCLE WORLD	469	**75	0.4	16.0	84	**36	0.4	7.7	77	**25	0.4	5.3	78	**16	0.5	3.4	86
DCI:CREATIVE IDEAS FOR LIV	2631	599	3.5	22.8	119	**359	4.1	13.6	136	**187	3.1	7.1	104	**63	1.8	2.4	60
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1372	8.1	19.4	101	838	9.5	11.9	119	425	7.0	6.0	88	**141	4.0	2.0	50
DISCOVER	998	**179	1.1	17.9	94	**94	1.1	9.4	94	**35	0.6	3.5	51	**16	0.5	1.6	40
EBONY	4289	898	5.3	20.9	109	598	6.8	13.9	139	649	10.7	15.1	221	340	9.6	7.9	199
ESQUIRE	1176	256	1.5	21.8	114	**116	1.3	9.9	99	**100	1.7	8.5	124	**73	2.1	6.2	156
ESSENCE	2392	517	3.1	21.6	113	364	4.1	15.2	152	378	6.2	15.8	231	**162	4.6	6.8	170
FAMILY CIRCLE	17209	3549	20.9	20.6	108	1760	19.9	10.2	102	1015	16.8	5.9	86	598	17.0	3.5	87
THE FAMILY HANDYMAN	1184	291	1.7	24.6	128	**123	1.4	10.4	104	**40	0.7	3.4	49	**75	2.1	6.3	159
FAMILY WEEKLY	12391	2220	13.1	17.9	94	1395	15.8	11.3	113	904	14.9	7.3	107	509	14.4	4.1	103
FIELD & STREAM	2438	612	3.6	25.1	131	**226	2.6	9.3	93	**208	3.4	8.5	125	**102	2.9	4.2	105
FOOD & WINE	614	**160	0.9	26.1	136	**113	1.3	18.4	184	**58	1.0	9.4	138	**45	1.3	7.3	184
FORBES	813	**194	1.1	23.9	125	**48	0.5	5.9	59	**57	0.9	7.0	103	**35	1.0	4.3	108
FORTUNE	1083	**273	1.6	25.2	132	**117	1.3	10.8	108	**53	0.9	4.9	72	**48	1.4	4.4	111
GENTLEMEN'S QUARTERLY	1197	**188	1.1	15.7	82	**103	1.2	8.6	86	**65	1.1	5.4	79	**21	0.6	1.8	44
GLAMOUR	6625	1401	8.3	21.1	110	735	8.3	11.1	111	339	5.6	5.1	75	**198	5.6	3.0	75
GOLF DIGEST	707	**172	1.0	24.3	127	**109	1.2	15.4	154	**11	0.2	1.6	23	**18	0.5	2.5	64
GOLF DIGEST/TENNIS (GROSS)	1316	**294	1.7	22.3	117	**154	1.7	11.7	117	**59	1.0	4.5	66	**23	0.7	1.7	44
GOLF MAGAZINE	469	**123	0.7	26.2	137	**36	0.4	7.7	77	**16	0.3	3.4	50	**8	0.2	1.7	43
GOLF MAGAZINE/SKI (GROSS)	1060	**236	1.4	22.3	116	**89	1.0	8.4	84	**48	0.8	4.5	66	**8	0.2	0.8	19
GOOD HOUSEKEEPING	17784	3367	19.9	18.9	99	1896	21.4	10.7	107	1134	18.7	6.4	93	504	14.3	2.8	71
HARPER'S BAZAAR	2931	456	2.7	15.6	81	**354	4.0	12.1	121	**149	2.5	5.1	74	**104	3.0	3.5	89
HEALTH	2199	499	2.9	22.7	118	**279	3.2	12.7	127	**166	2.7	7.5	110	**131	3.7	6.0	150
HEARST MAG CORP. BUY (GROSS)	49148	9953	58.7	20.3	106	5259	59.4	10.7	107	2966	49.0	6.0	88	1700	48.2	3.5	87
HEARST MAN POWER (GROSS)	2113	547	3.2	25.9	135	**279	3.2	13.2	132	**85	1.4	4.0	59	**41	1.2	1.9	49
HEARST WOMAN POWER (GROSS)	35062	7070	41.7	20.2	105	3910	44.2	11.2	112	2063	34.1	5.9	86	1139	32.3	3.2	82
HOUSE BEAUTIFUL	3865	866	5.1	22.4	117	**297	3.4	7.7	77	334	5.5	8.6	126	**186	5.3	4.8	121
INC.	315	**95	0.6	30.2	157	**47	0.5	14.9	149	**32	0.5	10.2	149	**14	0.4	4.4	112
JET	3690	729	4.3	19.8	103	508	5.7	13.8	138	592	9.8	16.0	235	270	7.7	7.3	184
LADIES' HOME JOURNAL	12930	2672	15.8	20.7	108	1267	14.3	9.8	98	795	13.1	6.1	90	406	11.5	3.1	79
LHJ FAMILY GRP COMBO(GROSS)	18161	3729	22.0	20.5	107	1950	22.0	10.7	107	1153	19.1	6.3	93	654	18.6	3.6	90
LIFE	5065	933	5.5	18.4	96	591	6.7	11.7	117	403	6.7	8.0	116	**211	6.0	4.2	105
L.A. TIMES HOME MAGAZINE	1310	**103	0.6	7.9	41	**110	1.2	8.4	84	**137	2.3	10.5	153	**80	2.3	6.1	153
MADMOISELLE	3759	784	4.6	20.9	109	380	4.3	10.1	101	**195	3.2	5.2	76	**150	4.3	4.0	100
MC CALL'S	14658	2898	17.1	19.8	103	1420	16.1	9.7	97	1022	16.9	7.0	102	492	14.0	3.4	84
MC CALL'S/HRK MOTHER (GROSS)	15857	3193	18.8	20.1	105	1562	17.7	9.9	98	1140	18.8	7.2	105	581	16.5	3.7	92
MECHANIX ILLUSTRATED	809	**225	1.3	27.8	145	**73	0.8	9.0	90	**45	0.7	5.6	81	**11	0.3	1.4	34
METROPOLITAN HOME	1009	**192	1.1	19.0	99	**153	1.7	15.2	152	**75	1.2	7.4	109	**39	1.1	3.9	97
MONEY	1707	293	1.7	17.2	90	**203	2.3	11.9	119	**115	1.9	6.7	99	**61	1.7	3.6	90
MOTHER EARTH NEWS	1123	**218	1.3	19.4	101	**82	0.9	7.3	73	**11	0.2	1.0	14	**25	0.7	2.2	56
MS.	932	**196	1.2	21.0	110	**168	1.9	18.0	180	**58	1.0	6.2	91	**59	1.7	6.3	159
NATIONAL ENQUIRER	11971	2779	16.4	23.2	121	1348	15.2	11.3	113	883	14.6	7.4	108	579	16.4	4.8	121
NATIONAL GEOGRAPHIC	10503	1959	11.6	18.7	97	875	9.9	8.3	83	619	10.2	5.9	86	358	10.2	3.4	86
NATIONAL SUNDAY MAGAZINE PKG	54325	10339	61.0	19.0	99	5732	64.8	10.6	106	3603	59.6	6.6	97	2084	59.1	3.8	96
NATURAL HISTORY	626	**93	0.5	14.9	78	**80	0.9	12.8	128	**61	1.0	9.7	142	**18	0.5	2.9	72
NEW WOMAN	1992	448	2.6	22.5	117	**193	2.2	9.7	97	**203	3.4	10.2	149	**70	2.0	3.5	88
NEW YORK INCLUDING CUE	547	**116	0.7	21.2	111	**69	0.8	12.6	126	**15	0.2	2.7	40	**15	0.4	2.7	69
THE NEW YORKER	1380	**196	1.2	14.2	74	**145	1.6	10.5	105	**136	2.2	9.9	144	**44	1.2	3.2	80
NEWSWEEK	6925	1278	7.5	18.5	96	707	8.0	10.2	102	378	6.2	5.5	80	**313	8.9	4.5	113
THE N.Y. TIMES DAILY EDITION	1363	312	1.8	22.9	120	**130	1.5	9.5	95	**55	0.9	4.0	59	**15	0.4	1.1	28
THE N.Y. TIMES MAGAZINE	2333	468	2.8	20.1	105	**196	2.2	8.4	84	**99	1.6	4.2	62	**47	1.3	2.0	51
OMNI	872	**121	0.7	13.9	72	**119	1.3	13.6	136	**80	1.3	9.2	134	**28	0.8	3.2	81
ON CABLE	1298	**305	1.8	23.5	123	**225	2.5	17.3	173	**99	1.6	7.6	112	**22	0.6	1.7	43
1001 HOME IDEAS	3032	557	3.3	18.4	96	404	4.6	13.3	133	**192	3.2	6.3	93	**117	3.3	3.9	97
ORGANIC GARDENING	1680	337	2.0	20.1	105	**85	1.0	5.1	51	**191	3.2	11.4	166	**38	1.1	2.3	57
OUTDOOR LIFE	960	**270	1.6	28.1	147	**93	1.1	9.7	97	**90	1.5	9.4	137	**71	2.0	7.4	186
PARADE MAGAZINE	26755	5439	32.1	20.3	106	2689	30.4	10.1	100	1549	25.6	5.8	85	1056	30.0	3.9	99

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DEODORANTS & ANTI-PERSPIRANTS: FORMS
(FEMALES)

	TOTAL U.S. '000	AEROSOL A '000	SPRAY B DOWN	LIQUID C % ACROSS	D % INDX	AEROSOL A '000	SPRAY B DOWN	POWDER C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	PUMP A '000	SPRAY B DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16942	100.0	19.2	100	8847	100.0	10.0	100	6050	100.0	6.8	100	3524	100.0	4.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	9311	55.0	19.4	101	4817	54.4	10.0	100	3047	50.4	6.3	93	1819	51.6	3.8	95
10:00 AM - 3:00 PM	33674	6619	39.1	19.7	103	3390	38.3	10.1	101	2281	37.7	6.8	99	1188	33.7	3.5	89
3:00 PM - 7:00 PM	34431	6808	40.2	19.8	103	3627	41.0	10.5	105	2235	36.9	6.5	95	1443	41.1	4.2	106
7:00 PM - MIDNIGHT	17761	3532	20.8	19.9	104	1752	19.8	9.9	99	1152	19.0	6.5	95	670	19.0	3.8	95
MIDNIGHT - 6:00 AM	10087	2004	11.8	19.9	104	916	10.4	9.1	91	740	12.2	7.3	107	421	11.9	4.2	105
6:00 AM - MIDNIGHT	64318	12684	74.9	19.7	103	6481	73.3	10.1	101	4119	68.1	6.4	94	2443	69.3	3.8	95
ENTIRE DAY	65181	12859	75.9	19.7	103	6567	74.2	10.1	101	4194	69.3	6.4	94	2534	71.9	3.9	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	3284	19.4	18.9	98	1836	20.8	10.5	105	964	15.9	5.5	81	449	12.7	2.6	65
ALL NEWS	2520	375	2.2	14.9	78	*131	1.5	5.2	52	*131	2.2	5.2	76	**101	2.9	4.0	101
AOR/PROGRESSIVE	4419	872	5.1	19.7	103	528	6.0	11.9	119	*151	2.5	3.4	50	**122	3.5	2.8	69
BEAUTIFUL MUSIC	6119	1044	6.2	17.1	89	625	7.1	10.2	102	321	5.3	5.2	77	*222	6.3	3.6	91
BLACK	2623	670	4.0	25.5	133	387	4.4	14.8	148	313	5.2	11.9	174	*216	6.1	8.2	207
CLASSICAL	1553	*244	1.4	15.7	82	**167	1.9	10.8	108	**98	1.6	6.3	92	**85	2.4	5.5	137
CNR/ROCK	11282	2278	13.4	20.2	105	1216	13.7	10.8	108	491	8.1	4.4	64	481	13.6	4.3	107
COUNTRY	13343	3008	17.8	22.5	118	1409	15.9	10.6	106	842	13.9	6.3	92	378	10.7	2.8	71
GOLDEN OLDIES	1299	*182	1.1	14.0	73	*180	2.0	13.9	139	**63	1.0	4.8	71	**43	1.2	3.3	83
MOR/NOSTALGIA	5241	1020	6.0	19.5	102	417	4.7	8.0	80	332	5.5	6.3	93	**158	4.5	3.0	76
NEWS/TALK	4165	713	4.2	17.1	89	314	3.5	7.5	75	284	4.7	6.8	100	*212	6.0	5.1	128
RELIGIOUS	3324	674	4.0	20.3	106	366	4.1	11.0	110	*367	6.1	11.0	161	*168	4.8	5.1	127
SOFT ROCK	609	**186	1.1	30.5	159	**39	0.4	6.4	64	**24	0.4	3.9	58	**25	0.7	4.1	103
URBAN CONTEMPORARY	1653	467	2.8	25.2	132	222	2.5	12.0	120	*218	3.6	11.8	172	**92	2.6	5.0	125
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	627	3.7	16.8	88	449	5.1	12.1	121	*258	4.3	6.9	101	*163	4.6	4.4	110
ABC DIRECTON	2488	395	2.3	15.9	83	*220	2.5	8.8	88	*180	3.0	7.2	106	**152	4.3	6.1	153
ABC ENTERTAINMENT	5129	1173	6.9	22.9	119	460	5.2	9.0	90	276	4.6	5.4	79	*179	5.1	3.5	88
ABC FM	2498	534	3.2	21.4	112	286	3.2	11.4	114	*133	2.2	5.3	78	**127	3.6	5.1	128
ABC INFORMATION	5721	983	5.8	17.2	90	582	6.6	10.2	102	291	4.8	5.1	74	*196	5.6	3.4	86
ABC ROCK	3071	563	3.3	27.9	145	*295	3.3	14.6	146	**52	0.9	2.6	38	**23	0.7	1.1	29
CBS	4756	729	4.3	15.3	80	280	3.2	5.9	59	281	4.6	5.9	86	*121	3.4	2.5	64
MUTUAL	5274	1106	6.5	21.0	110	529	6.0	10.0	100	303	5.0	5.7	84	*149	4.2	2.8	71
NBC	4964	1119	6.6	22.5	118	441	5.0	8.9	89	*281	4.6	5.7	83	**93	2.6	1.9	47
RADIORADIO	2216	425	2.5	19.2	100	*278	3.1	12.5	125	**91	1.5	4.1	60	**145	4.1	6.5	164
RKO ONE	2565	586	3.5	22.8	119	*367	4.1	14.3	143	*174	2.9	6.8	99	**122	3.5	4.8	119
RKO TWO	3540	722	4.3	19.8	104	329	3.7	9.0	90	*191	3.2	5.2	77	*141	4.0	3.9	97
THE SOURCE	2467	500	3.0	20.3	106	*226	2.6	9.2	92	**63	1.0	2.6	37	**54	1.5	2.2	55
NON-WIRED : BLAIR	9466	1993	11.8	21.1	110	1049	11.9	11.1	111	652	10.8	6.9	101	*249	7.1	2.6	66
INTERNET	13616	2836	16.7	20.8	109	1570	17.7	11.5	115	760	12.6	5.6	82	*517	14.7	3.8	95
KATZ RADIO GROUP	16996	3221	19.0	18.9	99	1570	17.7	9.2	92	1038	17.2	6.1	89	657	18.6	3.9	97
SUPERNET	11622	2239	13.2	19.3	101	1137	12.9	9.8	98	640	10.6	5.5	81	350	9.9	3.0	76
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	7425	1928	11.4	20.5	107	995	11.2	10.6	106	794	13.1	8.4	123	447	12.7	4.7	119
WKDAY 9:00 AM - 1:00 PM	13304	2766	16.3	20.8	109	1521	17.2	11.4	114	1104	18.2	8.3	121	621	17.6	4.7	117
WKDAY 1:00 PM - 4:30 PM	17591	3657	21.6	20.8	109	1843	20.8	10.5	105	1413	23.4	8.0	117	847	24.0	4.8	121
WKDAY 4:30 PM - 7:30 PM	24418	4806	28.4	19.7	103	2476	28.0	10.1	101	1919	31.7	7.9	115	1061	30.1	4.3	109
WKDAY 7:30 PM - 8:00 PM	34400	6973	41.2	20.3	106	3495	39.5	10.2	102	2665	44.0	7.7	113	1520	43.1	4.4	111
WKDAY 11:00 PM - 11:30 PM	26120	5204	30.7	19.9	104	2747	31.1	10.5	105	1810	29.9	6.9	101	1120	31.8	4.3	108
WKDAY 11:30 PM - 1:00 AM	8402	1684	9.9	20.0	105	904	10.2	10.8	108	544	9.0	6.5	95	414	11.7	4.9	124
M-SAT 8-11 PM+SUN 7-11 PM	36828	7394	43.6	20.1	105	3822	43.2	10.4	104	2626	43.4	7.1	104	1489	42.3	4.0	101
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1696	10.0	23.5	123	833	9.4	11.5	115	551	9.1	7.6	112	353	10.0	4.9	123
ANOTHER WORLD	N 4924	1077	6.4	21.9	114	605	6.8	12.3	123	528	8.7	10.7	157	149	4.2	3.0	76
AS THE WORLD TURNS	C 5966	1092	6.4	18.3	96	424	4.8	7.1	71	481	8.0	8.1	118	386	11.0	6.5	162
CAPITOL	C 2672	698	4.1	19.0	99	275	3.1	7.5	75	289	4.8	7.9	115	219	6.2	6.0	150
CBS MORN. NEWS 1	C 1590	284	1.7	17.9	93	159	1.8	10.0	100	105	1.7	6.6	97	*75	2.1	4.7	118
CBS MORN. NEWS 2	C 1298	253	1.5	19.5	102	93	1.1	7.2	72	111	1.8	8.6	125	*69	2.0	5.3	133
DAYS OF OUR LIVES	N 6389	1252	7.4	19.6	102	820	9.3	12.8	128	490	8.1	7.7	112	186	5.3	2.9	73
FACTS OF LIFE - DAYTIME	N 2574	488	2.9	19.3	101	338	3.8	13.4	134	245	4.0	9.7	142	149	4.2	5.9	148
FAMILY FEUD	A 3427	720	4.2	21.0	110	412	4.7	12.0	120	267	4.4	7.8	114	177	5.0	5.2	130
GENERAL HOSPITAL	A 6870	1440	8.5	21.0	109	834	9.4	12.1	121	547	9.0	8.0	116	313	8.9	4.6	114
GOOD MORNING, AMERICA-730A	A 3767	727	4.3	19.3	101	347	3.9	9.2	92	289	4.8	7.7	112	145	4.1	3.8	97
GOOD MORNING, AMERICA-830A	A 3074	603	3.6	19.6	102	309	3.5	10.0	100	204	3.4	6.6	97	*95	2.7	3.1	78
GUIDING LIGHT	C 5789	968	5.7	16.7	87	493	5.6	8.5	85	517	8.5	8.9	131	359	10.2	6.2	156
ONE LIFE TO LIVE	A 4916	1081	6.4	22.0	115	570	6.4	11.6	116	400	6.6	8.1	119	277	7.9	5.6	141
PRESS YOUR LUCK	C 2367	564	3.3	23.8	124	218	2.5	9.2	92	122	2.0	5.2	75	*100	2.8	4.2	106
PRICE IS RIGHT 1	C 4727	990	5.8	20.9	109	415	4.7	8.8	88	441	7.3	9.3	136	279	7.9	5.9	148
PRICE IS RIGHT 2	C 5511	1144	6.8	20.8	108	502	5.7	9.1	91	542	9.0	9.8	144	304	8.6	5.5	138
RYAN'S HOPE	A 3479	794	4.7	22.8	119	419	4.7	12.0	120	259	4.3	7.4	109	203	5.8	5.8	146
SALE OF THE CENTURY	N 2823	550	3.2	19.5	102	347	3.9	12.3	123	267	4.4	9.5	138	123	3.5	4.4	109
SEARCH FOR TOMORROW	N 2525	487	2.9	19.3	101	261	3.0	10.3	103	262	4.3	10.4	152	*101	2.9	4.0	100
TODAY SHOW 1	N 2979	555	3.3	18.6	97	308	3.5	10.3	103	411	6.8	13.8	202	175	5.0	5.9	147
TODAY SHOW 2	N 2792	485	2.9	17.4	91	275	3.1	9.8	98	390	6.4	14.0	204	116	3.3	4.2	104
\$25,000 PYRAMID	C 2899	618	3.6	21.3	111	239	2.7	8.2	82	257	4.2	8.9	130	135	3.8	4.7	117
WHEEL OF FORTUNE	N 4689	1012	6.0	21.6	113	548	6.2	11.7	117	382	6.3	8.1	119	193	5.5	4.1	103
WHEEL AND THE RESTLESS	C 6231	1253	7.4	20.1	105	710	8.0	11.4	114	583	9.6	9.4	137	377	10.7	6.1	152
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	366	2.2	18.6	97	284	3.2	14.4	144	144	2.4	7.3	107	*65	1.8		

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(FEMALES)

	TOTAL U.S. '000	AEROSOL SPRAY LIQUID				AEROSOL SPRAY POWDER				CREAM				PUMP SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	16942	100.0	19.2	100	8847	100.0	10.0	100	6050	100.0	6.8	100	3524	100.0	4.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	5329	31.5	19.1	99	2693	30.4	9.6	96	2399	39.7	8.6	125	1118	31.7	4.0	100
NETWORK AFFILIATES - LATE	21966	4365	25.8	19.9	104	2264	25.6	10.3	103	1543	25.5	7.0	103	878	24.9	4.0	100
INDEPENDENTS - LATE	2247	397	2.3	17.7	92	220	2.5	9.8	98	154	2.5	6.5	100	103	2.9	4.6	115
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	2304	13.6	20.0	104	1294	14.6	11.2	112	860	14.2	7.5	109	417	11.8	3.6	91
ABC MONDAY NIGHT MOVIE	A 6879	1257	7.4	18.3	95	615	7.0	8.9	89	492	8.1	7.2	105	342	9.7	5.0	125
ABC SUNDAY NIGHT MOVIE	A 13690	2895	17.1	21.1	110	1468	16.6	10.7	107	1046	17.3	7.6	112	556	15.8	4.1	102
ABC WORLD NEWS TONIGHT	A 6589	1326	7.8	20.1	105	608	6.9	9.2	92	601	9.9	9.1	133	254	7.2	3.9	97
AFTERMASH	C 6391	1253	7.4	19.6	102	609	6.9	9.5	95	532	8.8	8.3	122	**114	3.2	1.8	45
ALICE	C 10273	2046	12.1	19.9	104	977	11.0	9.5	95	761	12.6	7.4	108	311	8.8	3.0	76
AMERICAN PARADE	C 7130	1379	8.1	19.3	101	696	7.9	9.8	98	624	10.3	8.8	128	301	8.5	4.2	106
BENSON	A 11665	2214	13.1	19.0	99	1200	13.6	10.3	103	795	13.1	6.8	100	557	15.8	4.8	120
BLUE THUNDER	A 5442	1125	6.6	20.7	108	525	5.9	9.6	96	389	6.4	7.1	105	*198	5.6	3.6	91
CAGNEY & LACEY	C 10565	2165	12.8	20.5	107	1062	12.0	10.1	101	541	8.9	5.1	75	343	9.7	3.2	81
CBS EVENING NEWS-DEAN	C 3668	596	3.5	16.2	85	357	4.0	9.7	97	289	4.8	7.9	115	*139	3.9	3.8	95
CBS EVENING NEWS-RATHER	C 7561	1311	7.7	17.3	91	596	6.7	7.9	79	627	10.4	8.3	121	326	9.3	4.3	108
CBS SAT. NEWS-SCHIEFFER	C 3948	783	4.6	19.8	104	355	4.0	9.0	90	390	6.4	9.9	144	176	5.0	4.5	112
CBS SATURDAY NIGHT MOVIE	C 5966	1127	6.7	18.9	99	660	7.5	11.1	111	451	7.5	7.6	111	340	9.6	5.7	143
CBS WEDNESDAY NIGHT MOVIE	C 6529	1298	7.7	19.9	104	659	7.4	10.1	101	508	8.4	7.8	114	237	6.7	3.6	91
CHEERS	N 9842	1839	10.9	18.7	98	867	9.8	8.8	88	487	8.0	4.9	72	415	11.8	4.2	106
DALLAS	C 23935	5031	29.7	21.0	110	2406	27.2	10.1	101	1684	27.8	7.0	103	771	21.9	3.2	81
DIFF'RENT STROKES	N 7574	1414	8.3	18.7	97	822	9.3	10.9	109	625	10.3	8.3	121	387	11.0	5.1	128
DOUBLE TROUBLE	N 7786	1683	9.9	21.6	113	834	9.4	10.7	107	415	6.9	5.3	78	400	11.4	5.1	129
DUCK FACTORY	N 6290	1218	7.2	19.4	101	590	6.7	9.4	94	337	5.6	5.4	78	*283	8.0	4.5	113
DUKES OF HAZZARD	C 6402	1354	8.0	21.1	110	701	7.9	10.9	109	473	7.8	7.4	108	243	6.9	3.8	95
DYNASTY	A 21955	4373	25.8	19.9	104	2463	27.8	11.2	112	1703	28.1	7.8	113	932	26.4	4.2	107
FACTS OF LIFE	N 8898	1810	10.7	20.3	106	863	9.8	9.7	97	528	8.7	5.9	87	430	12.2	4.8	121
FALCON CREST	C 21877	4447	26.2	20.3	106	2177	24.6	10.0	100	1550	25.6	7.1	104	668	19.0	3.1	77
FALL GUY	A 10045	2015	11.9	20.1	105	1057	11.9	10.5	105	739	12.2	7.4	108	278	7.9	2.8	69
FAMILY TIES	N 8922	1558	9.2	17.5	91	1018	11.5	11.4	114	621	10.3	7.0	102	428	12.1	4.8	120
FANTASY ISLAND	A 8288	1706	10.1	20.6	107	764	8.6	9.2	92	715	11.8	8.6	126	331	9.4	4.0	100
FOUL UPS, BLEEPs & BLUNDERS	A 9891	1924	11.4	19.5	102	905	10.2	9.1	91	638	10.5	6.5	94	419	11.9	4.2	106
FOUR SEASONS	C 5429	1053	6.2	19.1	91	541	6.1	10.0	100	358	5.9	6.6	96	*133	3.8	2.4	61
GIMME A BREAK	N 9646	1746	10.3	18.1	95	1068	12.1	11.1	111	773	12.8	8.0	117	443	12.6	4.6	115
HART TO HART	A 9983	2344	13.8	23.5	123	976	11.0	9.8	98	643	10.6	6.4	94	473	13.4	4.7	119
HILL STREET BLUES	N 9688	1939	11.4	20.0	105	992	11.2	10.2	102	561	9.3	5.8	85	450	12.8	4.6	117
HOTEL	A 15435	3095	18.3	20.1	105	1585	17.9	10.3	103	1177	19.5	7.6	112	552	15.7	3.6	90
JEFFERSONS	C 10031	2193	12.9	21.9	114	912	10.3	9.1	91	700	11.6	7.0	102	315	8.9	3.1	79
JENNIFER SLEPT HERE	N 6376	1269	7.5	19.9	104	779	8.8	12.2	122	357	5.9	5.6	82	328	9.3	5.1	129
KATE & ALLIE	C 9951	2049	12.1	20.6	108	825	9.3	8.3	83	630	10.4	6.3	93	*233	6.6	2.3	59
KNIGHT RIDER	N 7908	1635	9.7	20.7	108	555	6.3	7.0	70	554	9.2	7.0	102	281	8.0	3.6	89
LOVE BOAT	A 13226	2657	15.7	20.1	105	1477	16.7	11.2	112	1090	18.0	8.2	121	452	12.8	3.4	86
MAGNUM PI	C 12105	2515	14.8	20.8	108	1347	15.2	11.1	111	822	13.6	6.8	99	524	14.9	4.3	109
MAMA'S FAMILY	N 6364	1463	8.6	23.0	120	598	6.8	9.4	94	581	9.6	9.1	133	*235	6.7	3.7	93
MASTER, THE	N 3955	821	4.8	20.8	108	312	3.5	7.9	79	311	5.1	7.9	115	*130	3.7	3.3	83
MATT HOUSTON	A 6903	1400	8.3	20.3	106	580	6.6	8.4	84	489	8.1	7.1	104	260	7.4	3.8	95
NBC MONDAY NIGHT MOVIE	N 13443	2507	14.8	18.6	97	1396	15.8	10.4	104	871	14.4	6.5	95	622	17.7	4.6	116
NBC NIGHTLY NEWS	N 5585	971	5.7	17.4	91	591	6.7	10.6	106	506	8.4	9.1	132	286	8.1	5.1	129
NBC NIGHTLY NEWS-SAT	N 3688	690	4.1	18.7	98	446	5.0	12.1	121	329	5.4	8.9	130	*105	3.0	2.8	71
NBC NIGHTLY NEWS-SUN	N 3310	597	3.5	18.0	94	384	4.3	11.6	116	309	5.1	9.3	137	*122	3.5	3.7	93
NBC SUNDAY NIGHT MOVIE	N 9238	1810	10.7	19.6	102	978	11.1	10.6	106	751	12.4	8.1	119	453	12.9	4.9	123
NEWMART	C 9876	2067	12.2	20.9	109	922	10.4	9.3	93	618	10.2	6.3	91	313	8.9	3.2	80
ONE DAY AT A TIME	C 7954	1598	9.4	20.1	105	851	9.6	10.7	107	481	8.0	6.0	88	398	11.3	5.0	126
PEOPLE ARE FUNNY	N 5182	1175	6.9	22.7	118	522	5.9	10.1	101	360	6.0	6.9	102	*201	5.7	3.9	97
REAL PEOPLE	N 9674	2088	12.3	21.6	113	871	9.8	9.0	90	731	12.1	7.6	110	456	12.9	4.7	118
REMINGTON STEELE	N 8511	1779	10.5	20.9	109	818	9.2	9.6	96	513	8.5	6.0	88	333	9.4	3.9	98
RIPLY'S BELIEVE IT - NOT	A 5656	1162	6.9	20.5	107	534	6.0	9.4	94	299	4.9	5.3	77	*185	5.2	3.3	82
RIPTIDE	N 7718	1626	9.6	21.1	110	618	7.0	8.0	80	656	10.8	8.5	124	260	7.4	3.4	85
SCARECROW & MRS. KING	C 11058	2134	12.6	19.3	101	923	10.4	8.3	83	794	13.1	7.2	105	358	10.2	3.2	81
SIMON & SIMON	C 11615	2438	14.4	21.0	110	1115	12.6	9.6	96	861	14.2	7.4	108	409	11.6	3.5	88
60 MINUTES	C 14326	2604	15.4	18.2	95	1345	15.2	9.4	94	1104	18.2	7.7	113	552	15.7	3.9	97
ST. ELSEWHERE	N 7670	1484	8.8	19.3	101	955	10.8	12.5	125	397	6.6	5.2	76	389	11.0	5.1	127
THREE'S COMPANY	A 12068	2438	14.4	20.2	105	1172	13.2	9.7	97	951	15.7	7.9	115	617	17.5	5.1	128
T.J. HOOKER	A 9735	1962	11.6	20.2	105	1068	12.1	11.0	110	954	15.8	9.8	143	418	11.9	4.3	108
TONIGHT SHOW	N 2531	405	2.4	16.0	84	236	2.7	9.3	93	111	1.8	4.4	64	102	2.9	4.0	101
TRAPPER JOHN, M.D.	C 10374	2128	12.6	20.5	107	1168	13.2	11.3	113	705	11.7	6.8	99	350	9.9	3.4	85
TV BLOOPERS & PRAC. JOKES	N 9795	2007	11.8	20.5	107	1118	12.6	11.4	114	698	11.5	7.1	104	421	11.9	4.3	108
20/20	A 10009	1911	11.3	19.1	100	1007	11.4	10.1	101	700	11.6	7.0	102	405	11.5	4.0	102
WEBSTER	A 11934	2286	13.5	19.2	100	1216	13.7	10.2	102	788	13.0	6.6	97	534	15.2	4.5	112
WORLD NEWS - SUN	A 3291	570	3.4	17.3	90	311	3.5	9.5	94	*151	2.5	4.6	67	*133	3.8	4.0	101
YELLOW ROSE	N 5196	1045	6.2	20.1	105	650	7.3	12.5	125	397	6.6	7.6	112	*133	3.8	2.6	64
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	2053	12.1	21.5	112	1080	12.2	11.3	113	514	8.5	5.4	79	*399	11.3	4.2	105
BASKETBALL - COLLEGE GAMES	4414	1118	6.6	25.3	132	560	6.3	12.7	127	*373	6.2	8.5	124	**151	4.3	3.4	86</

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	47646	100.0	53.9	100	28870	100.0	32.6	100								
FEMALE HOMEMAERS	80986	43335	91.0	53.5	99	26077	90.3	32.2	99								
EMPLOYED MOTHERS	18702	11183	23.5	59.8	111	7413	25.7	39.6	121								
18 - 24	14726	7603	16.0	51.6	96	5924	20.5	40.2	123								
25 - 34	20202	10950	23.0	54.2	101	7690	26.6	38.1	117								
35 - 44	14781	8614	18.1	58.3	108	6255	21.7	42.3	130								
45 - 54	11449	6406	13.4	56.0	104	3559	12.3	31.1	95								
55 - 64	11846	6682	14.0	56.4	105	2908	10.1	24.5	75								
65 OR OLDER	15459	7391	15.5	47.8	89	2534	8.8	16.4	50								
18 - 34	34928	18553	38.9	53.1	99	13614	47.2	39.0	119								
18 - 49	55154	30326	63.6	55.0	102	21610	74.9	39.2	120								
25 - 54	46433	25970	54.5	55.9	104	17504	60.6	37.7	116								
35 - 49	20226	11773	24.7	58.2	108	7997	27.7	39.5	121								
50 OR OLDER	33310	17320	36.4	52.0	97	7259	25.1	21.8	67								
GRADUATED COLLEGE	12110	7042	14.8	58.2	108	4254	14.7	35.1	108								
ATTENDED COLLEGE	15309	8933	18.7	58.4	108	6211	21.5	40.6	124								
GRADUATED HIGH SCHOOL	36912	20409	42.8	55.3	103	12890	44.6	34.9	107								
DID NOT GRADUATE HIGH SCHOOL	24134	11262	23.6	46.7	87	5514	19.1	22.8	70								
EMPLOYED FULL-TIME	35457	19981	41.9	56.4	105	12463	43.2	35.1	108								
EMPLOYED PART-TIME	8514	4691	9.8	55.1	102	3484	12.1	40.9	125								
NOT EMPLOYED	44494	22974	48.2	51.6	96	12923	44.8	29.0	89								
PROFESSIONAL/MANAGER	10811	6619	13.9	61.2	114	3853	13.3	35.6	109								
TECH/CLERICAL/SALES	19640	11118	23.3	56.6	105	7361	25.5	37.5	115								
PRECISION/CRAFT	1023	578	1.2	56.5	105	*423	1.5	41.3	127								
OTHER EMPLOYED	12498	6357	13.3	50.9	94	4311	14.9	34.5	106								
SINGLE	15995	8533	17.9	53.3	99	5628	19.5	35.2	108								
MARRIED	51689	28469	59.8	55.1	102	18764	65.0	36.3	111								
DIVORCED/SEPARATED/WIDOWED	20780	10644	22.3	51.2	95	4477	15.5	21.5	66								
PARENTS	33922	19222	40.3	56.7	105	13607	47.1	40.1	123								
WHITE	76422	41724	87.6	54.6	101	26008	90.1	34.0	104								
BLACK	10066	5134	10.8	51.0	95	2201	7.6	21.9	67								
OTHER	1976	*789	1.7	39.9	74	*660	2.3	33.4	102								
NORTHEAST-CENSUS	19803	11094	23.3	56.0	104	6514	22.6	32.9	101								
NORTH CENTRAL	22181	12083	25.4	54.5	101	8210	28.4	37.0	113								
SOUTH	30082	15535	32.6	51.6	96	7997	27.7	26.6	81								
WEST	16398	8934	18.8	54.5	101	6150	21.3	37.5	115								
NORTHEAST-MKTG.	20163	11028	23.1	54.7	102	6299	21.8	31.2	96								
EAST CENTRAL	13054	7094	14.9	54.3	101	4361	15.1	33.4	102								
WEST CENTRAL	14993	8322	17.5	55.5	103	5693	19.7	38.0	116								
SOUTH	25785	13308	27.9	51.6	96	7099	24.6	27.9	84								
PACIFIC	14470	7895	16.6	54.6	101	5418	18.8	37.4	115								
COUNTY SIZE A	36705	19699	41.3	53.7	100	11758	40.7	32.0	98								
COUNTY SIZE B	26819	14924	31.3	55.6	103	9008	31.2	33.6	103								
COUNTY SIZE C	13597	7234	15.2	53.2	99	4666	16.2	34.3	105								
COUNTY SIZE D	11344	5790	12.2	51.0	95	3438	11.9	30.3	93								
METRO CENTRAL CITY	26825	14261	29.9	53.2	99	8071	28.0	30.1	92								
METRO SUBURBAN	39912	21955	46.1	55.0	102	14175	49.1	35.5	109								
NON METRO	21728	11430	24.0	52.6	98	6624	22.9	30.5	93								
TOP 5 ADI'S	20847	11125	23.3	53.4	99	6991	24.2	33.5	103								
TOP 10 ADI'S	28719	15015	31.5	52.3	97	8958	31.0	31.2	96								
TOP 20 ADI'S	40904	21445	45.0	52.4	97	13228	45.8	32.3	99								
HSHLD INC. \$50,000 OR MORE	7931	4806	10.1	60.6	113	2731	9.5	34.4	106								
\$40,000 OR MORE	15233	9267	19.4	60.8	113	5694	19.7	37.4	115								
\$30,000 OR MORE	28333	16936	35.5	59.8	111	10758	37.3	38.0	116								
\$25,000 OR MORE	36417	21548	45.2	59.2	110	13790	47.8	37.9	116								
\$20,000 - \$24,999	9943	5127	10.8	51.6	96	3559	12.3	35.8	110								
\$15,000 - \$19,999	9211	4970	10.4	54.0	100	3235	11.2	35.1	108								
\$10,000 - \$14,999	13477	6787	14.2	50.4	94	4252	14.7	31.6	97								
UNDER \$10,000	19418	9214	19.3	47.5	88	4034	14.0	20.8	64								
HOUSEHOLD OF 1 PERSON	11987	6127	12.9	51.1	95	2025	7.0	16.9	52								
2 PEOPLE	27046	13584	28.5	50.2	93	8306	28.8	30.7	94								
3 OR 4 PEOPLE	34251	19186	40.3	56.0	104	12686	43.9	37.0	113								
5 OR MORE PEOPLE	15180	8749	18.4	57.6	107	5853	20.3	38.6	118								
NO CHILD IN HSHLD	49819	25898	54.4	52.0	97	13643	47.3	27.4	84								
CHILD(REN) UNDER 2 YRS	6045	3321	7.0	54.9	102	2274	7.9	37.6	115								
2 - 5 YEARS	15233	8424	17.7	55.3	103	5605	19.4	36.8	113								
6 - 11 YEARS	16260	9029	19.0	55.5	103	6312	21.9	38.8	119								
12 - 17 YEARS	19173	11165	23.4	58.2	108	8121	28.1	42.4	130								
RESIDENCE OWNED	61371	34267	71.9	55.8	104	20413	70.7	33.3	102								
VALUE: \$50,000 OR MORE	35355	20567	43.2	58.2	108	12188	42.2	34.5	106								
VALUE: UNDER \$50,000	26016	13700	28.8	52.7	98	8226	28.5	31.6	97								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: FORMS
(FEMALES)

		TOTAL U.S. '000	A '000	ROLL-ON B % DOWN	C ACROSS % INDX	D	A '000	STICK B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL FEMALES		88464	47646	100.0	53.9	100	28870	100.0	32.6	100								
MAGAZINES	QUINTILE 1	17988	10460	22.0	58.1	108	6535	22.6	36.3	111								
	QUINTILE 2	19446	11179	23.5	57.5	107	6954	24.1	35.8	110								
	QUINTILE 3	14626	8301	17.4	56.8	105	4825	16.7	33.0	101								
	QUINTILE 4	16014	8525	17.9	53.2	99	5199	18.0	32.5	99								
	QUINTILE 5	20389	9182	19.3	45.0	84	5357	18.6	26.3	81								
NEWSPAPERS	QUINTILE 1	13830	7903	16.6	57.1	106	4629	16.0	33.5	103								
	QUINTILE 2	26350	14699	30.9	55.8	104	8973	31.1	34.1	104								
	QUINTILE 3	12415	7310	15.3	58.9	109	3826	13.3	30.8	94								
	QUINTILE 4	21911	11608	24.4	53.0	98	7321	25.4	33.4	102								
	QUINTILE 5	13960	6126	12.9	43.9	81	4121	14.3	29.5	90								
OUTDOOR	QUINTILE 1	16810	8678	18.2	51.6	96	6043	20.9	35.9	110								
	QUINTILE 2	17101	9343	19.6	54.6	101	6000	20.8	35.1	108								
	QUINTILE 3	17579	9800	20.6	55.7	104	5976	20.7	34.0	104								
	QUINTILE 4	18343	10130	21.3	55.2	103	5650	19.6	30.8	94								
	QUINTILE 5	18631	9694	20.3	52.0	97	5201	18.0	27.9	86								
RADIO-DRIVE TIME	QUINTILE 1	17390	9680	20.3	55.7	103	5772	20.0	33.2	102								
	QUINTILE 2	16591	8820	18.5	53.2	99	5581	19.3	33.6	103								
	QUINTILE 3	16910	8893	18.7	52.6	98	5660	19.6	33.5	103								
	QUINTILE 4	18002	10014	21.0	55.6	103	6123	21.2	34.0	104								
	QUINTILE 5	19572	10239	21.5	52.3	97	5734	19.9	29.3	90								
RADIO-MID- DAY	TERCILE 1	23248	12625	26.5	54.3	101	8213	28.4	35.3	108								
	TERCILE 2	23667	12803	26.9	54.1	100	7989	27.7	33.8	103								
	TERCILE 3	41549	22218	46.6	53.5	99	12667	43.9	30.5	93								
RADIO-TOTAL	QUINTILE 1	17786	9752	20.5	54.8	102	5905	20.5	33.2	102								
	QUINTILE 2	17316	9081	19.1	52.4	97	6112	21.2	35.3	108								
	QUINTILE 3	18428	10132	21.3	55.0	102	6017	20.8	32.7	100								
	QUINTILE 4	17669	9681	20.3	54.8	102	6262	21.7	35.4	109								
	QUINTILE 5	17265	9000	18.9	52.1	97	4574	15.8	26.5	81								
TV-PRIME TIME	QUINTILE 1	17416	9266	19.4	53.2	99	5419	18.8	31.1	95								
	QUINTILE 2	17413	9404	19.7	54.0	100	5733	19.9	32.9	101								
	QUINTILE 3	17943	10324	21.7	57.5	107	6224	21.6	34.7	106								
	QUINTILE 4	18442	9682	20.3	52.5	97	5980	20.7	32.4	99								
	QUINTILE 5	17250	8970	18.8	52.0	97	5515	19.1	32.0	98								
TV-DAYTIME	TERCILE 1	29966	15770	33.1	52.6	98	9005	31.2	30.1	92								
	TERCILE 2	29480	16069	33.7	54.5	101	9784	33.9	33.2	102								
	TERCILE 3	29018	15806	33.2	54.5	101	10081	34.9	34.7	106								
TV-TOTAL	QUINTILE 1	17740	9094	19.1	51.3	95	5091	17.6	28.7	88								
	QUINTILE 2	17674	9680	20.3	54.8	102	5566	19.3	31.5	97								
	QUINTILE 3	17730	9975	20.9	56.3	104	6220	21.5	35.1	107								
	QUINTILE 4	17563	9411	19.8	53.6	99	6244	21.6	35.6	109								
	QUINTILE 5	17757	9487	19.9	53.4	99	5748	19.9	32.4	99								
MAGAZINES-NEWSPAPERS: DUAL		23278	13503	28.3	58.0	108	8286	28.7	35.6	109								
MAGAZINE IMPERATIVE		21634	12258	25.7	56.7	105	7720	26.7	35.7	109								
NEWSPAPER IMPERATIVE		23455	12726	26.7	54.3	101	7253	25.1	30.9	95								
MAGAZINES-OUTDOOR: DUAL		17482	9799	20.6	56.1	104	6490	22.5	37.1	114								
MAGAZINE IMPERATIVE		28830	16955	35.6	58.8	109	9641	33.4	33.4	102								
OUTDOOR IMPERATIVE		26119	13212	27.7	50.6	94	8372	29.0	32.1	98								
MAGAZINES-RADIO: DUAL		20162	11488	24.1	57.0	106	7004	24.3	34.7	106								
MAGAZINE IMPERATIVE		26292	15390	32.3	58.5	109	9095	31.5	34.6	106								
RADIO IMPERATIVE		25308	12810	26.9	50.6	94	8132	28.2	32.1	98								
MAGAZINES-TELEVISION: DUAL		17312	9748	20.5	56.3	105	5861	20.3	33.9	104								
MAGAZINE IMPERATIVE		29099	16974	35.6	58.3	108	10664	36.9	36.6	112								
TELEVISION IMPERATIVE		27505	14082	29.6	51.2	95	7853	27.2	28.6	87								
NEWSPAPERS-OUTDOOR: DUAL		18628	10504	22.0	56.4	105	6677	23.1	35.8	110								
NEWSPAPER IMPERATIVE		29178	16535	34.7	56.7	105	9186	31.8	31.5	96								
OUTDOOR IMPERATIVE		25260	12932	27.1	51.2	95	8676	30.1	34.3	105								
NEWSPAPERS-RADIO: DUAL		19246	11019	23.1	57.3	106	6225	21.6	32.3	99								
NEWSPAPER IMPERATIVE		28155	15947	33.5	56.6	105	9462	32.8	33.6	103								
RADIO IMPERATIVE		25308	12920	27.1	51.1	95	8671	30.0	34.3	105								
NEWSPAPERS-TELEVISION: DUAL		18615	10464	22.0	56.2	104	5986	20.7	32.2	99								
NEWSPAPER IMPERATIVE		29207	16556	34.7	56.7	105	9944	34.4	34.0	104								
TELEVISION IMPERATIVE		25472	13109	27.5	51.5	96	7635	26.4	30.0	92								
OUTDOOR-RADIO: DUAL		17292	9412	19.8	54.4	101	6446	22.3	37.3	114								
OUTDOOR IMPERATIVE		26915	14220	29.8	52.8	98	9091	31.5	33.8	103								
RADIO IMPERATIVE		28938	15587	32.7	53.9	100	9048	31.3	31.3	96								
OUTDOOR-TELEVISION: DUAL		16112	8599	18.0	53.4	99	5746	19.9	35.7	109								
OUTDOOR IMPERATIVE		28228	15196	31.9	53.8	100	10126	35.1	35.9	110								
TELEVISION IMPERATIVE		30024	16287	34.2	54.2	101	8753	30.3	29.2	89								
RADIO-TELEVISION: DUAL		17803	9396	19.7	52.8	98	5520	19.1	31.0	95								
RADIO IMPERATIVE		28338	15533	32.6	54.8	102	10110	35.0	35.7	109								
TELEVISION IMPERATIVE		28445	15242	32.0	53.6	99	8920	30.9	31.4	96								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	A '000	ROLL-ON B % DOWN	C % ACROSS	D % INDX	A '000	STICK B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	47646	100.0	53.9	100	28870	100.0	32.6	100								
ATLANTIC MONTHLY	415	*242	0.5	58.3	108	*97	0.3	23.4	72								
BARRON'S	522	*302	0.6	57.9	107	*205	0.7	39.3	120								
BETTER HOMES & GARDENS	17429	9926	20.8	57.0	106	6349	22.0	36.4	112								
BON APPETIT	2772	1700	3.6	61.3	114	901	3.1	32.7	100								
BUSINESS WEEK	1469	828	1.7	56.4	105	510	1.8	34.7	106								
CAR AND DRIVER	397	*303	0.6	76.3	142	**126	0.4	31.7	97								
CBS MAGAZINE NETWORK (GROSS)	1633	1014	2.1	62.1	115	549	1.9	33.6	103								
CHANGING TIMES	1554	848	1.8	54.6	101	518	1.8	33.3	102								
COLONIAL HOMES	1304	786	1.6	60.3	112	444	1.5	34.0	104								
CONDE NAST MAG. PKG. (GROSS)	17858	10103	21.2	56.6	105	6342	22.0	35.5	109								
CONSUMERS DIGEST	1406	773	1.6	55.0	102	548	1.9	39.0	119								
COSMOPOLITAN	8815	4780	10.0	54.2	101	3454	12.0	39.2	120								
COUNTRY LIVING	2636	1476	3.1	56.0	104	1072	3.7	40.7	125								
CUISINE	1554	844	1.8	54.3	101	514	1.8	33.1	101								
CYCLE WORLD	469	*304	0.6	64.8	120	*185	0.6	39.4	121								
DCI:CREATIVE IDEAS FOR LIV	2631	1505	3.2	57.2	106	992	3.4	37.7	116								
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4173	8.8	59.1	110	2514	8.7	35.6	109								
DISCOVER	998	534	1.1	53.5	99	378	1.3	37.9	116								
EBONY	4289	2353	4.9	54.9	102	1145	4.0	26.7	82								
ESQUIRE	1176	644	1.4	54.8	102	329	1.1	28.0	86								
ESSENCE	2392	1398	2.9	58.4	109	622	2.2	26.0	80								
FAMILY CIRCLE	17209	9927	20.8	57.7	107	6308	21.8	36.7	112								
THE FAMILY HANDYMAN	1184	669	1.4	56.5	105	397	1.4	33.5	103								
FAMILY WEEKLY	12391	7021	14.7	56.7	105	4196	14.5	33.9	104								
FIELD & STREAM	2438	1328	2.8	54.5	101	765	2.6	31.4	96								
FOOD & WINE	614	262	0.5	42.7	79	*140	0.5	22.8	70								
FORBES	813	429	0.9	52.8	98	*275	1.0	33.8	104								
FORTUNE	1083	562	1.2	51.9	96	485	1.7	44.8	137								
GLENNEN'S QUARTERLY	1197	663	1.4	55.4	103	572	2.0	47.8	146								
GLAMOUR	6625	3831	8.0	57.8	107	2559	8.9	38.6	118								
GOLF DIGEST	707	340	0.7	48.1	89	374	1.3	52.9	162								
GOLF DIGEST/TENNIS (GROSS)	1316	778	1.6	59.1	110	565	2.0	42.9	132								
GOLF MAGAZINE	469	*287	0.6	61.2	114	*197	0.7	42.0	129								
GOLF MAGAZINE/SKI (GROSS)	1060	600	1.3	56.6	105	442	1.5	41.7	128								
GOOD HOUSEKEEPING	17784	10466	22.0	58.9	109	6530	22.6	36.7	113								
HARPER'S BAZAAR	2931	1722	3.6	58.8	109	1016	3.5	34.7	106								
HEALTH	2199	1242	2.6	56.5	105	759	2.6	34.5	106								
HEARST MAG CORP. BUY (GROSS)	49148	28212	59.2	57.4	107	18424	63.8	37.5	115								
HEARST MAN POWER (GROSS)	2113	1224	2.6	57.9	108	814	2.8	38.5	118								
HEARST WOMAN POWER (GROSS)	35062	19984	41.9	57.0	106	13301	46.1	37.9	116								
HOUSE BEAUTIFUL	3865	2231	4.7	57.7	107	1340	4.6	34.7	106								
INC.	315	*189	0.4	60.0	111	*121	0.4	38.4	118								
JET	3690	2165	4.5	58.7	109	898	3.1	24.3	75								
LADIES' HOME JOURNAL	12930	7416	15.6	57.4	106	4631	16.0	35.8	110								
LHJ FAMILY GRP COMBO(GROSS)	18161	10257	21.5	56.5	105	6524	22.6	35.9	110								
LIFE	5065	2777	5.8	54.8	102	1966	6.8	38.8	119								
L.A. TIMES HOME MAGAZINE	1310	558	1.2	42.6	79	541	1.9	41.3	127								
MADMOISELLE	3759	2016	4.2	53.6	100	1361	4.7	36.2	111								
MC CALL'S	14658	8417	17.7	57.4	107	4744	16.4	32.4	99								
MC CALL'S/WRK MOTHER (GROSS)	15857	9063	19.0	57.2	106	5171	17.9	32.6	100								
MECHANIX ILLUSTRATED	809	465	1.0	57.5	107	*260	0.9	32.1	98								
METROPOLITAN HOME	1009	641	1.3	63.5	118	311	1.1	30.8	94								
MONEY	1707	957	2.0	56.1	104	544	1.9	31.9	98								
MOTHER EARTH NEWS	1123	553	1.2	49.2	91	485	1.7	43.2	132								
MS.	932	540	1.1	57.9	108	331	1.1	35.5	109								
NATIONAL ENQUIRER	11971	6948	14.6	58.0	108	3861	13.4	32.3	99								
NATIONAL GEOGRAPHIC	10503	5827	12.2	55.5	103	3880	13.4	36.9	113								
NATIONAL SUNDAY MAGAZINE PKG	54325	30392	63.8	55.9	104	18392	63.7	33.9	104								
NATURAL HISTORY	626	248	0.5	39.6	74	*253	0.9	40.4	124								
NEM WOMAN	1992	1170	2.5	58.7	109	735	2.5	36.9	113								
NEW YORK INCLUDING CUE	547	260	0.5	47.5	88	*157	0.5	28.7	88								
THE NEW YORKER	1380	798	1.7	57.8	107	435	1.5	31.5	97								
NEWSWEEK	6925	4006	8.4	57.8	107	2349	8.1	33.9	104								
THE N.Y. TIMES DAILY EDITION	1363	811	1.7	59.5	110	466	1.6	34.2	105								
THE N.Y. TIMES MAGAZINE	2333	1324	2.8	56.8	105	752	2.6	32.2	99								
OMNI	872	477	1.0	54.7	102	419	1.5	48.1	147								
ON CABLE	1298	728	1.5	56.1	104	469	1.6	36.1	111								
1001 HOME IDEAS	3032	1600	3.4	52.8	98	1134	3.9	37.4	115								
ORGANIC GARDENING	1680	860	1.8	51.2	95	656	2.3	39.0	120								
OUTDOOR LIFE	960	469	1.0	48.9	91	267	0.9	27.8	85								
PARADE MAGAZINE	26755	15037	31.6	56.2	104	8963	31.0	33.5	103								

DEODORANTS & ANTI-PERSPIRANTS: FORMS
(FEMALES)

	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	47646	100.0	53.9	100	28870	100.0	32.6	100								
PARENTS	4173	2369	5.0	56.8	105	1521	5.3	36.4	112								
PENTHOUSE	973	464	1.0	47.7	89	348	1.2	35.8	110								
PEOPLE	13479	7518	15.8	55.8	104	4984	17.3	37.0	113								
PLAYBOY	2183	1144	2.4	52.4	97	682	2.4	31.2	96								
POPULAR HOT RODDING	388	*190	0.4	49.0	91	**156	0.5	40.2	123								
POPULAR MECHANICS	1037	653	1.4	63.0	117	367	1.3	35.4	108								
POPULAR SCIENCE	920	453	1.0	49.2	91	*288	1.0	31.3	96								
PREVENTION	4071	2422	5.1	59.5	110	1258	4.4	30.9	95								
PSYCHOLOGY TODAY	1940	1272	2.7	65.6	122	742	2.6	38.2	117								
READER'S DIGEST	24031	13825	29.0	57.5	107	7835	27.1	32.6	100								
REDBOOK	8464	4738	9.9	56.0	104	3317	11.5	39.2	120								
ROAD & TRACK	429	*265	0.6	61.8	115	*164	0.6	38.2	117								
ROLLING STONE	1355	645	1.4	47.6	88	620	2.1	45.8	140								
RUNNER'S WORLD	329	*187	0.4	56.8	106	*161	0.6	48.9	150								
SATURDAY EVENING POST	1268	783	1.6	61.8	115	456	1.6	36.0	110								
SCIENCE 84	702	382	0.8	54.4	101	349	1.2	49.7	152								
SCIENCE DIGEST	553	294	0.6	53.2	99	*268	0.9	48.5	149								
SCIENTIFIC AMERICAN	615	*223	0.5	36.3	67	*260	0.9	42.3	130								
SELF	2683	1539	3.2	57.4	107	890	3.1	33.2	102								
SEVENTEEN	3309	1947	4.1	58.8	109	1299	4.5	39.3	120								
SKI	591	314	0.7	53.1	99	*245	0.8	41.5	127								
SMITHSONIAN	3039	1700	3.6	55.9	104	840	2.9	27.6	85								
SOAP OPERA DIGEST	3683	2052	4.3	55.7	103	1246	4.3	33.8	104								
SOUTHERN LIVING	4434	2667	5.6	60.1	112	1521	5.3	34.3	105								
SPORT	701	371	0.8	52.9	98	*167	0.6	23.8	73								
THE SPORTING NEWS	518	*322	0.7	62.2	115	**114	0.4	22.0	67								
SPORTS AFIELD	523	277	0.6	53.0	98	*178	0.6	34.0	104								
SPORTS ILLUSTRATED	3325	1907	4.0	57.4	106	1283	4.4	38.6	118								
STAR	8567	4809	10.1	56.1	104	2695	9.3	31.5	96								
SUNDAY	27630	15173	31.8	54.9	102	9429	32.7	34.1	105								
SUNSET	2219	1305	2.7	58.8	109	722	2.5	32.5	100								
TV GUIDE	24258	13699	28.8	56.5	105	8532	29.6	35.2	108								
TENNIS	609	438	0.9	71.9	134	*191	0.7	31.4	96								
TIME	9929	5436	11.4	54.7	102	3561	12.3	35.9	110								
TOWN & COUNTRY	1062	696	1.5	65.5	122	330	1.1	31.1	95								
TRAVEL & LEISURE	1051	647	1.4	61.6	114	348	1.2	33.1	101								
TRUE STORY	3946	2129	4.5	54.0	100	1233	4.3	31.2	96								
U.S. NEWS & WORLD REPORT	3782	2319	4.9	61.3	114	1212	4.2	32.0	98								
USA TODAY	1874	1106	2.3	59.0	110	616	2.1	32.9	101								
US	2213	1250	2.6	56.5	105	768	2.7	34.7	106								
VOGUE	4792	2717	5.7	56.7	105	1532	5.3	32.0	98								
MALL STREET JOURNAL	2045	1189	2.5	58.1	108	718	2.5	35.1	108								
WEIGHT WATCHERS	2364	1453	3.0	61.5	114	770	2.7	32.6	100								
WOMAN'S DAY	15182	8989	18.9	59.2	110	5334	18.5	35.1	108								
WORKING MOTHER	1198	646	1.4	53.9	100	427	1.5	35.6	109								
WORKING WOMAN	1523	937	2.0	61.5	114	646	2.2	42.4	130								
WORLD TENNIS	*183	*116	0.2	63.4	118	**70	0.2	38.3	117								
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1680	3.5	60.5	112	1042	3.6	37.5	115								
BLAIR INSERTS	47909	26974	56.6	56.3	105	16226	56.2	33.9	104								
DAILY NEWSPAPERS																	
READ ANY	56731	31847	66.8	56.1	104	18841	65.3	33.2	102								
READ ONE	47696	26606	55.8	55.8	104	15825	54.8	33.2	102								
READ TWO OR MORE	9034	5241	11.0	58.0	108	3016	10.4	33.4	102								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	32400	68.0	56.1	104	19381	67.1	33.6	103								
READ ONE	50513	28210	59.2	55.8	104	16693	57.8	33.0	101								
READ TWO OR MORE	7219	4190	8.8	58.0	108	2688	9.3	37.2	114								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.68				29.67											
30 DAY REACH	78184	42212	88.6	54.0	100	25845	89.5	33.1	101								
50 SHWG - 30 DAY AV FREQ	14.80	14.57				15.54											
30 DAY REACH	74239	40177	84.3	54.1	100	24721	85.6	33.3	102								
25 SHWG - 30 DAY AV FREQ	8.05	7.90				8.33											
30 DAY REACH	68254	37022	77.7	54.2	101	23092	80.0	33.8	104								
CABLE TV: HOME WIRED	35215	20089	42.2	57.0	106	12668	43.9	36.0	110								
HOME NOT WIRED	53250	27557	57.8	51.8	96	16202	56.1	30.4	93								
HAVE PAY CABLE	17885	10658	22.4	59.6	111	6990	24.2	39.1	120								

	TOTAL U.S. '000	ROLL-ON				STICK				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL FEMALES	88464	47646	100.0	53.9	100	28870	100.0	32.6	100																
RADIO AVG. DAILY (M-F) CUME																									
6:00 AM - 10:00 AM	47994	26241	55.1	54.7	102	16245	56.3	33.8	104																
10:00 AM - 3:00 PM	33674	18251	38.3	54.2	101	11796	40.9	35.0	107																
3:00 PM - 7:00 PM	34431	18753	39.4	54.5	101	12210	42.3	35.5	109																
7:00 PM - MIDNIGHT	17761	9639	20.2	54.3	101	6293	21.8	35.4	109																
MIDNIGHT - 6:00 AM	10087	5424	11.4	53.8	100	3482	12.1	34.5	106																
6:00 AM - MIDNIGHT	64318	35114	73.7	54.6	101	22078	76.5	34.3	105																
ENTIRE DAY	65181	35551	74.6	54.5	101	22360	77.5	34.3	105																
AVG DAILY M-F CUME: 6AM-MDNT																									
FORMATS: ADULT CONTEMPORARY	17411	9799	20.6	56.3	104	6412	22.2	36.8	113																
ALL NEWS	2520	1323	2.8	52.5	97	813	2.8	32.3	99																
AOR/PROGRESSIVE	4419	2390	5.0	54.1	100	1698	5.9	38.4	118																
BEAUTIFUL MUSIC	6119	3418	7.2	55.9	104	2002	6.9	32.7	100																
BLACK	2623	1412	3.0	53.8	100	736	2.5	28.1	86																
CLASSICAL	1553	805	1.7	51.8	96	568	2.0	36.6	112																
CHR/ROCK	11282	6255	13.1	55.4	103	4509	15.6	40.0	122																
COUNTRY	13343	7301	15.3	54.7	102	4288	14.9	32.1	98																
GOLDEN OLDIES	1299	598	1.3	46.0	85	413	1.4	31.8	97																
MOR/NOSTALGIA	5241	2888	6.1	55.1	102	1855	6.4	35.4	108																
NEWS/TALK	4165	2286	4.8	54.9	102	1296	4.5	31.1	95																
RELIGIOUS	3324	1778	3.7	53.5	99	1054	3.7	31.7	97																
SOFT ROCK	609	343	0.7	56.3	105	*261	0.9	42.9	131																
URBAN CONTEMPORARY	1853	911	1.9	49.2	91	491	1.7	26.5	81																
WIRED NETWORKS:																									
ABC CONTEMPORARY	3724	1962	4.1	52.7	98	1492	5.2	40.1	123																
ABC DIRECTION	2488	1384	2.9	55.6	103	833	2.9	33.5	103																
ABC ENTERTAINMENT	5129	2906	6.1	56.7	105	1553	5.4	30.3	93																
ABC FM	2498	1462	3.1	58.5	109	905	3.1	36.2	111																
ABC INFORMATION	5721	3025	6.3	52.9	98	2010	7.0	35.1	108																
ABC ROCK	2021	1168	2.5	57.8	107	939	3.3	46.5	142																
CBS	4756	2834	5.9	59.6	111	1534	5.3	32.3	99																
MUTUAL	5272	3117	6.5	59.1	110	1823	6.3	34.6	106																
NBC	4964	2837	6.0	57.2	106	1588	5.5	32.0	98																
RADIORADIO	2218	1178	2.5	53.1	99	771	2.7	34.8	107																
RKO ONE	2565	1241	2.6	48.4	90	880	3.0	34.3	105																
RKO TWO	3640	2081	4.4	57.2	106	1026	3.6	28.2	86																
THE SOURCE	2467	1263	2.7	51.2	95	1009	3.5	40.9	125																
NON-WIRED: BLAIR	9466	5279	11.1	55.8	104	3328	11.5	35.2	108																
INTERNET	13616	7395	15.5	54.3	101	4881	16.9	35.8	110																
KATZ RADIO GROUP	16998	9645	20.2	56.7	105	5757	19.9	33.9	104																
SUPERNET	11622	6481	13.6	55.8	104	4332	15.0	37.3	114																
TELEVISION AVG. HALF HOUR																									
MKDAY 7:00 AM - 9:00 AM	9425	4895	10.3	51.9	96	2877	10.0	30.5	94																
MKDAY 9:00 AM - 1:00 PM	13304	6952	14.6	52.3	97	3959	13.7	29.8	91																
MKDAY 1:00 PM - 4:30 PM	17591	9160	19.2	52.1	97	5320	18.4	30.2	93																
MKDAY 4:30 PM - 7:30 PM	24418	12934	27.1	53.0	98	7522	26.1	30.8	94																
MKDAY 7:30 PM - 8:00 PM	34400	18360	38.5	53.4	99	10564	36.6	30.7	94																
MKDAY 11:00 PM - 11:30 PM	26120	14353	30.1	55.0	102	8513	29.5	32.6	100																
MKDAY 11:30 PM - 1:00 AM	8402	4792	10.1	57.0	106	2833	9.8	33.7	103																
M-SAT 8-11 PM-SUN 7-11 PM	36828	19968	41.9	54.2	101	12001	41.6	32.6	100																
MKDY DAYTIME NTWK 7AM-4:30PM																									
ALL MY CHILDREN	A 7221	3750	7.9	51.9	96	2391	8.3	33.1	101																
ANOTHER WORLD	N 4924	2421	5.1	49.2	91	1382	4.8	28.1	86																
AS THE WORLD TURNS	C 5966	3215	6.7	53.9	100	1689	5.9	28.3	87																
CAPITOL	C 3672	2019	4.2	55.0	102	1001	3.5	27.3	84																
CBS MORN. NEWS 1	C 1590	897	1.9	56.4	105	433	1.5	27.2	83																
CBS MORN. NEWS 2	C 1298	737	1.5	56.8	105	397	1.4	30.6	94																
DAYS OF OUR LIVES	N 6389	3291	6.9	51.5	96	1903	6.6	29.8	91																
FACTS OF LIFE - DAYTIME	N 2526	1282	2.7	50.8	94	591	2.0	23.4	72																
FAMILY FEUD	A 3427	1883	4.0	54.9	102	983	3.4	28.7	88																
GENERAL HOSPITAL	A 6870	3534	7.4	51.4	96	2311	8.0	33.6	103																
GOOD MORNING, AMERICA-730 A	A 3767	1920	4.0	51.0	95	1296	4.5	34.4	105																
GOOD MORNING, AMERICA-830 A	A 3076	1615	3.4	52.5	97	1049	3.6	34.1	104																
GUIDING LIGHT	C 5789	3055	6.4	52.8	98	1634	5.7	28.2	86																
ONE LIFE TO LIVE	A 4918	2566	5.4	52.2	97	1631	5.6	33.2	102																
PRESS YOUR LUCK	C 2367	1362	2.9	57.5	107	810	2.8	34.2	105																
PRICE IS RIGHT 1	C 4727	2546	5.3	53.9	100	1283	4.4	27.1	83																
PRICE IS RIGHT 2	C 5511	2867	6.0	52.0	97	1515	5.2	27.5	84																
RYAN'S HOPE	A 3479	1877	3.9	54.0	100	1264	4.4	36.3	111																
SALE OF THE CENTURY	N 2823	1464	3.1	51.9	96	670	2.3	23.7	73																
SEARCH FOR TOMORROW	N 2525	1240	2.6	49.1	91	688	2.4	27.2	83																
TODAY SHOW 1</																									

	TOTAL U.S. '000	ROLL-ON				STICK											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	47646	100.0	53.9	100	28870	100.0	32.6	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	14776	31.0	52.8	98	8128	28.2	29.1	89								
NETWORK AFFILIATES - LATE	21966	11947	25.1	54.4	101	7057	24.4	32.1	96								
INDEPENDENTS - LATE	2691	1156	2.4	51.4	96	736	2.5	32.8	100								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	6386	13.4	55.4	103	3973	13.8	34.5	106								
ABC MONDAY NIGHT MOVIE	A 6879	3799	8.0	55.2	103	2377	8.2	34.6	106								
ABC SUNDAY NIGHT MOVIE	A 13690	7555	15.9	55.2	102	4761	16.5	34.8	107								
ABC WORLD NEWS TONIGHT	A 6589	3660	7.7	55.5	103	1984	6.9	30.1	92								
AFTERMASH	C 6391	3481	7.3	54.5	101	1969	6.8	30.8	94								
ALICE	C 10273	5491	11.5	53.5	99	3267	11.3	31.8	97								
AMERICAN PARADE	C 7130	3543	7.4	49.7	92	2295	7.9	32.2	99								
BENSON	A 11665	6220	13.1	53.3	99	3752	13.0	32.2	99								
BLUE THUNDER	A 5442	3166	6.6	58.2	108	1634	5.7	30.0	92								
CAGNEY & LACEY	C 10565	5983	12.6	56.6	105	3621	12.5	34.3	105								
CBS EVENING NEWS-DEAN	C 3668	1890	4.0	51.5	96	991	3.4	27.0	83								
CBS EVENING NEWS-RATHER	C 7561	4174	8.8	55.2	102	2194	7.6	29.0	89								
CBS SAT. NEWS-SCHIEFFER	C 3948	1980	4.2	50.2	93	1234	4.3	31.3	96								
CBS SATURDAY NIGHT MOVIE	C 5966	3304	6.9	55.4	103	1942	6.7	32.6	100								
CBS WEDNESDAY NIGHT MOVIE	C 6529	3644	7.6	55.8	104	2143	7.4	32.8	101								
CHEERS	N 9842	5466	11.5	55.5	103	3527	12.2	35.8	110								
DALLAS	C 23935	12810	26.9	53.5	99	7530	26.1	31.5	96								
DIFF'RENT STROKES	N 7574	3960	8.3	52.3	97	2139	7.4	28.2	87								
DOUBLE TROUBLE	N 7786	4147	8.7	53.3	99	2534	8.8	32.5	100								
DUCK FACTORY	N 6290	3568	7.5	56.7	105	2169	7.5	34.5	106								
DUKES OF HAZZARD	C 6402	3279	6.9	51.2	95	1873	6.5	29.3	90								
DYNASTY	A 21955	11492	24.1	52.3	97	6917	24.0	31.5	97								
FACTS OF LIFE	N 8898	4741	10.0	53.3	99	2815	9.8	31.6	97								
FALCON CREST	C 21877	11491	24.1	52.5	98	6939	24.0	31.7	97								
FALL GUY	A 10045	5483	11.5	54.6	101	3387	11.7	33.7	103								
FAMILY TIES	N 8922	4658	9.8	52.2	97	2888	10.0	32.4	99								
FANTASY ISLAND	A 8288	4272	9.0	51.5	96	2585	9.0	31.2	96								
FOULUPS, BLEEPES & BLUNDERS	A 9891	5517	11.6	55.8	104	3234	11.2	32.7	100								
FOUR SEASONS	C 5429	3217	6.8	59.3	110	1721	6.0	31.7	97								
GIMME A BREAK	N 9646	4950	10.4	51.3	95	2921	10.1	30.3	93								
HART TO HART	A 9983	5443	11.4	54.5	101	3146	10.9	31.5	97								
HILL STREET BLUES	N 9688	5358	11.2	55.3	103	3559	12.3	36.7	113								
HOTEL	A 15435	8474	17.8	54.9	102	4931	17.1	31.9	98								
JEFFERSONS	C 10031	5454	11.4	54.4	101	3127	10.8	31.2	96								
JENNIFER SLEPT HERE	N 6376	3337	7.0	52.3	97	1981	6.9	31.1	95								
KATE & ALLIE	C 9951	5405	11.3	54.3	101	3217	11.1	32.3	99								
KNIGHT RIDER	N 7908	4323	9.1	54.7	101	2605	9.0	32.9	101								
LOVE BOAT	A 13226	6894	14.5	52.1	97	3948	13.7	29.9	91								
MAGNUM PI	C 12105	6414	13.5	53.0	98	3919	13.6	32.4	99								
MAMA'S FAMILY	N 6364	3154	6.6	49.6	92	2127	7.4	33.4	102								
MASTER, THE	N 3955	2148	4.5	54.3	101	1272	4.4	32.2	99								
MATT HOUSTON	A 6903	3867	8.1	56.0	104	2474	8.6	35.8	110								
NBC MONDAY NIGHT MOVIE	N 13443	7335	15.4	54.6	101	4600	15.9	34.2	105								
NBC NIGHTLY NEWS	N 5585	2810	5.9	50.3	93	1608	5.6	28.8	88								
NBC NIGHTLY NEWS-SAT	N 3688	1771	3.7	48.0	89	973	3.4	26.4	81								
NBC NIGHTLY NEWS-SUN	N 3310	1527	3.2	46.1	86	961	3.3	29.0	89								
NBC SUNDAY NIGHT MOVIE	N 9238	4862	10.2	52.6	98	3030	10.5	32.8	101								
NEWHART	C 9876	5531	11.6	56.0	104	3379	11.7	34.2	105								
ONE DAY AT A TIME	C 7954	4221	8.9	53.1	99	2583	8.9	32.5	100								
PEOPLE ARE FUNNY	N 5182	2621	5.5	50.6	94	1704	5.9	32.9	101								
REAL PEOPLE	N 9674	5050	10.6	52.2	97	2860	9.9	29.6	91								
REMINGTON STEELE	N 8511	4869	10.2	57.2	106	2793	9.7	32.8	101								
RIPLEY'S BELIEVE IT - NOT	A 5656	3215	6.7	56.8	106	2041	7.1	36.1	111								
RIPTIDE	N 7718	4520	9.5	58.6	109	2591	9.0	33.6	103								
SCARECROW & MRS. KING	C 11058	6103	12.8	55.2	102	3456	12.0	31.3	96								
SIMON & SIMON	C 11615	6229	13.1	53.6	100	3705	12.8	31.9	98								
60 MINUTES	C 14326	7601	16.0	53.1	99	4225	14.6	29.5	90								
ST. ELSEWHERE	N 7670	4268	9.0	55.6	103	2720	9.4	35.5	109								
THREE'S COMPANY	A 12068	6421	13.5	53.2	99	4122	14.3	34.2	105								
T.J. HOOKER	A 9735	4786	10.0	49.2	91	3109	10.8	31.9	98								
TONIGHT SHOW	N 2531	1415	3.0	55.9	104	823	2.9	32.5	100								
TRAPPER JOHN, M.D.	C 10374	5494	11.5	53.0	98	3053	10.6	29.4	90								
TV BLOOPERS & PRAC. JOKES	N 9795	5080	10.7	51.9	96	3241	11.2	33.1	101								
20/20	A 10009	5525	11.6	55.2	102	3334	11.5	33.3	102								
WEBSTER	A 11934	6517	13.7	54.6	101	3836	13.3	32.1	98								
WORLD NEWS - SUN	A 3291	1853	3.9	56.3	105	1008	3.5	30.6	94								
YELLOW ROSE	N 5196	2682	5.6	51.6	96	1504	5.2	28.9	89								
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	5518	11.6	57.8	107	3042	10.5	31.8	98								
BASKETBALL - COLLEGE GAMES	4414	2398	5.0	54.3	101	1366	4.7	30.9	95								
BASKETBALL - PRO GAMES	3876	2139	4.5	55.2	102	1238	4.3	31.9	98								
BOWLING	4056	2204	4.6	54.3	101	1376	4.8	33.9	104								
BOXING	4154	2180	4.6	52.5	97	1712	5.9	41.2	126								
FOOTBALL - COLLEGE GAMES	6754	3579	7.5	53.0	98	2453	8.5	36.3	111								
FOOTBALL - PRO GAMES	12364	6992	14.7	56.6	105	4717	16.3	38.2	117								
GOLF	3615	2204	4.6	61.0	113	1104	3.8	30.5	94								
POST-SEASON COLL. FOOTBALL	5296	2754	5.8	52.0	97	2007	7.0	37.9	116								
POST-SEASON PRO FOOTBALL	6693	3784	7.9	56.5	105	2706	9.4	40.4	124								
TENNIS	3281	1837	3.9	56.0	104	1124	3.9	34.3	105								
WRESTLING - PROFESSIONAL	3672	1914	4.0	52.1	97	1412	4.9	38.5	118								

DEODORANTS & ANTI-PERSPIRANTS: TYPES
(FEMALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALES	88464	49485	100.0	55.9	100	38834	100.0	43.9	100								
FEMALE HOMEMAKERS	80986	44609	90.1	55.1	98	35000	90.1	43.2	98								
EMPLOYED MOTHERS	18702	12179	24.6	65.1	116	7974	20.5	42.6	97								
18 - 24	14726	8786	17.8	59.7	107	8119	20.9	55.1	126								
25 - 34	20202	12716	25.7	62.9	113	8658	22.3	42.9	98								
35 - 44	14781	9417	19.0	63.7	114	6497	16.7	44.0	100								
45 - 54	11449	6707	13.6	58.6	105	4729	12.2	41.3	94								
55 - 64	11846	5798	11.7	48.9	87	5134	13.2	43.3	99								
65 OR OLDER	15459	6061	12.2	39.2	70	5698	14.7	36.9	84								
18 - 34	34928	21502	43.5	61.6	110	16777	43.2	48.0	109								
18 - 49	55154	34106	68.9	61.8	111	25618	66.0	46.4	106								
25 - 54	46433	28840	58.3	62.1	111	19884	51.2	42.8	98								
35 - 49	20226	12604	25.5	62.3	111	8841	22.8	43.7	100								
50 OR OLDER	33310	15379	31.1	46.2	83	13217	34.0	39.7	90								
GRADUATED COLLEGE	12110	7573	15.3	62.5	112	5058	13.0	41.8	95								
ATTENDED COLLEGE	15309	10072	20.4	65.8	118	7098	18.3	46.4	106								
GRADUATED HIGH SCHOOL	36912	21894	44.2	59.3	106	16153	41.6	43.8	100								
DID NOT GRADUATE HIGH SCHOOL	24134	9946	20.1	41.2	74	10526	27.1	43.6	99								
EMPLOYED FULL-TIME	35457	22189	44.8	62.6	112	14903	38.4	42.0	96								
EMPLOYED PART-TIME	8514	5007	10.1	58.8	105	3917	10.1	46.0	105								
NOT EMPLOYED	44494	22289	45.0	50.1	90	20014	51.5	45.0	102								
PROFESSIONAL/MANAGER	10811	7132	14.4	66.0	118	4395	11.3	40.7	93								
TECH/CLERICAL/SALES	19640	12523	25.3	63.8	114	8333	21.5	42.4	97								
PRECISION/CRAFT	1023	648	1.3	63.3	113	*464	1.2	45.4	103								
OTHER EMPLOYED	12498	6893	13.9	55.2	99	5628	14.5	45.0	103								
SINGLE	15995	9630	19.5	60.2	108	7868	20.3	49.2	112								
MARRIED	51689	29787	60.2	57.6	103	22888	58.9	44.3	101								
DIVORCED/SEPARATED/WIDOWED	20780	10067	20.3	48.4	87	8078	20.8	38.9	89								
PARENTS	33922	21225	42.9	62.6	112	15220	39.2	44.9	102								
WHITE	76422	43026	86.9	56.3	101	33796	87.0	44.2	101								
BLACK	10066	5520	11.2	54.8	98	4138	10.7	41.1	94								
OTHER	1976	*938	1.9	47.5	85	*900	2.3	45.5	104								
NORTHEAST-CENSUS	19803	11065	22.4	55.9	100	8462	21.8	42.7	97								
NORTH CENTRAL	22181	13064	26.4	58.9	105	9350	24.1	42.2	96								
SOUTH	30082	15694	31.7	52.2	93	13453	34.6	44.7	102								
WEST	16398	9662	19.5	58.9	105	7570	19.5	46.2	105								
NORTHEAST-MKTG.	20163	11531	23.3	57.2	102	8304	21.4	41.2	94								
EAST CENTRAL	13054	7226	14.6	55.4	99	5422	14.0	41.5	95								
WEST CENTRAL	14993	9285	18.8	61.9	111	6397	16.5	42.7	97								
SOUTH	25785	13176	26.6	51.1	91	11867	30.6	46.0	105								
PACIFIC	14470	8267	16.7	57.1	102	6845	17.6	47.3	108								
COUNTY SIZE A	36705	20627	41.7	56.2	100	16440	42.3	44.8	102								
COUNTY SIZE B	26819	14857	30.0	55.4	99	11984	30.9	44.7	102								
COUNTY SIZE C	13597	7827	15.8	57.6	103	5671	14.6	41.7	95								
COUNTY SIZE D	11344	6174	12.5	54.4	97	4740	12.2	41.8	95								
METRO CENTRAL CITY	26825	14654	29.6	54.6	98	11957	30.8	44.6	102								
METRO SUBURBAN	39912	22880	46.2	57.3	102	17818	45.9	44.6	102								
NON METRO	21728	11951	24.2	55.0	98	9059	23.3	41.7	95								
TOP 5 ADI'S	20847	11968	24.2	57.4	103	9365	24.1	44.9	102								
TOP 10 ADI'S	28719	16166	32.7	56.3	101	12603	32.5	43.9	100								
TOP 20 ADI'S	40904	22827	46.1	55.8	100	18140	46.7	44.3	101								
HSHLD INC. \$50,000 OR MORE	7931	5050	10.2	63.7	114	3401	8.8	42.9	98								
\$40,000 OR MORE	15233	10122	20.5	66.4	119	6700	17.3	44.0	100								
\$30,000 OR MORE	28333	18101	36.6	63.9	114	12274	31.6	43.3	99								
\$25,000 OR MORE	36417	23046	46.6	63.3	113	15733	40.5	43.2	98								
\$20,000 - \$24,999	9943	5789	11.7	58.2	104	4561	11.7	45.9	104								
\$15,000 - \$19,999	9211	5293	10.7	57.5	103	4396	11.3	47.7	109								
\$10,000 - \$14,999	13477	7062	14.3	52.4	94	5953	15.3	44.2	101								
UNDER \$10,000	19418	8296	16.8	42.7	76	8192	21.1	42.2	96								
HOUSEHOLD OF 1 PERSON	11987	5493	11.1	45.8	82	4524	11.6	37.7	86								
2 PEOPLE	27046	13843	28.0	51.2	91	11903	30.7	44.0	100								
3 OR 4 PEOPLE	34251	21047	42.5	61.4	110	15274	39.3	44.6	102								
5 OR MORE PEOPLE	15180	9103	18.4	60.0	107	7134	18.4	47.0	107								
NO CHILD IN HSHLD	49819	25711	52.0	51.6	92	21238	54.7	42.6	97								
CHILD(REN) UNDER 2 YRS	6045	3728	7.5	61.7	110	2912	7.5	48.2	110								
2 - 5 YEARS	15233	9264	18.7	60.8	109	7072	18.2	46.4	106								
6 - 11 YEARS	16260	10072	20.4	61.9	111	7050	18.2	43.4	99								
12 - 17 YEARS	19173	11567	23.4	60.3	108	8896	22.9	46.4	106								
RESIDENCE OWNED	61371	35293	71.3	57.5	103	26435	68.1	43.1	98								
VALUE: \$50,000 OR MORE	35355	21379	43.2	60.5	108	15151	39.0	42.9	98								
VALUE: UNDER \$50,000	26016	13914	28.1	53.5	96	11284	29.1	43.4	99								

DEODORANTS & ANTI-PERSPIRANTS: TYPES
(FEMALES)

			ANTI-PERSPIRANT					DEODORANT															
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX				
TOTAL FEMALES			88464	49485	100.0	55.9	100	38834	100.0	43.9	100												
MAGAZINES	QUINTILE 1	17988	11367	23.0	63.2	113	7800	20.1	43.4	99													
	QUINTILE 2	19446	11696	23.6	60.1	108	8786	22.6	45.2	103													
	QUINTILE 3	14626	8470	17.1	57.9	104	6297	16.2	43.1	98													
	QUINTILE 4	16014	8448	17.1	52.8	94	7378	19.0	46.1	105													
	QUINTILE 5	20389	9504	19.2	46.6	83	8573	22.1	42.0	96													
NEWSPAPERS	QUINTILE 1	13830	8313	16.8	60.1	107	5688	14.6	41.1	94													
	QUINTILE 2	26350	15149	30.6	57.5	103	11717	30.2	44.5	101													
	QUINTILE 3	12415	7606	15.4	61.3	110	5255	13.5	42.3	96													
	QUINTILE 4	21911	11753	23.8	53.6	96	9876	25.4	45.1	103													
	QUINTILE 5	13960	6663	13.5	47.7	85	6298	16.2	45.1	103													
OUTDOOR	QUINTILE 1	16810	10175	20.6	60.5	108	7405	19.1	44.1	100													
	QUINTILE 2	17101	9853	19.9	57.6	103	7576	19.5	44.3	101													
	QUINTILE 3	17579	9758	19.7	55.5	99	7758	20.0	44.1	101													
	QUINTILE 4	18343	10331	20.9	56.3	101	7700	19.8	42.0	96													
	QUINTILE 5	18631	9368	18.9	50.3	90	8396	21.6	45.1	103													
RADIO-DRIVE TIME	QUINTILE 1	17390	10078	20.4	58.0	104	7305	18.8	42.0	96													
	QUINTILE 2	16591	9214	18.6	55.5	99	7762	20.0	46.8	107													
	QUINTILE 3	16910	9828	19.9	58.1	104	7405	19.1	43.8	100													
	QUINTILE 4	18002	10061	20.3	55.9	100	7931	20.4	44.1	100													
	QUINTILE 5	19572	10303	20.8	52.6	94	8430	21.7	43.1	98													
RADIO-MID- DAY	TERCILE 1	23248	13065	26.4	56.2	100	10213	26.3	43.9	100													
	TERCILE 2	23667	13554	27.4	57.3	102	10668	27.5	45.1	103													
	TERCILE 3	41549	22865	46.2	55.0	98	17953	46.2	43.2	98													
RADIO-TOTAL	QUINTILE 1	17786	10166	20.5	57.2	102	7701	19.8	43.3	99													
	QUINTILE 2	17316	9593	19.4	55.4	99	8024	20.7	46.3	106													
	QUINTILE 3	18428	10761	21.7	58.4	104	8119	20.9	44.1	100													
	QUINTILE 4	17669	10098	20.4	57.2	102	7693	19.8	43.5	99													
	QUINTILE 5	17265	8866	17.9	51.4	92	7297	18.8	42.3	96													
TV-PRIME TIME	QUINTILE 1	17416	9109	18.4	52.3	94	7924	20.4	45.5	104													
	QUINTILE 2	17413	9994	20.2	57.4	103	7687	19.8	44.1	101													
	QUINTILE 3	17943	10574	21.4	58.9	105	7743	19.9	43.2	98													
	QUINTILE 4	18442	10398	21.0	56.4	101	8265	21.3	44.8	102													
	QUINTILE 5	17250	9411	19.0	54.6	98	7216	18.6	41.8	95													
TV-DAYTIME	TERCILE 1	29966	15596	31.5	52.0	93	13574	35.0	45.3	103													
	TERCILE 2	29480	17167	34.7	58.2	104	12981	33.4	44.0	100													
	TERCILE 3	29018	16721	33.8	57.6	103	12279	31.6	42.3	96													
TV-TOTAL	QUINTILE 1	17740	9143	18.5	51.5	92	8001	20.6	45.1	103													
	QUINTILE 2	17674	9478	19.2	53.6	96	7866	20.3	44.5	101													
	QUINTILE 3	17730	10238	20.7	57.7	103	7702	19.8	43.4	99													
	QUINTILE 4	17563	10459	21.1	59.6	106	7715	19.9	43.9	100													
	QUINTILE 5	17757	10168	20.5	57.3	102	7551	19.4	42.5	97													
MAGAZINES-NEWSPAPERS: DUAL			23278	14557	29.4	62.5	112	9926	25.6	42.6	97												
MAGAZINE IMPERATIVE			21634	12887	26.0	59.6	106	9774	25.2	45.2	103												
NEWSPAPER IMPERATIVE			23455	12957	26.2	55.2	99	10133	26.1	43.2	98												
MAGAZINES-OUTDOOR: DUAL			17482	11392	23.0	65.2	116	7376	19.0	42.2	96												
MAGAZINE IMPERATIVE			28830	16711	33.8	58.0	104	12947	33.3	44.9	102												
OUTDOOR IMPERATIVE			26119	13640	27.6	52.2	93	11654	30.0	44.6	102												
MAGAZINES-RADIO: DUAL			20162	12054	24.4	59.8	107	9015	23.2	44.7	102												
MAGAZINE IMPERATIVE			26292	16174	32.7	61.5	110	11410	29.4	43.4	99												
RADIO IMPERATIVE			25308	13439	27.2	53.1	95	11132	28.7	44.0	100												
MAGAZINES-TELEVISION: DUAL			17312	9953	20.1	57.5	103	7606	19.6	43.9	100												
MAGAZINE IMPERATIVE			29099	18459	37.3	63.4	113	12705	32.7	43.7	99												
TELEVISION IMPERATIVE			27505	13695	27.7	49.8	89	12224	31.5	44.4	101												
NEWSPAPERS-OUTDOOR: DUAL			18628	11184	22.6	60.0	107	7978	20.5	42.8	98												
NEWSPAPER IMPERATIVE			29178	16832	34.0	57.7	103	12640	32.5	43.3	99												
OUTDOOR IMPERATIVE			25260	13982	28.3	55.4	99	11510	29.6	45.6	104												
NEWSPAPERS-RADIO: DUAL			19246	11304	22.8	58.7	105	8280	21.3	43.0	98												
NEWSPAPER IMPERATIVE			28155	16471	33.3	58.5	105	12206	31.4	43.4	99												
RADIO IMPERATIVE			25308	13851	28.0	54.7	98	11730	30.2	46.3	106												
NEWSPAPERS-TELEVISION: DUAL			18615	10286	20.8	55.3	99	8284	21.3	44.5	101												
NEWSPAPER IMPERATIVE			29207	17994	36.4	61.6	110	12307	31.7	42.1	96												
TELEVISION IMPERATIVE			25472	13067	26.4	51.3	92	11457	29.5	45.0	102												
OUTDOOR-RADIO: DUAL			17292	10335	20.9	59.8	107	7677	19.8	44.4	101												
OUTDOOR IMPERATIVE			26915	15350	31.0	57.0	102	11841	30.5	44.0	100												
RADIO IMPERATIVE			28938	15783	31.9	54.5	98	12911	33.2	44.6	102												
OUTDOOR-TELEVISION: DUAL			16112	9071	18.3	56.3	101	7322	18.9	45.4	104												
OUTDOOR IMPERATIVE			28228	17024	34.4	60.3	108	12182	31.4	43.2	98												
TELEVISION IMPERATIVE			30024	15618	31.6	52.0	93	13291	34.2	44.3	101												
RADIO-TELEVISION: DUAL			17803	9344	18.9	52.5	94	8156	21.0	45.8	104												
RADIO IMPERATIVE			28338	16833	34.0	59.4	106	12480	32.1	44.0	100												
TELEVISION IMPERATIVE			28445	15505	31.3	54.5	97	12370	31.9	43.5	99												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: TYPES
(FEMALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX												
TOTAL FEMALES	88464	49485	100.0	55.9	100	38834	100.0	43.9	100												
ATLANTIC MONTHLY	415	212	0.4	51.1	91	*210	0.5	50.6	115												
BARRON'S	522	*334	0.7	64.0	114	*334	0.9	64.0	146												
BETTER HOMES & GARDENS	17429	10295	20.8	59.1	106	7468	19.2	42.8	98												
BON APPETIT	2772	1768	3.6	63.8	114	1250	3.2	45.1	103												
BUSINESS WEEK	1469	898	1.8	61.1	109	646	1.7	44.0	100												
CAR AND DRIVER	397	*235	0.5	59.2	106	*197	0.5	49.6	113												
CBS MAGAZINE NETWORK (GROSS)	1633	936	1.9	57.3	102	749	1.9	45.9	104												
CHANGING TIMES	1554	947	1.9	60.9	109	635	1.6	40.9	93												
COLONIAL HOMES	1304	903	1.8	69.2	124	532	1.4	40.8	93												
CONDE NAST MAG. PKG. (GROSS)	17858	10900	22.0	61.0	109	8552	22.0	47.9	109												
CONSUMERS DIGEST	1406	812	1.6	57.8	103	559	1.4	39.8	91												
COSMOPOLITAN	8815	5437	11.0	61.7	110	4099	10.6	46.5	106												
COUNTRY LIVING	2636	1803	3.6	68.4	122	943	2.4	35.8	81												
CUISINE	1554	927	1.9	59.7	107	543	1.4	34.9	80												
CYCLE WORLD	469	*247	0.5	52.7	94	*231	0.6	49.3	112												
DCI:CREATIVE IDEAS FOR LIV	2631	1563	3.2	59.4	106	1042	2.7	39.6	90												
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4350	8.8	61.6	110	2889	7.4	40.9	93												
DISCOVER	998	671	1.4	67.2	120	450	1.2	45.1	103												
EBONY	4289	2514	5.1	58.6	105	1732	4.5	40.4	92												
ESQUIRE	1176	692	1.4	58.8	105	502	1.3	42.7	97												
ESSENCE	2392	1452	2.9	60.7	109	1064	2.7	44.5	101												
FAMILY CIRCLE	17209	10097	20.4	58.7	105	7932	20.4	46.1	105												
THE FAMILY HANDYMAN	1184	712	1.4	60.1	108	498	1.3	42.1	96												
FAMILY WEEKLY	12391	7147	14.4	57.7	103	5486	14.1	44.3	101												
FIELD & STREAM	2438	1399	2.8	57.4	103	1075	2.8	44.1	100												
FOOD & WINE	614	338	0.7	55.0	98	252	0.6	41.0	93												
FORBES	813	598	1.2	73.6	131	301	0.8	37.0	84												
FORTUNE	1083	772	1.6	71.3	127	496	1.3	45.8	104												
GENTLEMAN'S QUARTERLY	1197	859	1.7	71.8	128	507	1.3	42.4	96												
GLAMOUR	6625	4096	8.3	61.8	111	3398	8.8	51.3	117												
GOLF DIGEST	707	497	1.0	70.3	126	292	0.8	41.3	94												
GOLF DIGEST/TENNIS (GROSS)	1316	838	1.7	63.7	114	636	1.6	48.3	110												
GOLF MAGAZINE	469	338	0.7	72.1	129	*224	0.6	47.8	109												
GOLF MAGAZINE/SKI (GROSS)	1060	766	1.5	72.3	129	459	1.2	43.3	99												
GOOD HOUSEKEEPING	17784	10719	21.7	60.3	108	7792	20.1	43.8	100												
HARPER'S BAZAAR	2931	1749	3.5	59.7	107	1419	3.7	48.4	110												
HEALTH	2199	1378	2.8	62.7	112	987	2.5	44.9	102												
HEARST MAG CORP. BUY (GROSS)	49148	30370	61.4	61.8	110	21707	55.9	44.2	101												
HEARST MAN POWER (GROSS)	2113	1327	2.7	62.8	112	923	2.4	43.7	100												
HEARST WOMAN POWER (GROSS)	35062	21322	43.1	60.8	109	15828	40.8	45.1	103												
HOUSE BEAUTIFUL	3865	2419	4.9	62.6	112	1625	4.2	42.0	96												
INC.	315	*222	0.4	70.5	126	*179	0.5	56.8	129												
JET	3690	2200	4.4	59.6	107	1510	3.9	40.9	93												
LADIES' HOME JOURNAL	12930	7721	15.6	59.7	107	5883	15.1	45.5	104												
LHJ FAMILY GRP COMBO(GROSS)	18161	11163	22.6	61.5	110	7973	20.5	43.9	100												
LIFE	5065	3102	6.3	61.2	109	2190	5.6	43.2	98												
L.A. TIMES HOME MAGAZINE	1310	854	1.7	65.2	117	581	1.5	44.4	101												
MADMOISELLE	3759	2353	4.8	62.6	112	1721	4.4	45.8	104												
MC CALL'S	14658	8732	17.6	59.6	106	6490	16.7	44.3	101												
MC CALL'S/WRK MOTHER (GROSS)	15857	9498	19.2	59.9	107	7001	18.0	44.2	101												
MECHANIX ILLUSTRATED	809	603	1.2	74.5	133	258	0.7	31.9	73												
METROPOLITAN HOME	1009	632	1.3	62.6	112	332	0.9	32.9	75												
MONEY	1707	1012	2.0	59.3	106	810	2.1	47.5	108												
MOTHER EARTH NEWS	1123	754	1.5	67.1	120	521	1.3	46.4	106												
MS.	932	606	1.2	65.0	116	469	1.2	50.3	115												
NATIONAL ENQUIRER	11971	6368	12.9	53.2	95	5834	15.0	48.7	111												
NATIONAL GEOGRAPHIC	10503	6581	13.3	62.7	112	4491	11.6	42.8	97												
NATIONAL SUNDAY MAGAZINE PKG	54325	31924	64.5	58.8	105	23589	60.7	43.4	99												
NATURAL HISTORY	626	310	0.6	49.5	89	323	0.8	51.6	118												
NEW WOMAN	1992	1277	2.6	64.1	115	875	2.3	43.9	100												
NEW YORK INCLUDING CUE	547	277	0.6	50.6	91	*197	0.5	36.0	82												
THE NEW YORKER	1380	785	1.6	56.9	102	585	1.5	42.4	97												
NEWSWEEK	6925	4218	8.5	60.9	109	2930	7.5	42.3	96												
THE N.Y. TIMES DAILY EDITION	1363	892	1.8	65.4	117	494	1.3	36.2	83												
THE N.Y. TIMES MAGAZINE	2333	1366	2.8	58.6	105	1059	2.7	45.4	103												
OMNI	872	608	1.2	69.7	125	428	1.1	49.1	112												
ON CABLE	1298	754	1.5	58.1	104	545	1.4	42.0	96												
1001 HOME IDEAS	3032	2064	4.2	68.1	122	1103	2.8	36.4	83												
ORGANIC GARDENING	1680	979	2.0	58.3	104	777	2.0	46.3	105												
OUTDOOR LIFE	960	531	1.1	55.3	99	445	1.1	46.4	106												
PARADE MAGAZINE	26755	15643	31.6	58.5	105	11484	29.6	42.9	98												

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DEODORANTS & ANTI-PERSPIRANTS: TYPES
(FEMALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	49485	100.0	55.9	100	38834	100.0	43.9	100								
PARENTS	4173	2741	5.5	65.7	117	1820	4.7	43.6	99								
PENTHOUSE	973	567	1.1	58.3	104	499	1.3	51.3	117								
PEOPLE	13479	8374	16.9	62.1	111	6204	16.0	46.0	105								
PLAYBOY	2183	1258	2.5	57.6	103	1040	2.7	47.6	109								
POPULAR HOT RODDING	388	*241	0.5	62.1	111	*164	0.4	42.3	96								
POPULAR MECHANICS	1037	627	1.3	60.5	108	399	1.0	38.5	88								
POPULAR SCIENCE	920	513	1.0	55.8	100	343	0.9	37.3	85								
PREVENTION	4071	2279	4.6	56.0	100	1727	4.4	42.4	97								
PSYCHOLOGY TODAY	1940	1360	2.7	70.1	125	836	2.2	43.1	98								
READER'S DIGEST	24031	14359	29.0	59.8	107	10032	25.8	41.7	95								
REDBOOK	8464	5166	10.4	61.0	109	3937	10.1	46.5	106								
ROAD & TRACK	429	*224	0.5	52.2	93	*226	0.6	52.7	120								
ROLLING STONE	1355	933	1.9	68.9	123	579	1.5	42.7	97								
RUNNER'S WORLD	329	*193	0.4	58.7	105	*174	0.4	52.9	120								
SATURDAY EVENING POST	1268	755	1.5	59.5	106	516	1.3	40.7	93								
SCIENCE 84	702	505	1.0	71.9	129	*266	0.7	37.9	86								
SCIENCE DIGEST	553	383	0.8	69.3	124	*304	0.8	55.0	125								
SCIENTIFIC AMERICAN	615	406	0.8	66.0	118	*214	0.6	34.8	79								
SELF	2683	1607	3.2	59.9	107	1405	3.6	52.4	119								
SEVENTEEN	3309	1952	3.9	59.0	105	1770	4.6	53.5	122								
SKI	591	428	0.9	72.4	129	*235	0.6	39.8	91								
SMITHSONIAN	3039	1881	3.8	61.9	111	1286	3.3	42.3	96								
SOAP OPERA DIGEST	3683	2089	4.2	56.7	101	1879	4.8	51.0	116								
SOUTHERN LIVING	4434	2787	5.6	62.9	112	1847	4.8	41.7	95								
SPORT	701	366	0.7	52.2	93	*294	0.8	41.9	96								
THE SPORTING NEWS	518	*371	0.7	71.6	128	*167	0.4	32.2	73								
SPORTS AFIELD	523	317	0.6	60.6	108	*219	0.6	41.9	95								
SPORTS ILLUSTRATED	3325	2143	4.3	64.5	115	1580	4.1	47.5	108								
STAR	8567	4603	9.3	53.7	96	4255	11.0	49.7	113								
SUNDAY	27630	16226	32.8	58.7	105	12083	31.1	43.7	100								
SUNSET	2219	1350	2.7	60.8	109	981	2.5	44.2	101								
TV GUIDE	24258	13917	28.1	57.4	103	11292	29.1	46.5	106								
TENNIS	609	341	0.7	56.0	100	344	0.9	56.5	129								
TIME	9929	6219	12.6	62.6	112	4127	10.6	41.6	95								
TOWN & COUNTRY	1062	707	1.4	66.6	119	344	0.9	32.4	74								
TRAVEL & LEISURE	1051	731	1.5	69.6	124	300	0.8	28.5	65								
TRUE STORY	3946	2055	4.2	52.1	93	1903	4.9	48.2	110								
U.S. NEWS & WORLD REPORT	3782	2360	4.8	62.4	112	1575	4.1	41.6	95								
USA TODAY	1874	1245	2.5	66.4	119	792	2.0	42.3	96								
VOGUE	2213	1365	2.8	61.7	110	1135	2.9	51.3	117								
VOGUE	4792	2845	5.7	59.4	106	2027	5.2	42.3	96								
WALL STREET JOURNAL	2045	1263	2.6	61.8	110	845	2.2	41.3	94								
WEIGHT WATCHERS	2364	1389	2.8	58.8	105	1095	2.8	46.3	106								
WOMAN'S DAY	15182	9100	18.4	59.9	107	6520	16.8	42.9	98								
WORKING MOTHER	1198	766	1.5	63.9	114	512	1.3	42.7	97								
WORKING WOMAN	1523	1078	2.2	70.8	127	626	1.6	41.1	94								
WORLD TENNIS	*183	**92	0.2	50.3	90	**98	0.3	53.6	122								
ZIFF-DAVIS MAG NETWORK (GROSS)	2776	1880	3.8	67.7	121	1074	2.8	38.7	88								
BLAIR INSERTS	47909	28404	57.4	59.3	106	20579	53.0	43.0	98								
DAILY NEWSPAPERS																	
READ ANY	56731	32799	66.3	57.8	103	24578	63.3	43.3	99								
READ ONE	47696	27449	55.5	57.5	103	20770	53.5	43.5	99								
READ TWO OR MORE	9034	5349	10.8	59.2	106	3808	9.8	42.2	96								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	33788	68.3	58.5	105	25147	64.8	43.6	99								
READ ONE	50513	29491	59.6	58.4	104	22012	56.7	43.6	99								
READ TWO OR MORE	7219	4298	8.7	59.5	106	3135	8.1	43.4	99								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.55				27.97											
30 DAY REACH	78184	44132	89.2	56.4	101	34245	88.2	43.8	100								
50 SHWG - 30 DAY AV FREQ	14.80	15.48				14.80											
30 DAY REACH	74239	42220	85.3	56.9	102	32418	83.5	43.7	99								
25 SHWG - 30 DAY AV FREQ	8.05	8.34				8.05											
30 DAY REACH	68254	39198	79.2	57.4	103	29805	76.7	43.7	99								
CABLE TV: HOME WIRED	35215	20851	42.1	59.2	106	16242	41.8	46.1	105								
HOME NOT WIRED	53250	28633	57.9	53.8	96	22592	58.2	42.4	97								
HAVE PAY CABLE	17885	11087	22.4	62.0	111	8489	21.9	47.5	108								

DEODORANTS & ANTI-PERSPIRANTS: TYPES
(FEMALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	49485	100.0	55.9	100	38834	100.0	43.9	100																
RADIO AVG. DAILY (M-F) CUME																									
6:00 AM - 10:00 AM	47994	27646	55.9	57.6	103	20781	53.5	43.3	99																
10:00 AM - 3:00 PM	33674	19070	38.5	56.6	101	14847	38.2	44.1	100																
3:00 PM - 7:00 PM	34431	20508	41.4	59.6	106	15278	39.3	44.4	101																
7:00 PM - MIDNIGHT	17761	9860	19.9	55.5	99	8648	22.3	48.7	111																
MIDNIGHT - 6:00 AM	10087	5833	11.8	57.8	103	4493	11.6	44.5	101																
6:00 AM - MIDNIGHT	64318	36946	74.7	57.4	103	28445	73.2	44.2	101																
ENTIRE DAY	65181	37459	75.7	57.5	103	28796	74.2	44.2	101																
AVG DAILY M-F CUME: 6AM-MDNT																									
FORMATS: ADULT CONTEMPORARY	17411	10275	20.8	59.0	105	7680	19.8	44.1	100																
ALL NEWS	2520	1447	2.9	57.4	103	984	2.5	39.0	89																
AOR/PROGRESSIVE	4419	2489	5.0	56.3	101	2198	5.7	49.7	113																
BEAUTIFUL MUSIC	6119	3518	7.1	57.5	103	2569	6.6	42.0	96																
BLACK	2623	1506	3.0	57.4	103	1148	3.0	43.8	100																
CLASSICAL	1553	881	1.8	56.7	101	771	2.0	49.6	113																
CHR/ROCK	11282	7128	14.4	63.2	113	5255	13.5	46.6	106																
COUNTRY	13343	7516	15.2	56.3	101	6010	15.5	45.0	103																
GOLDEN OLDIES	1299	730	1.5	56.2	100	487	1.3	37.5	85																
MOR/NOSTALGIA	5241	3012	6.1	57.5	103	2177	5.6	41.5	95																
NEWS/TALK	4165	2373	4.8	57.0	102	1638	4.2	39.3	90																
RELIGIOUS	3324	1767	3.6	53.2	95	1519	3.9	45.7	104																
SOFT ROCK	609	301	0.6	49.4	88	346	0.9	56.8	129																
URBAN CONTEMPORARY	1853	1119	2.3	60.4	108	726	1.9	39.2	89																
WIRED NETWORKS:																									
ABC CONTEMPORARY	3724	2385	4.8	64.0	114	1515	3.9	40.7	93																
ABC DIRECTION	2488	1455	2.9	58.5	105	1090	2.8	43.8	100																
ABC ENTERTAINMENT	5129	2801	5.7	54.6	98	2251	5.8	43.9	100																
ABC FM	2498	1574	3.2	63.0	113	1120	2.9	44.8	102																
ABC INFORMATION	5721	3378	6.8	59.0	106	2282	5.9	39.9	91																
ABC ROCK	2021	1256	2.5	62.1	111	1023	2.6	50.6	115																
CBS	4756	2803	5.7	58.9	105	1908	4.9	40.1	91																
MUTUAL	5272	3075	6.2	58.3	104	2186	5.6	41.5	94																
NBC	4964	2816	5.7	56.7	101	2202	5.7	44.4	101																
RADIO/RADIO	2218	1192	2.4	53.7	96	1114	2.9	50.2	114																
RKO ONE	2565	1622	3.3	63.2	113	1100	2.8	42.9	98																
RKO TWO	3640	1991	4.0	54.7	98	1545	4.0	42.4	97																
THE SOURCE	2467	1449	2.9	58.7	105	1204	3.1	48.8	111																
NON-WIRED: BLAIR	9466	5741	11.6	60.6	108	4236	10.9	44.7	102																
INTERNET	13616	8196	16.6	60.2	108	6120	15.8	44.9	102																
KATZ RADIO GROUP	16998	9884	20.0	58.1	104	7284	18.8	42.9	98																
SUPERNET	11622	6677	13.5	57.5	103	5334	13.7	45.9	105																
TELEVISION AVG. HALF HOUR																									
WKDAY 7:00 AM - 9:00 AM	9425	4877	9.9	51.7	93	4287	11.0	45.5	104																
WKDAY 9:00 AM - 1:00 PM	13304	6932	14.0	52.1	93	5946	15.3	44.7	102																
WKDAY 1:00 PM - 4:30 PM	17591	9281	18.8	52.8	94	7916	20.4	45.0	103																
WKDAY 4:30 PM - 7:30 PM	24418	13013	26.3	53.3	95	10861	28.0	44.5	101																
WKDAY 7:30 PM - 8:00 PM	34400	18429	37.2	53.6	96	15130	39.0	44.0	100																
WKDAY 11:00 PM - 11:30 PM	26120	14711	29.7	56.3	101	11647	30.0	44.6	102																
WKDAY 11:30 PM - 1:00 AM	8402	4813	9.7	57.3	102	3701	9.5	44.0	100																
M-SAT 8-11 PM-SUN 7-11 PM	36828	20514	41.5	55.7	100	16335	42.1	44.4	101																
MKDY DAYTIME NTWK 7AM-4:30PM																									
ALL MY CHILDREN	A	7221	3878	7.8	53.7	96	3365	8.7	46.6	106															
ANOTHER WORLD	N	4924	2460	5.0	50.0	89	2170	5.6	44.1	100															
AS THE WORLD TURNS	C	5966	3110	6.3	52.1	93	2703	7.0	45.3	103															
CAPITOL	C	3672	1812	3.7	49.3	88	1676	4.3	45.6	104															
CBS MORN. NEWS 1	C	1590	860	1.7	54.1	97	687	1.8	43.2	98															
CBS MORN. NEWS 2	C	1298	649	1.3	50.0	89	647	1.7	49.8	114															
DAYS OF OUR LIVES	N	6389	3567	7.2	55.8	100	2712	7.0	42.4	97															
FACTS OF LIFE - DAYTIME	N	2526	1352	2.7	53.5	96	1059	2.7	41.9	96															
FAMILY FEUD	A	3427	1753	3.5	51.2	91	1634	4.2	47.7	109															
GENERAL HOSPITAL	A	6870	3800	7.7	55.3	99	3069	7.9	44.7	102															
GOOD MORNING, AMERICA-730	A	3767	2106	4.3	55.9	100	1561	4.0	41.4	94															
GOOD MORNING, AMERICA-830	A	3076	1688	3.4	54.9	98	1436	3.7	46.7	106															
GUIDING LIGHT	C	5789	3049	6.2	52.7	94	2586	6.7</																	

DEODORANTS & ANTI-PERSPIRANTS: TYPES
(FEMALES)

	TOTAL U.S. '000	ANTI-PERSPIRANT				DEODORANT				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALES	88464	49485	100.0	55.9	100	38834	100.0	43.9	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	14784	29.9	52.9	94	12212	31.4	43.7	99								
NETWORK AFFILIATES - LATE	21966	12231	24.7	55.7	100	9720	25.0	44.3	101								
INDEPENDENTS - LATE	2247	1311	2.6	58.3	104	936	2.4	41.7	95								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	6039	12.2	52.4	94	5261	13.5	45.7	104								
ABC MONDAY NIGHT MOVIE	A 6879	3935	8.0	57.2	102	3175	8.2	46.2	105								
ABC SUNDAY NIGHT MOVIE	A 13690	7622	15.4	55.7	100	6401	16.5	46.8	107								
ABC WORLD NEWS TONIGHT	A 6589	3557	7.2	54.0	97	3013	7.8	45.7	104								
AFTERMASH	C 6391	3374	6.8	52.8	94	2755	7.1	43.1	98								
ALICE	C 10273	5504	11.1	53.6	96	4586	11.8	44.6	102								
AMERICAN PARADE	C 7130	3960	8.0	55.5	99	3082	7.9	43.2	98								
BENSON	A 11665	6460	13.1	55.4	99	5011	12.9	43.0	98								
BLUE THUNDER	A 5442	3073	6.2	56.5	101	2482	6.4	45.6	104								
CAGNEY & LACEY	C 10565	6122	12.4	57.9	104	4710	12.1	44.6	102								
CBS EVENING NEWS-DEAN	C 3668	1800	3.6	49.1	88	1541	4.0	42.0	96								
CBS EVENING NEWS-RATHER	C 7561	3937	8.0	52.1	93	3255	8.4	43.0	98								
CBS SAT. NEWS-SCHIEFFER	C 3948	2046	4.1	51.8	93	1740	4.5	44.1	100								
CBS SATURDAY NIGHT MOVIE	C 5966	3566	7.2	59.8	107	2577	6.6	43.2	98								
CBS WEDNESDAY NIGHT MOVIE	C 6529	3553	7.2	54.4	97	3006	7.7	46.0	105								
CHEERS	N 9842	5745	11.6	58.4	104	4154	10.7	42.2	96								
DALLAS	C 23935	13412	27.1	56.0	100	10267	26.4	42.9	98								
DIFF'RENT STROKES	N 7574	3833	7.7	50.6	90	3313	8.5	43.7	100								
DOUBLE TROUBLE	N 7786	4353	8.8	55.9	100	3439	8.9	44.2	101								
DUCK FACTORY	N 6290	3653	7.4	58.1	104	2763	7.1	43.9	100								
DUKES OF HAZZARD	C 6402	3442	7.0	53.8	96	2749	7.1	42.9	98								
DYNASTY	A 21955	11696	23.6	53.3	95	9935	25.6	45.3	103								
FACTS OF LIFE	N 8898	4785	9.7	53.8	96	3988	10.3	44.8	102								
FALCON CREST	C 21877	12503	25.3	57.2	102	9088	23.4	41.5	95								
FALL GUY	A 10045	5511	11.1	54.9	98	4431	11.4	44.1	100								
FAMILY TIES	N 8922	4726	9.6	53.0	95	3892	10.0	43.6	99								
FANTASY ISLAND	A 8288	4467	9.0	53.9	96	3581	9.2	43.2	98								
FOULUPS, BLEEPERS & BLUNDERS	A 9891	5498	11.1	55.6	99	4365	11.2	44.1	101								
FOUR SEASONS	C 5429	2977	6.0	54.8	98	2303	5.9	42.4	97								
GIMME A BREAK	N 9646	5062	10.2	52.5	94	4160	10.7	43.1	98								
HART TO HART	A 9983	5618	11.4	56.3	101	4432	11.4	44.4	101								
HILL STREET BLUES	N 9688	5811	11.7	60.0	107	4370	11.3	45.1	103								
HOTEL	A 15435	8520	17.2	55.2	99	6841	17.6	44.3	101								
JEFFERSONS	C 10031	5180	10.5	51.6	92	4643	12.0	46.3	105								
JENNIFER SLEPT HERE	N 6376	3479	7.0	54.6	98	2702	7.0	42.4	97								
KATE & ALLIE	C 9951	5531	11.2	55.6	99	4399	11.3	44.2	101								
KNIGHT RIDER	N 7908	4329	8.7	54.7	98	3482	9.0	44.0	100								
LOVE BOAT	A 13226	6900	13.9	52.2	93	5734	14.8	43.4	99								
MAGNUM PI	C 12105	6979	14.1	57.7	103	5110	13.2	42.2	96								
MAMA'S FAMILY	N 6364	3354	6.8	52.7	94	2780	7.2	43.7	100								
MASTER, THE	N 3955	2109	4.3	53.3	95	1787	4.6	45.2	103								
MATT HOUSTON	A 6903	3869	7.8	56.0	100	3152	8.1	45.7	104								
NBC MONDAY NIGHT MOVIE	N 13443	7552	15.3	56.2	100	6049	15.6	45.0	103								
NBC NIGHTLY NEWS	N 5585	2943	5.9	52.7	94	2265	5.8	40.6	92								
NBC NIGHTLY NEWS-SAT	N 3688	1892	3.8	51.3	92	1484	3.8	40.2	92								
NBC NIGHTLY NEWS-SUN	N 3310	1760	3.6	53.2	95	1332	3.4	40.2	92								
NBC SUNDAY NIGHT MOVIE	N 9238	5189	10.5	56.2	100	3943	10.2	42.7	97								
NEWMART	C 9876	5738	11.6	58.1	104	4303	11.1	43.6	99								
ONE DAY AT A TIME	C 7954	4205	8.5	52.9	95	3744	9.6	47.1	107								
PEOPLE ARE FUNNY	N 5182	2887	5.8	55.7	100	2200	5.7	42.5	97								
REAL PEOPLE	N 9674	5045	10.2	52.2	93	4203	10.8	43.4	99								
REMINGTON STEELE	N 8511	5059	10.2	59.4	106	3920	10.1	46.1	105								
RIPLEY'S BELIEVE IT - NOT	A 5656	3217	6.5	56.9	102	2605	6.7	46.1	105								
RIPTIDE	N 7718	4401	8.9	57.0	102	3535	9.1	45.8	104								
SCARECROW & MRS. KING	C 11058	6102	12.3	55.2	99	4818	12.4	43.6	99								
SIMON & SIMON	C 11615	6565	13.3	56.5	101	4883	12.6	42.0	96								
60 MINUTES	C 14326	7759	15.7	54.2	97	6105	15.7	42.6	97								
ST. ELSEWHERE	N 7670	4772	9.6	62.2	111	3194	8.2	41.6	95								
THREE'S COMPANY	A 12068	6630	13.4	54.9	98	5836	15.0	48.4	110								
T.J. HOOKER	A 9735	4797	9.7	49.3	88	4527	11.7	46.5	106								
TONIGHT SHOW	N 2531	1402	2.8	55.4	99	1077	2.8	42.6	97								
TRAPPER JOHN, M.D.	C 10374	5469	11.1	52.7	94	4550	11.7	43.9	100								
TV BLOOPERS & PRAC. JOKES	N 9795	5174	10.5	52.8	94	4623	11.9	47.2	108								
20/20	A 10009	5488	11.1	54.8	98	4660	12.0	46.6	106								
WEBSTER	A 11934	6671	13.5	55.9	100	5141	13.2	43.1	98								
WORLD NEWS - SUN	A 3291	1684	3.4	51.2	91	1525	3.9	46.3	106								
YELLOW ROSE	N 5196	2845	5.7	54.8	98	2190	5.6	42.1	96								
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	5694	11.5	59.6	107	4421	11.4	46.3	105								
BASKETBALL - COLLEGE GAMES	4414	2627	5.3	59.5	106	1950	5.0	44.2	101								
BASKETBALL - PRO GAMES	3876	2280	4.6	58.8	105	1776	4.6	45.8	104								
BOWLING	4056	2391	4.8	58.9	105	1796	4.6	44.3	101								
BOXING	4154	2151	4.3	51.8	93	2055	5.3	49.5	113								
FOOTBALL - COLLEGE GAMES	6754	4249	8.6	62.9	112	2601	6.7	38.5	88								
FOOTBALL - PRO GAMES	12364	7810	15.8	63.2	113	5627	14.5	45.5	104								
GOLF	3615	2218	4.5	61.4	110	1469	3.8	40.6	93								
POST-SEASON COLL. FOOTBALL	5296	3267	6.6	61.7	110	2307	5.9	43.6	99								
POST-SEASON PRO FOOTBALL	6693	4193	8.5	62.6	112	3132	8.1	46.8	107								
TENNIS	3281	2015	4.1	61.4	110	1581	4.1	48.2	110								
WRESTLING - PROFESSIONAL	3672	2168	4.4	59.0	106	1695	4.4	46.2	105								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-SIZE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: KINDS
(FEMALES)

	TOTAL U.S. '000	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX
TOTAL FEMALES	88464	40488	100.0	45.8	100	43279	100.0	48.9	100								
FEMALE HOMEMAKERS	80986	36359	89.8	44.9	98	39426	91.1	48.7	100								
EMPLOYED MOTHERS	18702	9403	23.2	50.3	110	9812	22.7	52.5	107								
18 - 24	14726	8669	21.4	58.9	129	6625	15.3	45.0	92								
25 - 34	20202	9330	23.0	46.2	101	11023	25.5	54.6	112								
35 - 44	14781	7252	17.9	49.1	107	7597	17.6	51.4	105								
45 - 54	11449	4962	12.3	43.3	95	5749	13.3	50.2	103								
55 - 64	11846	5001	12.4	42.2	92	5659	13.1	47.8	98								
65 OR OLDER	15459	5274	13.0	34.1	75	6626	15.3	42.9	88								
18 - 34	34928	17999	44.5	51.5	113	17649	40.8	50.5	103								
18 - 49	55154	27762	68.6	50.3	110	28009	64.7	50.8	104								
25 - 54	46433	21544	53.2	46.4	101	24370	56.3	52.5	107								
35 - 49	20226	9763	24.1	48.3	105	10360	23.9	51.2	105								
50 OR OLDER	33310	12727	31.4	38.2	83	15270	35.3	45.8	94								
GRADUATED COLLEGE	12110	4724	11.7	39.0	85	7375	17.0	60.9	124								
ATTENDED COLLEGE	15309	7139	17.6	46.6	102	8811	20.4	57.6	118								
GRADUATED HIGH SCHOOL	36912	17237	42.6	46.7	102	18844	43.5	51.1	104								
DID NOT GRADUATE HIGH SCHOOL	24134	11388	28.1	47.2	103	8249	19.1	34.2	70								
EMPLOYED FULL-TIME	35457	15933	39.4	44.9	98	19267	44.5	54.3	111								
EMPLOYED PART-TIME	8514	4066	10.0	47.8	104	4630	10.7	54.4	111								
NOT EMPLOYED	44494	20489	50.6	46.0	101	19383	44.8	43.6	89								
PROFESSIONAL/MANAGER	10811	4321	10.7	40.0	87	6793	15.7	62.8	128								
TECH/CLERICAL/SALES	19640	8953	22.1	45.6	100	10925	25.2	55.6	114								
PRECISION/CRAFT	1023	*332	0.8	32.5	71	606	1.4	59.2	121								
OTHER EMPLOYED	12498	6393	15.8	51.2	112	5572	12.9	44.6	91								
SINGLE	15995	8063	19.9	50.4	110	7943	18.4	49.7	102								
MARRIED	51689	24016	59.3	46.5	102	26020	60.1	50.3	103								
DIVORCED/SEPARATED/WIDOWED	20780	8409	20.8	40.5	88	9316	21.5	44.8	92								
PARENTS	33922	17395	43.0	51.3	112	16728	38.7	49.3	101								
WHITE	76422	34466	85.1	45.1	99	38699	89.4	50.6	104								
BLACK	10066	5171	12.8	51.4	112	3939	9.1	39.1	80								
OTHER	1976	*851	2.1	43.1	94	*641	1.5	32.4	66								
NORTHEAST-CENSUS	19803	9172	22.7	46.3	101	9646	22.3	48.7	100								
NORTH CENTRAL	22181	10098	24.9	45.5	99	11063	25.6	49.9	102								
SOUTH	30082	13817	34.1	45.9	100	13766	31.8	45.8	94								
WEST	16398	7402	18.3	45.1	99	8804	20.3	53.7	110								
NORTHEAST-MKTG.	20163	9199	22.7	45.6	100	9752	22.5	48.4	99								
EAST CENTRAL	13054	5741	14.2	44.0	96	6444	14.9	49.4	101								
WEST CENTRAL	14993	7042	17.4	47.0	103	7695	17.8	51.3	105								
SOUTH	25785	12075	29.8	46.8	102	11709	27.1	45.4	93								
PACIFIC	14470	6431	15.9	44.4	97	7679	17.7	53.1	108								
COUNTY SIZE A	36705	15527	38.3	42.3	92	18833	43.5	51.3	105								
COUNTY SIZE B	26819	12352	30.5	46.1	101	13113	30.3	48.9	100								
COUNTY SIZE C	13597	6690	16.5	49.2	108	6644	15.4	48.9	100								
COUNTY SIZE D	11344	5919	14.6	52.2	114	4689	10.8	41.3	84								
METRO CENTRAL CITY	26825	11761	29.0	43.8	96	12904	29.8	48.1	98								
METRO SUBURBAN	39912	17782	43.9	44.6	97	20781	48.0	52.1	106								
NON METRO	21728	10946	27.0	50.4	110	9594	22.2	44.2	90								
TOP 5 ADI'S	20847	9193	22.7	44.1	96	10510	24.3	50.4	103								
TOP 10 ADI'S	28719	12137	30.0	42.3	92	14559	33.6	50.7	104								
TOP 20 ADI'S	40904	17556	43.4	42.9	94	20550	47.5	50.2	103								
MSHLD INC. \$50,000 OR MORE	7931	3327	8.2	41.9	92	4668	10.8	58.9	120								
\$40,000 OR MORE	15233	6682	16.5	43.9	96	9084	21.0	59.6	122								
\$30,000 OR MORE	28333	12549	31.0	44.3	97	16284	37.6	57.5	117								
\$25,000 OR MORE	36417	16167	39.9	44.4	97	20370	47.1	55.9	114								
\$20,000 - \$24,999	9943	4853	12.0	48.8	107	4946	11.4	49.7	102								
\$15,000 - \$19,999	9211	4605	11.4	50.0	109	4586	10.6	49.8	102								
\$10,000 - \$14,999	13477	6071	15.0	45.0	98	6345	14.7	47.1	96								
UNDER \$10,000	19418	8793	21.7	45.3	99	7032	16.2	36.2	74								
HOUSEHOLD OF 1 PERSON	11987	3984	9.8	33.2	73	5717	13.2	47.7	97								
2 PEOPLE	27046	11681	28.9	43.2	94	13087	30.2	48.4	99								
3 OR 4 PEOPLE	34251	16743	41.4	48.9	107	17396	40.2	50.8	104								
5 OR MORE PEOPLE	15180	8080	20.0	53.2	116	7080	16.4	46.6	95								
NO CHILD IN MSHLD	49819	20740	51.2	41.6	91	24311	56.2	48.8	100								
CHILD(REN) UNDER 2 YRS	6045	3154	7.8	52.2	114	2968	6.9	49.1	100								
2 - 5 YEARS	15233	8038	19.9	52.8	115	7304	16.9	47.9	98								
6 - 11 YEARS	16260	8384	20.7	51.6	113	7902	18.3	48.6	99								
12 - 17 YEARS	19173	10102	25.0	52.7	115	8882	20.5	46.3	95								
RESIDENCE OWNED	61371	27613	68.2	45.0	98	31458	72.7	51.3	105								
VALUE: \$50,000 OR MORE	35355	15739	38.9	44.5	97	19185	44.3	54.3	111								
VALUE: UNDER \$50,000	26016	11875	29.3	45.6	100	12274	28.4	47.2	96								

DEODORANTS & ANTI-PERSPIRANTS: KINDS
(FEMALES)

		TOTAL	SCENTED				UNSCENTED											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	40488	100.0	45.8	100	43279	100.0	48.9	100								
MAGAZINES	QUINTILE 1	17988	8888	22.0	49.4	108	9569	22.1	53.2	109								
	QUINTILE 2	19446	8451	20.9	43.5	95	10530	24.3	54.1	111								
	QUINTILE 3	14626	6419	15.9	43.9	96	7912	18.3	54.1	111								
	QUINTILE 4	16014	7613	18.8	47.5	104	7494	17.3	46.8	96								
	QUINTILE 5	20389	9118	22.5	44.7	98	7775	18.0	38.1	78								
NEWSPAPERS	QUINTILE 1	13830	6260	15.5	45.3	99	7417	17.1	53.6	110								
	QUINTILE 2	26350	11500	28.4	43.6	95	13675	31.6	51.9	106								
	QUINTILE 3	12415	5864	14.5	47.2	103	6309	14.6	50.8	104								
	QUINTILE 4	21911	10110	25.0	46.1	101	10332	23.9	47.2	96								
	QUINTILE 5	13960	6756	16.7	48.4	106	5546	12.8	39.7	81								
OUTDOOR	QUINTILE 1	16810	7890	19.5	46.9	103	8650	20.0	51.5	105								
	QUINTILE 2	17101	7844	19.4	45.9	100	8481	19.6	49.6	101								
	QUINTILE 3	17579	8031	19.8	45.7	100	8524	19.7	48.5	99								
	QUINTILE 4	18343	8207	20.3	44.7	98	9023	20.8	49.2	101								
	QUINTILE 5	18631	8517	21.0	45.7	100	8602	19.9	46.2	94								
RADIO-DRIVE TIME	QUINTILE 1	17390	8414	20.8	48.4	106	8192	18.9	47.1	96								
	QUINTILE 2	16591	7967	19.7	48.0	105	8403	19.4	50.6	104								
	QUINTILE 3	16910	7697	19.0	45.5	99	8514	19.7	50.3	103								
	QUINTILE 4	18002	8125	20.1	45.1	99	8581	19.8	47.7	97								
	QUINTILE 5	19572	8285	20.5	42.3	92	9589	22.2	49.0	100								
RADIO-MID- DAY	TERCILE 1	23248	10773	26.6	46.3	101	11445	26.4	49.2	101								
	TERCILE 2	23667	11468	28.3	48.5	106	11373	26.3	48.1	98								
	TERCILE 3	41549	18247	45.1	43.9	96	20462	47.3	49.2	101								
RADIO-TOTAL	QUINTILE 1	17786	8816	21.8	49.6	108	8150	18.8	45.8	94								
	QUINTILE 2	17316	7898	19.5	45.6	100	8844	20.4	51.1	104								
	QUINTILE 3	18428	8552	21.1	46.4	101	9263	21.4	50.3	103								
	QUINTILE 4	17669	8154	20.1	46.1	101	8718	20.1	49.3	101								
	QUINTILE 5	17265	7068	17.5	40.9	89	8304	19.2	48.1	98								
TV-PRIME TIME	QUINTILE 1	17416	8256	20.4	47.4	104	7848	18.1	45.1	92								
	QUINTILE 2	17413	8106	20.0	46.6	102	8572	19.8	49.2	101								
	QUINTILE 3	17943	8028	19.8	44.7	98	9329	21.6	52.0	106								
	QUINTILE 4	18442	8325	20.6	45.1	99	9512	22.0	51.6	105								
	QUINTILE 5	17250	7772	19.2	45.1	98	8019	18.5	46.5	95								
TV-DAYTIME	TERCILE 1	29966	14299	35.3	47.7	104	13384	30.9	44.7	91								
	TERCILE 2	29480	13314	32.9	45.2	99	14706	34.0	49.9	102								
	TERCILE 3	29018	12876	31.8	44.4	97	15190	35.1	52.3	107								
TV-TOTAL	QUINTILE 1	17740	8623	21.3	48.6	106	7532	17.4	42.5	87								
	QUINTILE 2	17674	7823	19.3	44.3	97	8315	19.2	47.0	96								
	QUINTILE 3	17730	8503	21.0	48.0	105	9262	21.4	52.2	107								
	QUINTILE 4	17563	7709	19.0	43.9	96	9310	21.5	53.0	108								
	QUINTILE 5	17757	7830	19.3	44.1	96	8861	20.5	49.9	102								
MAGAZINES-NEWSPAPERS: DUAL		23278	10403	25.7	44.7	98	12926	29.9	55.5	114								
MAGAZINE IMPERATIVE		21634	10305	25.5	47.6	104	11124	25.7	51.4	105								
NEWSPAPER IMPERATIVE		23455	10438	25.8	44.5	97	11352	26.2	48.4	99								
MAGAZINES-OUTDOOR: DUAL		17482	8039	19.9	46.0	100	9558	22.1	54.7	112								
MAGAZINE IMPERATIVE		28830	13124	32.4	45.5	99	15238	35.2	52.9	108								
OUTDOOR IMPERATIVE		26119	12029	29.7	46.1	101	11839	27.4	45.3	93								
MAGAZINES-RADIO: DUAL		20162	9452	23.3	46.9	102	10768	24.9	53.4	109								
MAGAZINE IMPERATIVE		26292	11713	28.9	44.5	97	14265	33.0	54.3	111								
RADIO IMPERATIVE		25308	11896	29.4	47.0	103	11268	26.0	44.5	91								
MAGAZINES-TELEVISION: DUAL		17312	7744	19.1	44.7	98	8565	19.8	49.5	101								
MAGAZINE IMPERATIVE		29099	13374	33.0	46.0	100	16614	38.4	57.1	117								
TELEVISION IMPERATIVE		27505	12916	31.9	47.0	103	11835	27.3	43.0	88								
NEWSPAPERS-OUTDOOR: DUAL		18628	8080	20.0	43.4	95	9899	22.9	53.1	109								
NEWSPAPER IMPERATIVE		29178	13191	32.6	45.2	99	14871	34.4	51.0	104								
OUTDOOR IMPERATIVE		25260	12246	30.2	48.5	106	11806	27.3	46.7	96								
NEWSPAPERS-RADIO: DUAL		19246	8566	21.2	44.5	97	10084	23.3	52.4	107								
NEWSPAPER IMPERATIVE		28155	12494	30.9	44.4	97	14700	34.0	52.2	107								
RADIO IMPERATIVE		25308	12589	31.1	49.7	109	11378	26.3	45.0	92								
NEWSPAPERS-TELEVISION: DUAL		18615	8417	20.8	45.2	99	9266	21.4	49.8	102								
NEWSPAPER IMPERATIVE		29207	12701	31.4	43.5	95	15982	36.9	54.7	112								
TELEVISION IMPERATIVE		25472	12487	30.8	49.0	107	10853	25.1	42.6	87								
OUTDOOR-RADIO: DUAL		17292	8232	20.3	47.6	104	8801	20.3	50.9	104								
OUTDOOR IMPERATIVE		26915	12215	30.2	45.4	99	13261	30.6	49.3	101								
RADIO IMPERATIVE		28938	13608	33.6	47.0	103	13779	31.8	47.6	97								
OUTDOOR-TELEVISION: DUAL		16112	7839	19.4	48.7	106	7666	17.7	47.6	97								
OUTDOOR IMPERATIVE		28228	12606	31.1	44.7	98	14927	34.5	52.9	108								
TELEVISION IMPERATIVE		30024	13810	34.1	46.0	100	13687	31.6	45.6	93								
RADIO-TELEVISION: DUAL		17803	8766	21.7	49.2	108	7979	18.4	44.8	92								
RADIO IMPERATIVE		28338	13012	32.1	45.9	100	14904	34.4	52.6	108								
TELEVISION IMPERATIVE		28445	12967	32.0	45.6	100	13432	31.0	47.2	97								

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DEODORANTS & ANTI-PERSPIRANTS: KINDS
(FEMALES)

	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	40485	100.0	45.8	100	43279	100.0	48.9	100								
ATLANTIC MONTHLY	415	*132	0.3	31.8	69	*260	0.6	62.7	128								
BARRON'S	522	*194	0.5	37.2	81	387	0.9	74.1	152								
BETTER HOMES & GARDENS	17429	7667	18.9	44.0	96	9343	21.6	53.6	110								
BON APPETIT	2772	1128	2.8	40.7	89	1710	4.0	61.7	126								
BUSINESS WEEK	1469	560	1.4	38.1	83	875	2.0	59.6	122								
CAR AND DRIVER	397	*172	0.4	43.3	95	*267	0.6	67.3	137								
CBS MAGAZINE NETWORK (GROSS)	1633	751	1.9	46.5	102	1000	2.3	61.2	125								
CHANGING TIMES	1554	652	1.6	42.0	92	813	1.9	52.3	107								
COLONIAL HOMES	1304	661	1.6	50.7	111	754	1.7	57.8	118								
CONDE NAST MAG. PKG. (GROSS)	17858	8880	21.9	49.7	109	9660	22.3	54.1	111								
CONSUMERS DIGEST	1406	525	1.3	37.3	82	844	2.0	60.0	123								
COSMOPOLITAN	8815	4411	10.9	50.0	109	4434	10.2	50.3	103								
COUNTRY LIVING	2636	1192	2.9	45.2	99	1616	3.7	61.3	125								
CUISINE	1554	600	1.5	38.6	84	906	2.1	58.3	119								
CYCLE WORLD	469	*177	0.4	37.7	82	*290	0.7	61.8	126								
DCI:CREATIVE IDEAS FOR LIV	2631	1100	2.7	41.8	91	1447	3.3	55.0	112								
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3127	7.7	44.3	97	4038	9.3	57.2	117								
DISCOVER	998	431	1.1	43.2	94	605	1.4	60.6	124								
EBONY	4289	2330	5.8	54.3	119	1891	4.4	44.1	90								
ESQUIRE	1176	506	1.2	43.0	94	580	1.3	49.3	101								
ESSENCE	2392	1358	3.4	56.8	124	1052	2.4	44.0	90								
FAMILY CIRCLE	17209	8067	19.9	46.9	102	9183	21.2	53.4	109								
THE FAMILY HANDYMAN	1184	495	1.2	41.8	91	689	1.6	58.2	119								
FAMILY WEEKLY	12391	5947	14.7	48.0	105	6156	14.2	49.7	102								
FIELD & STREAM	2438	1062	2.6	43.6	95	1236	2.9	50.7	104								
FOOD & WINE	614	241	0.6	39.3	86	330	0.8	53.7	110								
FORBES	813	*282	0.7	34.7	76	560	1.3	68.9	141								
FORTUNE	1083	403	1.0	37.2	81	749	1.7	69.2	141								
GENTLEMEN'S QUARTERLY	1197	543	1.3	45.4	99	728	1.7	60.8	124								
GLAMOUR	6625	3460	8.5	52.2	114	3575	8.3	54.0	110								
GOLF DIGEST	707	323	0.8	45.7	100	410	0.9	58.0	119								
GOLF DIGEST/TENNIS (GROSS)	1316	673	1.7	51.1	112	715	1.7	54.3	111								
GOLF MAGAZINE	469	*222	0.5	47.3	103	*302	0.7	64.4	132								
GOLF MAGAZINE/SKI (GROSS)	1060	426	1.1	40.2	88	718	1.7	67.7	138								
GOOD HOUSEKEEPING	17784	8286	20.5	46.6	102	9466	21.9	53.2	109								
HARPER'S BAZAAR	2931	1350	3.3	46.1	101	1602	3.7	54.7	112								
HEALTH	2199	1003	2.5	45.6	100	1175	2.7	53.4	109								
HEARST MAG CORP. BUY (GROSS)	49148	22865	56.5	46.5	102	26699	61.7	54.3	111								
HEARST MAN POWER (GROSS)	2113	829	2.0	39.2	86	1248	2.9	59.1	121								
HEARST WOMAN POWER (GROSS)	35062	16778	41.4	47.9	105	18463	42.7	52.7	108								
HOUSE BEAUTIFUL	3865	1555	3.8	40.2	88	2304	5.3	59.6	122								
INC.	315	*154	0.4	48.9	107	*169	0.4	53.7	110								
JET	3690	1987	4.9	53.8	118	1619	3.7	43.9	90								
LADIES' HOME JOURNAL	12930	5964	14.7	46.1	101	6859	15.8	53.0	108								
LHJ FAMILY GRP COMBO(GROSS)	18161	8265	20.4	45.5	99	9856	22.8	54.3	111								
LIFE	5065	2309	5.7	45.6	100	2721	6.3	53.7	110								
L.A. TIMES HOME MAGAZINE	1310	515	1.3	39.3	86	767	1.8	58.5	120								
MADENOISELLE	3759	1777	4.4	47.3	103	2056	4.8	54.7	112								
MC CALL'S	14658	6822	16.8	46.5	102	7775	18.0	53.0	108								
MC CALL'S/MRK MOTHER (GROSS)	15857	7469	18.4	47.1	103	8404	19.4	53.0	108								
MECHANIX ILLUSTRATED	809	360	0.9	44.5	97	459	1.1	56.7	116								
METROPOLITAN HOME	1009	389	1.0	38.6	84	612	1.4	60.7	124								
MONEY	1707	704	1.7	41.2	90	1050	2.4	61.5	126								
MOTHER EARTH NEWS	1123	546	1.3	48.6	106	661	1.5	58.9	120								
MS.	932	514	1.3	55.2	121	458	1.1	49.1	100								
NATIONAL ENQUIRER	11971	6024	14.9	50.3	110	5649	13.1	47.2	96								
NATIONAL GEOGRAPHIC	10503	4309	10.6	41.0	90	6199	14.3	59.0	121								
NATIONAL SUNDAY MAGAZINE PKG	54325	24235	59.9	44.6	97	28533	65.9	52.5	107								
NATURAL HISTORY	626	256	0.6	40.9	89	335	0.8	53.5	109								
NEW WOMAN	1992	947	2.3	47.5	104	1092	2.5	54.8	112								
NEW YORK INCLUDING CUE	547	*155	0.4	28.3	62	303	0.7	55.4	113								
THE NEW YORKER	1380	539	1.3	39.1	85	838	1.9	60.7	124								
NEWSWEEK	6925	2915	7.2	42.1	92	3898	9.0	56.3	115								
THE N.Y. TIMES DAILY EDITION	1363	554	1.4	40.6	89	796	1.8	58.4	119								
THE N.Y. TIMES MAGAZINE	2333	983	2.4	42.1	92	1394	3.2	59.8	122								
OMNI	872	457	1.1	52.4	115	522	1.2	59.9	122								
ON CABLE	1298	513	1.3	39.5	86	686	1.6	52.9	108								
1001 HOME IDEAS	3032	1298	3.2	42.8	94	1822	4.2	60.1	123								
ORGANIC GARDENING	1680	825	2.0	49.1	107	910	2.1	54.2	111								
OUTDOOR LIFE	960	495	1.2	51.6	113	448	1.0	46.7	95								
PARADE MAGAZINE	26755	11962	29.5	44.7	98	13689	31.6	51.2	105								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: KINDS
(FEMALES)

	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	21464	40488	100.0	45.8	100	43279	100.0	48.9	100								
PARENTS	4173	2116	5.2	50.7	111	2295	5.3	55.0	112								
PENTHOUSE	973	515	1.3	52.9	116	487	1.1	50.1	102								
PEOPLE	13479	6478	16.0	48.1	105	7173	16.6	53.2	109								
PLAYBOY	2183	1094	2.7	50.1	109	1098	2.5	50.3	103								
POPULAR HOT RODDING	288	*136	0.3	35.1	77	*231	0.5	59.5	122								
POPULAR MECHANICS	1037	337	0.8	32.5	71	624	1.4	60.2	123								
POPULAR SCIENCE	920	334	0.8	36.3	79	511	1.2	55.5	114								
PREVENTION	4071	1648	4.1	40.5	88	2385	5.5	58.6	120								
PSYCHOLOGY TODAY	1940	864	2.1	44.5	97	1147	2.7	59.1	121								
READER'S DIGEST	24031	10645	26.3	44.3	97	12502	28.9	52.0	106								
REDBOOK	8464	4080	10.1	48.2	105	4564	10.5	53.9	110								
ROAD & TRACK	429	*189	0.5	44.1	96	*263	0.6	61.3	125								
ROLLING STONE	1355	595	1.5	43.9	96	863	2.0	63.7	130								
RUNNER'S WORLD	329	*103	0.3	31.3	68	*256	0.6	77.8	159								
SATURDAY EVENING POST	1268	541	1.3	42.7	93	651	1.5	51.3	105								
SCIENCE 84	702	383	0.7	40.3	88	395	0.9	56.3	115								
SCIENCE DIGEST	553	291	0.7	52.6	115	279	0.6	50.5	103								
SCIENTIFIC AMERICAN	615	*242	0.6	39.3	86	354	0.8	57.6	118								
SELF	2683	1335	3.3	49.8	109	1516	3.5	56.5	115								
SEVENTEEN	3309	1901	4.7	57.4	126	1759	4.1	53.2	109								
SKI	591	*204	0.5	34.5	75	416	1.0	70.4	144								
SMITHSONIAN	3039	1781	3.2	42.2	92	1722	4.0	56.7	116								
SOAP OPERA DIGEST	3683	1955	4.8	53.1	116	1729	4.0	46.9	96								
SOUTHERN LIVING	4434	2027	5.0	45.7	100	2591	6.0	58.4	119								
SPORT	701	402	1.0	57.3	125	335	0.8	47.8	98								
THE SPORTING NEWS	518	**156	0.4	30.1	66	*312	0.7	60.2	123								
SPORTS AFFIELD	523	*201	0.5	38.4	84	344	0.8	65.8	134								
SPORTS ILLUSTRATED	3325	1624	4.0	48.8	107	1757	4.1	52.8	108								
STAR	8547	4365	10.8	51.0	111	3902	9.0	45.5	93								
SUNDAY	27630	11834	29.2	42.8	94	14849	34.3	53.7	110								
SUNSET	2219	860	2.1	38.8	85	1365	3.2	61.5	126								
TV GUIDE	24258	12156	30.0	50.1	109	11617	26.8	47.9	98								
TENNIS	609	350	0.9	57.5	126	*305	0.7	50.1	102								
TIME	9929	4347	10.7	43.8	96	5766	13.3	58.1	119								
TOWN & COUNTRY	1062	440	1.1	41.4	91	587	1.4	55.3	113								
TRAVEL & LEISURE	1051	425	1.0	40.4	88	620	1.4	59.0	121								
TRUE STORY	3946	2038	5.0	51.6	113	1720	4.0	43.6	89								
U.S. NEWS & WORLD REPORT	3782	1604	4.0	42.4	93	2191	5.1	57.9	118								
USA TODAY	1874	912	2.3	48.7	106	1015	2.3	54.2	111								
US	2213	1064	2.6	48.2	105	1238	2.9	55.9	114								
VOGUE	4792	2308	5.7	48.2	105	2513	5.8	52.4	107								
WALL STREET JOURNAL	2045	756	1.9	37.0	81	1240	2.9	60.6	124								
WEIGHT WATCHERS	2364	1006	2.5	42.6	93	1411	3.3	59.7	122								
WOMAN'S DAY	15182	7097	17.5	46.7	102	8091	18.7	53.3	109								
WORKING MOTHER	1198	647	1.6	54.0	118	628	1.5	52.4	107								
WORKING WOMAN	1523	712	1.8	46.7	102	849	2.0	55.7	114								
WORLD TENNIS	*183	**99	0.2	54.1	118	*100	0.2	54.6	112								
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1253	3.1	45.1	99	1550	3.6	55.8	114								
BLAIR INSERTS	47909	21078	52.1	44.0	96	25415	58.7	53.0	108								
DAILY NEWSPAPERS																	
READ ANY	56731	25541	63.1	45.0	98	28839	66.6	50.8	104								
READ ONE	47696	21488	53.1	45.1	98	23973	55.4	50.3	103								
READ TWO OR MORE	9034	4053	10.0	44.9	98	4866	11.2	53.9	110								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	25753	63.6	44.6	97	30118	69.6	52.2	107								
READ ONE	50513	22510	55.6	44.6	97	26101	60.3	51.7	106								
READ TWO OR MORE	7219	3243	8.0	44.9	98	4017	9.3	55.6	114								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.41				28.96											
30 DAY REACH	78184	35648	88.0	45.6	100	38632	89.3	49.4	101								
50 SHWG - 30 DAY AV FREQ	14.80	14.99				15.26											
30 DAY REACH	74239	33855	83.6	45.6	100	36725	84.9	49.5	101								
25 SHWG - 30 DAY AV FREQ	8.05	8.08				8.29											
30 DAY REACH	46254	31391	77.5	46.0	100	33752	78.0	49.5	101								
CABLE TV: HOME WIRED	35215	17011	42.0	48.3	106	18011	41.6	51.1	105								
HOME NOT WIRED	53250	23478	58.0	44.1	96	25268	58.4	47.5	97								
HAVE PAY CABLE	17885	8995	22.2	50.3	110	9463	21.9	52.9	108								

	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	40488	100.0	45.8	100	43279	100.0	48.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	22331	55.2	46.5	102	24054	55.6	50.1	102								
10:00 AM - 3:00 PM	33674	15993	39.5	47.5	104	16371	37.8	48.6	99								
3:00 PM - 7:00 PM	34431	16730	41.3	48.6	106	17016	39.3	49.4	101								
7:00 PM - MIDNIGHT	17761	8533	21.1	48.0	105	8430	19.5	47.5	97								
MIDNIGHT - 6:00 AM	10087	4646	11.5	46.1	101	5215	12.0	51.7	106								
6:00 AM - MIDNIGHT	64318	30349	75.0	47.2	103	31689	73.2	49.3	101								
ENTIRE DAY	65181	30773	76.0	47.2	103	32177	74.3	49.4	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	8473	20.9	48.7	106	8751	20.2	50.3	103								
ALL NEWS	2520	974	2.4	38.7	84	1226	2.8	48.7	99								
AOR/PROGRESSIVE	4419	2203	5.4	49.9	109	2081	4.8	47.1	96								
BEAUTIFUL MUSIC	6119	2552	6.3	41.7	91	3369	7.8	55.1	113								
BLACK	2623	1367	3.4	52.1	114	1066	2.5	40.6	83								
CLASSICAL	1553	705	1.7	45.4	99	907	2.1	58.4	119								
CHR/ROCK	11282	5715	14.1	50.7	111	5829	13.5	51.7	104								
COUNTRY	13343	6370	15.7	47.7	104	6584	15.2	49.3	101								
GOLDEN OLDIES	1299	597	1.5	46.0	100	586	1.4	45.1	92								
MOR/NOSTALGIA	5241	2415	6.0	46.1	101	2569	5.9	49.0	100								
NEWS/TALK	4165	1582	3.9	38.0	83	2258	5.2	54.2	111								
RELIGIOUS	3324	1574	3.9	47.4	103	1355	3.1	40.8	83								
SOFT ROCK	609	288	0.7	47.3	103	*260	0.6	42.7	87								
URBAN CONTEMPORARY	1853	893	2.2	48.2	105	812	1.9	43.8	90								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1859	4.6	49.9	109	1798	4.2	48.3	99								
ABC DIRECTION	2488	1187	2.9	47.7	104	1274	2.9	51.2	105								
ABC ENTERTAINMENT	5129	2317	5.7	45.2	99	2520	5.8	49.1	100								
ABC FM	2498	1162	2.9	46.5	102	1334	3.1	53.4	109								
ABC INFORMATION	5721	2485	6.1	43.4	95	3126	7.2	54.6	112								
ABC ROCK	2021	1064	2.6	52.6	115	1050	2.4	52.0	106								
CBS	4756	2025	5.0	42.6	93	2351	5.4	49.4	101								
MUTUAL	5272	2379	5.9	45.1	99	2683	6.2	50.9	104								
NBC	4964	2384	5.9	48.0	105	2360	5.5	47.5	97								
RADIORADIO	2218	919	2.3	41.4	91	1083	2.5	48.8	100								
RKO ONE	2565	1251	3.1	48.8	107	1313	3.0	51.2	105								
RKO TWO	3640	1769	4.4	48.6	106	1648	3.8	45.3	93								
THE SOURCE	2467	1391	3.4	56.4	123	1019	2.4	41.3	84								
NON-WIRED : BLAIR	9466	4459	11.0	47.1	103	4890	11.3	51.7	106								
INTERNET	13616	6609	16.3	48.5	106	6720	15.5	49.4	101								
KATZ RADIO GROUP	16998	7614	18.8	44.8	98	8768	20.3	51.6	105								
SUPERNET	11622	5637	13.9	48.5	106	5851	13.5	50.3	103								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	4376	10.8	46.4	101	4309	10.0	45.7	93								
MKDAY 9:00 AM - 1:00 PM	13304	6332	15.6	47.6	104	5866	13.6	44.1	90								
MKDAY 1:00 PM - 4:30 PM	17591	8460	20.9	48.1	105	7696	17.8	43.7	89								
MKDAY 4:30 PM - 7:30 PM	24418	11295	27.9	46.3	101	11271	26.0	46.2	94								
MKDAY 7:30 PM - 8:00 PM	34400	15885	39.2	46.2	101	15992	37.0	46.5	95								
MKDAY 11:00 PM - 11:30 PM	26120	12123	29.9	46.4	101	12782	29.5	48.9	100								
MKDAY 11:30 PM - 1:00 AM	8402	4077	10.1	48.5	106	4050	9.4	48.2	99								
M-SAT 8-11 PM+SUN 7-11 PM	36828	17105	42.2	46.4	101	17817	41.2	48.4	99								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	7221	3462	8.6	47.9	105	3411	7.9	47.2	97							
ANOTHER WORLD	N	4924	2291	5.7	46.5	102	2108	4.9	42.8	88							
AS THE WORLD TURNS	C	5966	2913	7.2	48.8	107	2577	6.0	43.2	88							
CAPITOL	C	3672	1733	4.3	47.2	103	1572	3.6	42.8	88							
CBS MORN. NEWS 1	C	1590	768	1.9	48.3	106	705	1.6	44.3	91							
CBS MORN. NEWS 2	C	1298	563	1.4	43.4	95	606	1.4	46.7	95							
DAYS OF OUR LIVES	N	6389	3122	7.7	48.9	107	2814	6.5	44.0	90							
FACTS OF LIFE - DAYTIME	N	2526	1114	2.8	44.1	96	1124	2.6	44.5	91							
FAMILY FEUD	A	3427	1658	4.1	48.4	106	1451	3.4	42.3	87							
GENERAL HOSPITAL	A	6870	3335	8.2	48.5	106	2983	6.9	43.4	89							
GOOD MORNING, AMERICA-730	A	3767	1869	4.6	49.6	108	1739	4.0	46.2	94							
GOOD MORNING, AMERICA-830	A	3076	1465	3.6	47.6	104	1515	3.5	49.3	101							
GUIDING LIGHT	C	5789	2789	6.9	48.2	105	2599	5.9	44.2	90							
ONE LIFE TO LIVE	A	4918	2488	6.1	50.6	111	2045	4.7	41.6	85							
PRESS YOUR LUCK	C	2367	1114	2.8	47.1	103	958	2.2	40.5	83							
PRICE IS RIGHT 1	C	4727	2301	5.7	48.7	106	1937	4.5	41.0	84							
PRICE IS RIGHT 2	C	5511	2776	6.9	50.4	110	2267	5.2	41.1	84							
RYAN'S HOPE	A	3479	1800	4.4	51.7	113	1610	3.7	46.3	95							
SALE OF THE CENTURY	N	2823	1199	3.0	42.5	93	1304	3.0	46.2	94							
SEARCH FOR TOMORROW	N	2525	1235	3.1	48.9	107	1091	2.5	43.2	88							
TODAY SHOW 1	N	2979	1253	3.1	42.1	92	1458	3.4	48.9	100							
TODAY SHOW 2	N	2792	1160	2.9	41.5	91	1301	3.0	46.6	95							
\$25,000 PYRAMID	C	2899	1267	3.1	43.7	95	1239	2.9	42.7	87							
WHEEL OF FORTUNE	N	4689	2082	5.1	44.4	97	2103	4.9	44.8	92							
YOUNG AND THE RESTLESS	C	6231	3241	8.0	52.0	114	2509	5.8	40.3	82							
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1972	999	2.5	50.7	111	886	2.0	44.9	92							
NBA PLAYOFF GAME -1	C	1246	554	1.4	44.5	97	608	1.4	48.8	100							
NBC MAJOR LEAGUE PRE-GAME N	N	1140	558	1.4	48.9	107	394	0.9	34.6	71							
SPORTSWORLD - SUN	N	1328	647	1.6	48.7	106	635	1.5	47.8	98							
SUNDAY MORNING	C	1645	748	1.8	45.5	99	943	2.2	57.3	117							

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DEODORANTS & ANTI-PERSPIRANTS: KINDS
(FEMALES)

	TOTAL U.S. '000	SCENTED				UNSCENTED											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	40488	100.0	45.8	100	43279	100.0	48.9	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	12645	31.2	45.2	99	13216	30.5	47.3	97								
NETWORK AFFILIATES - LATE	21966	9921	24.5	45.2	99	10861	25.1	49.4	101								
INDEPENDENTS - LATE	2247	1056	2.6	47.0	103	1130	2.6	50.3	103								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	5447	13.5	47.3	103	5394	12.5	46.8	96								
ABC MONDAY NIGHT MOVIE	A 6879	3301	8.2	48.0	105	3346	7.7	48.6	99								
ABC SUNDAY NIGHT MOVIE	A 13690	6477	16.0	47.3	103	6741	15.6	49.2	101								
ABC WORLD NEWS TONIGHT	A 6589	3082	7.6	46.8	102	3111	7.2	47.2	97								
AFTERMASH	C 6391	2563	6.3	40.1	88	3217	7.4	50.3	103								
ALICE	C 10273	4518	11.2	44.0	96	4827	11.2	47.0	96								
AMERICAN PARADE	C 7130	3212	7.9	45.0	98	3396	7.8	47.6	97								
BENSON	A 11665	5506	13.6	47.2	103	5396	12.5	46.3	95								
BLUE THUNDER	A 5442	2727	6.7	50.1	109	2576	6.0	47.3	97								
CAGNEY & LACEY	C 10565	4569	11.3	43.2	94	5476	12.7	51.8	106								
CBS EVENING NEWS-DEAN	C 3668	1464	3.6	39.9	87	1699	3.9	46.3	95								
CBS EVENING NEWS-RATHER	C 7561	3258	8.0	43.1	94	3763	8.7	49.8	102								
CBS SAT. NEWS-SCHIEFFER	C 3948	1708	4.2	43.3	95	1943	4.5	49.2	101								
CBS SATURDAY NIGHT MOVIE	C 5966	2799	6.9	46.9	103	3080	7.1	51.6	106								
CBS WEDNESDAY NIGHT MOVIE	C 6529	2969	7.3	45.5	99	3250	7.5	49.8	102								
CHEERS	N 9842	4252	10.5	43.2	94	5120	11.8	52.0	106								
DALLAS	C 23935	10750	26.6	44.9	98	11759	27.2	49.1	100								
DIFF'RENT STROKES	N 7574	3474	8.6	45.9	100	3312	7.7	43.7	89								
DOUBLE TROUBLE	N 7786	3627	9.0	46.6	102	3733	8.6	47.9	98								
DUCK FACTORY	N 6290	2700	6.7	42.9	94	3351	7.7	53.3	109								
DUKES OF HAZZARD	C 6402	2972	7.3	46.4	101	3079	7.1	48.1	98								
DYNASTY	A 21955	10061	24.8	45.8	100	10539	24.4	48.0	98								
FACTS OF LIFE	N 8898	4133	10.2	46.4	101	4137	9.6	46.5	95								
FALCON CREST	C 21877	9550	23.6	43.7	95	10924	25.2	49.9	102								
FALL GUY	A 10045	4776	11.8	47.5	104	4597	10.6	45.8	94								
FAMILY TIES	N 8922	4142	10.2	46.4	101	4122	9.5	46.2	94								
FANTASY ISLAND	A 8288	3671	9.1	44.3	97	3850	8.9	46.5	95								
FOULUPS,BLEEPS & BLUNDERS	A 9891	4594	11.3	46.4	101	4714	10.9	47.7	97								
FOUR SEASONS	C 5429	2358	5.8	43.4	95	2759	6.4	50.8	104								
GIMME A BREAK	N 9646	4543	11.2	47.1	103	4322	10.0	44.8	92								
HART TO HART	A 9983	4446	11.0	44.5	97	4944	11.4	49.5	101								
HILL STREET BLUES	N 9688	4405	10.9	45.5	99	4999	11.6	51.6	105								
HOTEL	A 15435	7109	17.6	46.1	101	7553	17.5	48.9	100								
JEFFERSONS	C 10031	4456	11.0	44.4	97	4736	10.9	47.2	97								
JENNIFER SLEPT HERE	N 6376	2992	7.4	46.9	103	2833	6.5	44.4	91								
KATE & ALLIE	C 9951	4475	11.1	45.0	98	4736	10.9	47.6	97								
KNIGHT RIDER	N 7908	3612	8.9	45.7	100	3800	8.8	48.1	98								
LOVE BOAT	A 13226	5806	14.3	43.9	96	6265	14.5	47.4	97								
MAGNUM PI	C 12105	5501	13.6	45.4	99	6052	14.0	50.0	102								
MAMA'S FAMILY	N 6364	2843	7.0	44.7	98	3049	7.0	47.9	98								
MASTER, THE	N 3955	1834	4.5	46.4	101	1892	4.4	47.8	98								
MATT HOUSTON	A 6903	3482	8.6	50.4	110	3266	7.5	47.3	97								
NBC MONDAY NIGHT MOVIE	N 13443	6335	15.6	47.1	103	6505	15.0	48.4	99								
NBC NIGHTLY NEWS	N 5585	2293	5.7	41.1	90	2781	6.4	49.8	102								
NBC NIGHTLY NEWS-SAT	N 3688	1334	3.3	36.2	79	1828	4.2	49.6	101								
NBC NIGHTLY NEWS-SUN	N 3310	1252	3.1	37.8	83	1816	4.2	54.9	112								
NBC SUNDAY NIGHT MOVIE	N 9238	4536	11.2	49.1	107	4343	10.0	47.0	96								
NEWMART	C 9876	4538	11.2	45.9	100	4729	10.9	47.9	98								
ONE DAY AT A TIME	C 7954	3705	9.2	46.6	102	3758	8.7	47.2	97								
PEOPLE ARE FUNNY	N 5182	2471	6.1	47.7	104	2414	5.6	46.6	95								
REAL PEOPLE	N 9674	4315	10.7	44.6	97	4522	10.4	46.7	96								
REMINGTON STEELE	N 8511	4169	10.3	49.0	107	4068	9.4	47.8	98								
RIPLY'S BELIEVE IT - NOT	A 5656	2878	7.1	50.9	111	2588	6.0	45.8	94								
RIPIDE	N 7718	3577	8.8	46.3	101	3783	8.7	49.0	100								
SCARECROW & MRS. KING	C 11058	5098	12.6	46.1	101	5215	12.0	47.2	96								
SIMON & SIMON	C 11615	5512	13.6	47.5	104	5496	12.7	47.3	97								
60 MINUTES	C 14326	6020	14.9	42.0	92	7337	17.0	51.2	105								
ST. ELSEWHERE	N 7670	3594	8.9	46.9	102	3714	8.6	48.4	99								
THREE'S COMPANY	A 12068	5727	14.1	47.5	104	5807	13.4	48.1	98								
T.J. HOOKER	A 9735	4373	10.8	44.9	98	4537	10.5	46.6	95								
TONIGHT SHOW	N 2531	1079	2.7	42.6	93	1344	3.1	53.1	109								
TRAPPER JOHN, M.D.	C 10374	4488	11.1	43.3	95	4987	11.5	48.1	98								
TV BLOOPERS & PRAC. JOKES	N 9795	4521	11.2	46.2	101	4653	10.8	47.5	97								
20/20	A 10009	4521	11.2	45.2	99	4983	11.5	49.8	102								
WEBSTER	A 11934	5680	14.0	47.6	104	5475	12.7	45.9	94								
WORLD NEWS - SUN	A 3291	1529	3.8	46.5	102	1595	3.7	48.5	99								
YELLOW ROSE	N 5196	2509	6.2	48.3	106	2426	5.6	46.7	95								
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	4504	11.1	47.2	103	4959	11.5	51.9	106								
BASKETBALL - COLLEGE GAMES	4414	2230	5.5	50.5	110	2225	5.1	50.4	103								
BASKETBALL - PRO GAMES	3876	2012	5.0	51.9	113	1904	4.4	49.1	100								
BOWLING	4056	2016	5.0	49.7	109	2091	4.8	51.6	105								
BOXING	4154	2327	5.7	56.0	122	1845	4.3	44.4	91								
FOOTBALL - COLLEGE GAMES	6754	3172	7.8	47.0	103	3678	8.5	54.5	111								
FOOTBALL - PRO GAMES	12364	5935	14.7	48.0	105	7106	16.4	57.5	117								
GOLF	3615	1599	3.9	44.2	97	1963	4.5	54.3	111								
POST-SEASON COLL. FOOTBALL	5256	2602	6.4	49.1	107	2714	6.3	51.2	105								
POST-SEASON PRO FOOTBALL	6693	2819	7.0	42.1	92	4258	9.8	63.6	130								
TENNIS	3281	1557	3.8	47.5	104	1954	4.5	59.6	122								
WRESTLING - PROFESSIONAL	3672	1934	4.8	52.7	115	1773	4.1	48.3	99								

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				AVON FEELING FRESH				BAN ROLL-ON			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4710	100.0	5.3	100	4973	100.0	5.6	100	3453	100.0	3.9	100	13799	100.0	15.6	100
FEMALE HOMEOWNERS	80986	4351	92.4	5.4	101	4605	92.6	5.7	101	3003	87.0	3.7	95	12644	91.6	15.6	100
EMPLOYED MOTHERS	18702	1175	24.9	6.3	118	1140	22.9	6.1	108	716	20.7	3.8	98	3046	22.1	16.3	104
18 - 24	14726	684	14.5	4.6	87	*736	14.8	5.0	89	*786	22.8	5.3	137	2014	14.6	13.7	88
25 - 34	20202	1323	28.1	6.5	123	1062	21.4	5.3	94	682	19.8	3.4	86	2908	21.1	14.4	92
35 - 44	14781	945	20.1	6.4	120	834	16.8	5.6	100	*534	15.5	3.6	93	2172	15.7	14.7	94
45 - 54	11449	628	13.3	5.5	103	563	11.3	4.9	87	*397	11.5	3.5	89	2090	15.1	18.3	117
55 - 64	11846	535	11.4	4.5	85	770	15.5	6.5	116	*579	16.8	4.9	125	1970	14.3	16.6	107
65 OR OLDER	15459	596	12.7	3.9	72	1007	20.2	6.5	116	475	13.8	3.1	79	2646	19.2	17.1	110
18 - 34	34928	2007	42.6	5.7	108	1798	36.2	5.1	92	1468	42.5	4.2	108	4922	35.7	14.1	90
18 - 49	55154	3311	70.3	6.0	113	2897	58.3	5.3	93	2219	64.3	4.0	103	8228	59.6	14.9	96
25 - 54	46433	2895	61.5	6.2	117	2459	49.4	5.3	94	1613	46.7	3.5	89	7170	52.0	15.4	99
35 - 49	20226	1304	27.7	6.4	121	1099	22.1	5.4	97	751	21.7	3.7	95	3306	24.0	16.3	105
50 OR OLDER	33310	1399	29.7	4.2	79	2076	41.7	6.2	111	1234	35.7	3.7	95	5572	40.4	16.7	107
GRADUATED COLLEGE	12110	630	13.4	5.2	98	702	14.1	5.8	103	**242	7.0	2.0	51	2231	16.2	18.4	118
ATTENDED COLLEGE	15309	699	14.8	4.6	86	809	16.3	5.3	94	*606	17.5	4.0	101	2467	17.9	16.1	103
GRADUATED HIGH SCHOOL	36912	2328	49.4	6.3	118	2129	42.8	5.8	103	1454	42.1	3.9	101	5864	42.5	15.9	102
DID NOT GRADUATE HIGH SCHOOL	24134	1052	22.3	4.4	82	1333	26.8	5.5	98	1151	33.3	4.8	122	3237	23.5	13.4	86
EMPLOYED FULL-TIME	35457	1901	40.4	5.4	101	1956	39.3	5.5	98	1222	35.4	3.4	88	5469	39.6	15.4	99
EMPLOYED PART-TIME	8514	*393	8.3	4.6	87	*458	9.2	5.4	96	*348	10.1	4.1	105	1566	11.3	18.4	118
NOT EMPLOYED	44494	2417	51.3	5.4	102	2559	51.5	5.8	102	1883	54.5	4.2	108	6765	49.0	15.2	97
PROFESSIONAL/MANAGER	10811	*533	11.3	4.9	93	*678	13.6	6.3	112	**332	9.6	3.1	79	2233	16.2	20.7	132
TECH/CLERICAL/SALES	19640	1049	22.3	5.3	100	1032	20.8	5.3	93	656	19.0	3.3	86	2935	21.3	14.9	96
PRECISION/CRAFT	1023	**30	0.6	2.9	55	**99	2.0	9.7	172	*331	0.9	3.0	78	**127	0.9	12.4	80
OTHER EMPLOYED	12498	682	14.5	5.5	102	605	12.2	4.8	86	*551	16.0	4.4	113	1740	12.6	13.9	89
SINGLE	15995	786	16.7	4.9	92	889	17.9	5.6	99	*726	21.0	4.5	116	2438	17.7	15.2	98
MARRIED	51689	3067	65.1	5.9	111	2946	59.2	5.7	101	1940	56.8	3.8	97	8020	58.1	15.5	99
DIVORCED/SEPARATED/WIDOWED	20780	857	18.2	4.1	77	1138	22.9	5.5	97	767	22.2	3.7	95	3342	24.2	16.1	103
PARENTS	33922	2357	50.0	6.9	131	2008	40.4	5.9	105	1489	43.1	4.4	112	5104	37.0	15.0	96
WHITE	76422	4139	87.9	5.4	102	4234	85.1	5.5	99	2835	82.1	3.7	95	12109	87.8	15.8	102
BLACK	10066	487	10.3	4.8	91	679	13.7	6.7	120	575	16.7	5.7	146	1553	11.3	15.4	99
OTHER	1976	**84	1.8	4.3	80	**59	1.2	3.0	53	**44	1.3	2.2	57	**137	1.0	6.9	44
NORTHEAST-CENSUS	19803	1045	22.2	5.3	99	1074	21.6	5.4	96	820	23.7	4.1	106	3537	25.6	17.9	115
NORTH CENTRAL	22181	1155	24.5	5.2	98	1416	28.5	6.4	114	1069	31.0	4.8	123	3876	28.1	17.5	112
SOUTH	30082	1719	36.5	5.7	107	1741	35.0	5.8	103	1220	35.3	4.1	104	4124	29.9	13.7	88
WEST	16398	791	16.8	4.8	91	742	14.9	4.5	80	*344	10.0	2.1	54	2263	16.4	13.8	88
NORTHEAST-MKTG.	20163	1003	21.3	5.0	93	1131	22.7	5.6	100	809	23.4	4.0	103	3461	25.1	17.2	110
EAST CENTRAL	13054	775	16.5	5.9	112	902	18.1	6.9	123	628	18.2	4.8	123	2243	16.3	17.2	110
WEST CENTRAL	14993	769	16.3	5.1	96	912	18.3	6.1	108	732	21.2	4.9	125	2543	18.4	17.0	109
SOUTH	25785	1489	31.6	5.8	108	1389	27.9	5.4	96	988	28.6	3.8	98	3571	25.9	13.8	89
PACIFIC	14470	*674	14.3	4.7	87	640	12.9	4.4	79	*295	8.5	2.0	52	1982	14.4	13.7	88
COUNTY SIZE A	36705	1943	41.3	5.3	99	1926	38.7	5.2	93	1005	29.1	2.7	70	5388	39.0	14.7	94
COUNTY SIZE B	26819	1396	29.6	5.2	98	1645	33.1	6.1	109	1233	35.7	4.6	118	4519	32.7	16.8	108
COUNTY SIZE C	13597	721	15.3	5.3	100	621	12.5	4.6	81	*524	15.2	3.9	99	2048	14.8	15.1	97
COUNTY SIZE D	11344	650	13.8	5.7	108	781	15.7	6.9	122	692	20.0	6.1	156	1844	13.4	16.3	104
METRO CENTRAL CITY	26825	1346	28.6	5.0	94	1618	32.5	6.0	107	1089	31.5	4.1	104	4086	29.6	15.2	98
METRO SUBURBAN	39912	2102	44.6	5.3	99	1921	38.6	4.8	86	1116	32.3	2.8	72	6167	44.7	15.5	99
NON METRO	21728	1261	26.8	5.8	109	1434	28.8	6.6	117	1249	36.2	5.7	147	3547	25.7	16.3	105
TOP 5 ADI'S	20847	1098	23.3	5.3	99	961	19.3	4.6	82	678	19.6	3.3	83	3437	24.9	16.5	106
TOP 10 ADI'S	28719	1618	34.4	5.6	106	1393	28.0	4.9	86	837	24.2	2.9	75	4451	32.3	15.5	99
TOP 20 ADI'S	40904	2121	45.0	5.2	97	2030	40.8	5.0	88	1157	33.5	2.8	72	6104	44.2	14.9	96
MSHLD INC. \$50,000 OR MORE	7931	**276	5.9	3.5	65	*492	9.9	6.2	110	**187	5.4	2.4	60	1331	9.6	16.8	108
\$40,000 OR MORE	15233	717	15.2	4.7	88	855	17.2	5.6	100	*334	9.7	2.2	56	2786	20.2	18.3	117
\$30,000 OR MORE	28333	1473	31.3	5.2	98	1696	34.1	6.0	106	*673	19.5	2.4	61	4842	35.1	17.1	110
\$25,000 OR MORE	36417	1919	40.7	5.3	99	2125	42.7	5.8	104	1032	29.9	2.8	73	6016	43.6	16.5	106
\$20,000 - \$24,999	9943	*420	8.9	4.2	79	*494	9.9	5.0	88	*448	13.0	4.5	115	1583	11.5	15.9	102
\$15,000 - \$19,999	9211	592	12.6	6.4	121	454	9.1	4.9	88	*422	12.2	4.6	117	1240	9.0	13.5	86
\$10,000 - \$14,999	13477	860	18.3	6.4	120	805	16.2	6.0	106	636	18.4	4.7	121	1909	13.8	14.2	91
UNDER \$10,000	19418	920	19.5	4.7	89	1096	22.0	5.6	100	916	26.5	4.7	121	3051	22.1	15.7	101
HOUSEHOLD OF 1 PERSON	11987	411	8.7	3.4	64	705	14.2	5.9	105	375	10.9	3.1	80	2300	16.7	19.2	123
2 PEOPLE	27046	1179	25.0	4.4	82	1396	28.1	5.2	92	808	23.4	3.0	77	3927	28.5	14.5	93
3 OR 4 PEOPLE	34251	2099	44.6	6.1	115	2031	40.8	5.9	105	1377	39.9	4.0	103	5143	37.3	15.0	96
5 OR MORE PEOPLE	15180	1022	21.7	6.7	126	841	16.9	5.5	99	*893	25.9	5.9	151	2430	17.6	16.0	103
NO CHILD IN MSHLD	49819	2166	46.0	4.3	82	2782	55.9	5.6	99	1581	45.8	3.2	81	8001	58.0	16.1	103
CHILD(REN) UNDER 2 YRS	6045	*538	11.4	8.9	167	*340	6.8	5.6	100	**215	6.2	3.6	91	787	5.7	13.0	83
2 - 5 YEARS	15233	973	20.7	6.4	120	853	17.2	5.6	100	872	25.3	5.7	147	2369	17.2	15.6	100
6 - 11 YEARS	16260	1068	22.7	6.6	123	866	17.4	5.3	95	884	25.6	5.4	139	2532	18.3	15.6	100
12 - 17 YEARS	19173	1288	27.3	6.7	126	1195	24.0	6.2	111	947	27.4	4.9	127	3045	22.1	15.9	102
RESIDENCE OWNED	61371	3247	68.9	5.3	99	3480	70.0	5.7	101	2494	72.2	4.1	104	10176	73.7	16.6	106
VALUE: \$50,000 OR MORE	35355	1670	35.5	4.7	89	2041	41.0	5.8	103	1053	30.5	3.0	76	6225	45.1	17.6	113
VALUE: UNDER \$50,000	26016	1578	33.5	6.1	114	1439	28.9	5.5	98	1442	41.8	5.5	142	3951	28.6	15.2	97

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	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				AVON FEELING FRESH				SANTAL ROLL-ON			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4710	100.0	5.3	100	4973	100.0	5.6	100	3453	100.0	3.9	100	13799	100.0	15.6	100
ATLANTIC MONTHLY	415	**24	0.5	5.8	109	**30	0.6	7.2	129	**3	0.1	0.7	19	**66	0.5	15.9	102
BARRON'S	522	**28	0.6	5.4	101	**28	0.6	5.4	95	**13	0.4	2.5	64	**113	0.8	21.6	139
BETTER HOMES & GARDENS	17429	912	19.4	5.2	98	1069	21.5	6.1	109	690	20.0	4.0	101	2976	21.6	17.1	109
BON APPETIT	2772	**132	2.8	4.8	89	**276	5.5	10.0	177	**73	2.1	2.6	67	467	3.4	16.8	108
BUSINESS WEEK	1469	**63	1.3	4.3	81	**131	2.6	8.9	159	**57	1.7	3.9	99	**218	1.6	14.8	95
CAR AND DRIVER	397	**12	0.3	3.0	57	**40	0.8	10.1	179	**13	0.4	3.3	84	**120	0.9	30.2	194
CBS MAGAZINE NETWORK (GROSS)	1633	**51	1.1	3.1	59	**237	4.8	14.5	258	**43	1.2	2.6	67	317	2.3	19.4	124
CHANGING TIMES	1554	**118	2.5	7.6	143	**83	1.7	5.3	95	**68	2.0	4.4	112	272	2.0	17.5	112
COLONIAL HOMES	1304	**61	1.3	4.7	88	**64	1.3	4.9	87	**92	2.7	7.1	181	237	1.7	18.2	117
CONDE NAST MAG. PKG. (GROSS)	17858	1110	23.6	6.2	117	1043	21.0	5.8	104	550	15.9	3.1	79	2629	19.1	14.7	94
CONSUMERS DIGEST	1406	**66	1.4	4.7	88	**139	2.8	9.9	176	**30	0.9	2.1	55	**226	1.6	16.1	103
COSMOPOLITAN	8815	492	10.4	5.6	105	454	9.1	5.2	92	**270	7.8	3.1	78	1307	9.5	14.8	95
COUNTRY LIVING	2636	**179	3.8	6.8	128	**193	3.9	7.3	130	**76	2.2	2.9	74	485	3.5	18.4	118
CUISINE	1554	**61	1.3	3.9	74	**98	2.0	6.3	112	**55	1.6	3.5	91	**198	1.4	12.7	82
CYCLE WORLD	469	**6	0.1	1.3	24	**40	0.8	8.5	152	**25	0.7	5.3	137	**130	0.9	27.7	178
DCI:CREATIVE IDEAS FOR LIV	2631	**163	3.5	6.2	116	**241	4.8	9.2	163	**161	4.7	6.1	157	516	3.7	19.6	126
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	336	7.1	4.8	89	573	11.5	8.1	144	**316	9.2	4.5	115	1426	10.3	20.2	129
DISCOVER	998	**23	0.5	2.3	43	**94	1.9	9.4	168	**35	1.0	3.5	90	**183	1.3	18.3	118
EBONY	4289	231	4.9	5.4	101	350	7.0	8.2	145	314	9.1	7.3	188	737	5.3	17.2	110
ESQUIRE	1176	**97	2.1	8.2	155	**99	2.0	8.4	150	**28	0.8	2.4	61	**171	1.2	14.5	93
ESSENCE	2392	**106	2.3	4.4	83	**188	3.8	7.9	140	**178	5.2	7.4	191	453	3.3	18.9	121
FAMILY CIRCLE	17209	974	20.7	5.7	106	1153	23.2	6.7	119	667	19.3	3.9	99	3014	21.8	17.5	112
THE FAMILY HANDYMAN	1184	**56	1.2	4.7	89	**98	2.0	8.3	147	**42	1.2	3.5	91	**193	1.4	16.3	105
FAMILY WEEKLY	12391	731	15.5	5.9	111	584	11.7	4.7	84	492	14.2	4.0	102	2275	16.5	18.4	118
FIELD & STREAM	2438	**94	2.0	3.9	72	**178	3.6	7.3	130	**81	2.3	3.3	85	334	2.4	13.7	88
FOOD & WINE	614	**27	0.6	4.4	83	**35	0.7	5.7	101	**8	0.2	1.3	33	**84	0.6	13.7	88
FORBES	813	**9	0.2	1.1	21	**45	0.9	5.5	98	**25	0.7	3.1	79	**147	1.1	18.1	116
FORTUNE	1083	**33	0.7	3.0	57	**80	1.6	7.4	131	**31	0.9	2.9	73	**209	1.5	19.3	124
GENTLEMAN'S QUARTERLY	1197	**43	0.9	3.6	67	**33	0.7	2.8	49	**35	1.0	2.9	75	**166	1.2	13.9	89
GLAMOUR	6625	511	10.8	7.7	145	413	8.3	6.2	111	**193	5.6	2.9	75	1009	7.3	15.2	98
GOLF DIGEST	707	**69	1.5	9.8	183	**43	0.9	6.1	108	**8	0.2	1.1	29	**159	1.2	22.5	144
GOLF DIGEST/TENNIS (GROSS)	1316	**86	1.8	6.5	123	**79	1.6	6.0	107	**49	1.4	3.7	95	**319	2.3	24.2	155
GOLF MAGAZINE	469	**23	0.5	4.9	92	**33	0.7	7.0	125	**8	0.2	1.7	44	**106	0.8	22.6	145
GOLF MAGAZINE/SKI (GROSS)	1060	**63	1.3	5.9	112	**61	1.2	5.8	102	**9	0.3	0.8	22	**204	1.5	19.2	123
GOOD HOUSEKEEPING	17784	933	19.8	5.2	99	1046	21.0	5.9	105	712	20.6	4.0	103	3391	24.6	19.1	122
HARPER'S BAZAAR	2931	**114	2.4	3.9	73	**182	3.7	6.2	110	**101	2.9	3.4	88	472	3.4	16.1	103
HEALTH	2199	**106	2.3	4.8	91	**138	2.8	6.3	112	**113	3.3	5.1	132	338	2.4	15.4	99
HEARST MAG CORP. BUY (GROSS)	49148	2561	54.4	5.2	98	2886	58.0	5.9	104	1806	52.3	3.7	94	8668	62.8	17.6	113
HEARST MAN POWER (GROSS)	2113	**83	1.8	3.9	74	**155	3.1	7.3	130	**59	1.7	2.8	72	269	1.9	12.7	82
HEARST WOMAN POWER (GROSS)	35062	1858	39.4	5.3	100	1939	39.0	5.5	98	1362	39.4	3.9	100	6259	45.4	17.9	114
HOUSE BEAUTIFUL	3865	**229	4.9	5.9	111	**254	5.1	6.6	117	**94	2.7	2.4	62	705	5.1	18.2	117
INC.	315	**21	0.4	6.7	125	**30	0.6	9.5	169	**11	0.3	3.5	89	**90	0.7	28.6	183
JET	3690	**169	3.6	4.6	86	240	4.8	6.5	116	**43	7.0	6.6	169	601	4.4	16.3	104
LADIES' HOME JOURNAL	12930	757	16.1	5.9	110	730	14.7	5.6	100	460	13.3	3.6	91	2223	16.1	17.2	110
LHJ FAMILY GRP COMBO(GROSS)	18161	1033	21.9	5.7	107	1074	21.6	5.9	105	726	21.0	4.0	102	3086	22.4	17.0	109
LIFE	5065	**272	5.8	5.4	101	249	5.0	4.9	87	**142	4.1	2.8	72	880	6.4	17.4	111
L.A. TIMES HOME MAGAZINE	1310	**54	1.1	4.1	77	**82	1.6	6.3	111	**32	0.9	2.4	63	**110	0.8	8.4	54
MADAMOISELLE	3759	**266	5.6	7.1	133	**216	4.3	5.7	102	**110	3.2	2.9	75	474	3.4	12.6	81
MC CALL'S	14658	788	16.7	5.4	101	789	15.9	5.4	96	598	17.3	4.1	105	2420	17.5	16.5	106
MC CALL'S/WRK MOTHER (GROSS)	15857	893	19.0	5.6	106	954	19.2	6.0	107	630	18.2	4.0	102	2559	18.5	16.1	103
MECHANIX ILLUSTRATED	809	**27	0.6	3.3	63	**57	1.1	7.0	125	**28	0.8	3.5	89	**166	1.2	20.5	132
METROPOLITAN HOME	1009	**71	1.5	7.0	132	**73	1.5	7.2	129	**13	0.4	1.3	33	**191	1.4	18.9	121
MONEY	1707	**117	2.5	6.9	129	**112	2.3	6.6	117	**78	2.3	4.6	117	337	2.4	19.7	127
MOTHER EARTH NEWS	1123	**49	1.0	4.4	82	**55	1.1	4.9	87	**6	0.2	0.5	14	**148	1.1	13.2	84
MS.	932	**60	1.3	6.4	121	**103	2.1	11.1	197	**38	1.1	4.1	104	**157	1.1	16.8	108
NATIONAL ENQUIRER	11971	716	15.2	6.0	112	689	13.9	5.8	102	542	15.7	4.5	116	1788	13.0	14.9	96
NATIONAL GEOGRAPHIC	10503	446	9.5	4.2	80	581	11.7	5.5	98	326	9.4	3.1	80	1926	14.0	18.3	118
NATIONAL SUNDAY MAGAZINE PKG	54325	2824	60.0	5.2	98	3259	65.5	6.0	107	1998	57.9	3.7	94	8887	64.4	16.4	105
NATURAL HISTORY	626	**20	0.4	3.2	60	**47	0.9	7.5	134	**26	0.8	4.2	106	**85	0.6	13.6	87
NEM WOMAN	1992	**91	1.9	4.6	86	**124	2.5	6.2	111	**61	1.8	3.1	78	320	2.3	16.1	103
NEW YORK INCLUDING CUE	547	**53	1.1	9.7	182	**51	1.0	9.3	166	**4	0.1	0.7	19	**94	0.7	17.2	110
THE NEW YORKER	1380	**40	0.8	2.9	54	**134	2.7	9.7	173	**18	0.5	1.3	33	213	1.5	15.4	99
NENSNEEK	6925	317	6.7	4.6	86	479	9.6	6.9	123	**285	8.3	4.1	105	1377	10.0	19.9	127
THE N.Y. TIMES DAILY EDITION	1363	**108	2.3	7.9	149	**44	0.9	3.2	57	**16	0.5	1.2	30	330	2.4	24.2	155
THE N.Y. TIMES MAGAZINE	2333	**142	3.0	6.1	114	**98	2.0	4.2	75	**49	1.4	2.1	54	568	4.1	24.3	156
OMNI	872	**44	0.9	5.0	95	**49	1.0	5.6	100	**25	0.7	2.9	73	**163	1.2	18.7	120
ON CABLE	1298	**46	1.0	3.5	67	**83	1.7	6.4	114	**47	1.4	3.6	93	**241	1.7	18.6	119
1001 HOME IDEAS	3032	**170	3.6	5.6	105	**206	4.1	6.8	121	**154	4.5	5.1	130	525	3.8	17.3	111
ORGANIC GARDENING	1680	**103	2.2	6.1	115	**127	2.6	7.6	134	**84	2.4	5.0	128	296	2.1	17.6	113
OUTDOOR LIFE	960	**44	0.9	4.6	86	**113	2.3	11.8	209	**29	0.8	3.0	77	**163	1.2	17.0	109
PARADE MAGAZINE	26755	1643	34.9	6.1	115	1779	35.8	6.6	118	1045	30.3	3.9	100	4307	31.2	16.1	103

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				AVON FEELING FRESH				BAN ROLL-ON			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4710	100.0	5.3	100	4973	100.0	5.6	100	3453	100.0	3.9	100	13799	100.0	15.6	100
PARENTS	4173	287	6.1	6.9	129	341	6.9	8.2	145	*171	5.0	4.1	105	814	5.9	19.5	125
PENTHOUSE	973	**25	0.5	2.6	48	**45	0.9	4.6	82	**6	0.2	0.6	16	**121	0.9	12.4	80
PEOPLE	13479	778	16.5	5.8	108	742	14.9	5.5	98	457	13.2	3.4	87	2113	15.3	15.7	100
PLAYBOY	2183	**101	2.1	4.6	87	**101	2.0	4.6	82	**83	2.4	3.8	97	328	2.4	15.0	96
POPULAR HOT RODDING	388	**6	0.1	1.5	29	**47	0.9	12.1	215	**9	0.3	2.3	59	**88	0.6	22.7	145
POPULAR MECHANICS	1037	**58	1.2	5.6	105	**45	0.9	4.3	77	**30	0.9	2.9	74	*142	1.0	13.7	88
POPULAR SCIENCE	920	**58	1.2	6.3	118	**58	1.2	6.3	112	**6	0.2	0.7	17	*171	1.2	18.6	119
PREVENTION	4071	*279	5.9	6.9	129	353	7.1	8.7	154	**151	4.4	3.7	95	854	6.2	21.0	134
PSYCHOLOGY TODAY	1940	**121	2.6	6.2	117	*175	3.5	9.0	160	**21	0.6	1.1	28	383	2.8	19.7	127
READER'S DIGEST	24031	1266	26.9	5.3	99	1673	33.6	7.0	124	892	25.8	3.7	95	4363	31.6	18.2	116
REDBOOK	8464	433	9.2	5.1	96	440	8.8	5.2	92	381	11.0	4.5	115	1562	11.3	18.5	118
ROAD & TRACK	429	**9	0.2	2.1	39	**49	1.0	11.4	203	**2	0.1	0.5	12	**66	0.5	15.4	99
ROLLING STONE	1355	**67	1.4	4.9	93	**104	2.1	7.7	137	*17	0.5	1.3	32	*136	1.0	10.0	64
RUNNER'S WORLD	329	**0	0.0	0.0	0	*14	0.3	4.3	76	**8	0.2	2.4	62	**60	0.4	18.2	117
SATURDAY EVENING POST	1268	**70	1.5	5.5	104	**96	1.9	7.6	135	*42	1.2	3.3	85	285	2.1	22.5	144
SCIENCE 84	702	**15	0.3	2.1	40	**33	0.7	4.7	84	**31	0.9	4.4	113	**47	0.3	6.7	43
SCIENCE DIGEST	553	**14	0.3	2.5	48	**49	1.0	8.9	158	*18	0.5	3.3	83	**68	0.5	12.3	79
SCIENTIFIC AMERICAN	615	**30	0.6	4.9	92	**26	0.5	4.2	75	**5	0.1	0.8	21	**69	0.5	11.2	72
SELF	2683	*113	2.4	4.2	79	*172	3.5	6.4	114	**92	2.7	3.4	88	365	2.6	13.6	87
SEVENTEEN	3309	**157	3.3	4.7	89	*329	6.6	9.9	177	**176	5.1	5.3	136	636	4.6	19.2	123
SKI	591	**40	0.8	6.8	127	**28	0.6	4.7	84	**1	0.0	0.2	4	**98	0.7	16.6	106
SMITHSONIAN	3039	*140	3.0	4.6	87	*211	4.2	6.9	124	**71	2.1	2.3	60	452	3.3	14.9	95
SOAP OPERA DIGEST	3683	*216	4.6	5.9	110	*289	5.8	7.8	140	*207	6.0	5.6	144	610	4.4	16.6	106
SOUTHERN LIVING	4434	*173	3.7	3.9	73	*332	6.7	7.5	133	**155	4.5	3.5	90	910	6.6	20.5	132
SPORT	701	**14	0.3	2.0	38	**48	1.0	6.8	122	**15	0.4	2.1	55	*120	0.9	17.1	110
THE SPORTING NEWS	518	**24	0.5	4.6	87	**59	1.2	11.4	203	**15	0.4	2.9	74	**61	0.4	11.8	75
SPORTS AFIELD	523	**11	0.2	2.1	40	**62	1.2	11.9	211	**12	0.3	2.3	59	**59	0.4	11.3	72
SPORTS ILLUSTRATED	3325	*162	3.4	4.9	92	*153	3.1	4.6	82	**145	4.2	4.4	112	658	4.8	19.8	127
STAR	8567	597	12.7	7.0	131	483	9.7	5.6	100	366	10.6	4.3	109	1432	10.4	16.7	107
SUNDAY	27630	1375	29.2	5.0	93	1680	33.8	6.1	108	859	24.9	3.1	80	4106	29.8	14.9	95
SUNSET	2219	**69	1.5	3.1	58	**80	1.6	3.6	64	**26	0.8	1.2	30	380	2.8	17.1	110
TV GUIDE	24258	1666	35.4	6.9	129	1494	30.0	6.2	110	1025	29.7	4.2	108	3507	25.4	14.5	93
TENNIS	609	**18	0.4	3.0	56	**35	0.7	5.7	102	**42	1.2	6.9	177	*160	1.2	26.3	168
TIME	9929	483	10.3	4.9	91	609	12.2	6.1	109	330	9.6	3.3	85	1757	12.7	17.7	113
TOHN & COUNTRY	1062	**35	0.7	3.3	62	**76	1.5	7.2	127	**21	0.6	2.0	51	*188	1.4	17.7	113
TRAVEL & LEISURE	1051	**52	1.1	4.9	93	**75	1.5	7.1	127	**24	0.7	2.3	59	*189	1.4	18.0	115
TRUE STORY	3946	*269	5.7	6.8	128	*234	4.7	5.9	105	*273	7.9	6.9	177	527	3.8	13.4	86
U.S. NEWS & WORLD REPORT	3782	*160	3.4	4.2	79	375	7.5	9.9	176	*262	7.6	6.9	177	696	5.0	18.4	118
USA TODAY	1874	**69	1.5	3.7	69	**100	2.0	5.3	95	*74	2.1	3.9	101	329	2.4	17.6	113
US	2213	*194	4.1	8.8	165	**118	2.4	5.3	95	**118	3.4	5.3	137	356	2.6	16.1	103
VOGUE	4792	*220	4.7	4.6	86	242	4.9	5.1	90	**155	4.5	3.2	83	780	5.7	16.3	104
MALL STREET JOURNAL	2045	**60	1.3	2.9	55	**121	2.4	5.9	105	**59	1.7	2.9	74	341	2.5	16.7	107
WEIGHT WATCHERS	2364	**100	2.1	4.2	79	*258	5.2	10.9	194	**120	3.5	5.1	130	539	3.9	22.8	146
WOMAN'S DAY	15182	851	18.1	5.6	105	979	19.7	6.4	115	606	17.5	4.0	102	2942	21.3	19.4	124
WORKING MOTHER	1198	**104	2.2	8.7	163	*166	3.3	13.9	246	*31	0.9	2.6	66	*139	1.0	11.6	74
WORKING WOMAN	1523	**88	1.9	5.8	109	*142	2.9	9.3	166	*41	1.2	2.7	69	*261	1.9	17.1	110
WORLD TENNIS	*183	**0	0.0	0.0	0	*15	0.3	8.2	146	*10	0.3	5.5	140	*55	0.4	30.1	193
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*161	3.4	5.8	109	*180	3.6	6.5	115	*77	2.2	2.8	71	635	4.6	22.9	147
BLAIR INSERTS	47909	2506	53.2	5.2	98	3042	61.2	6.3	113	1726	50.0	3.6	92	7829	56.7	16.3	105
DAILY NEWSPAPERS																	
READ ANY	56731	2775	58.9	4.9	92	3351	67.4	5.9	105	2114	61.2	3.7	95	9337	67.7	16.5	106
READ ONE	47696	2336	49.6	4.9	92	2847	57.2	6.0	106	1841	53.3	3.9	99	7591	55.0	15.9	102
READ TWO OR MORE	9034	439	9.3	4.9	91	505	10.2	5.6	99	*272	7.9	3.0	77	1747	12.7	19.3	124
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3049	64.7	5.3	99	3402	68.4	5.9	105	2128	61.6	3.7	94	9417	68.2	16.3	105
READ ONE	50513	2661	56.5	5.3	99	2980	59.9	5.9	105	1961	56.8	3.9	99	8050	58.3	15.9	102
READ TWO OR MORE	7219	387	8.2	5.4	101	422	8.5	5.8	104	*167	4.8	2.3	59	1367	9.9	18.9	121
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.04	31.81				26.33				25.32				26.46			
30 DAY REACH	78184	4200	89.2	5.4	101	4369	87.9	5.6	99	2988	86.5	3.8	98	12228	88.6	15.6	100
50 SHMG - 30 DAY AV FREQ	14.80	16.73				13.43				13.25				14.02			
30 DAY REACH	74239	3998	84.9	5.4	101	4273	85.9	5.8	102	2861	82.9	3.9	99	11551	83.7	15.6	100
25 SHMG - 30 DAY AV FREQ	8.05	9.03				7.28				7.23				7.65			
30 DAY REACH	68254	3732	79.2	5.5	103	3925	78.9	5.8	102	2626	76.0	3.8	99	10565	76.6	15.5	99
CABLE TV: HOME WIRED	35215	1988	42.2	5.6	106	1991	40.0	5.7	101	1496	43.3	4.2	109	5842	42.3	16.6	106
HOME NOT WIRED	53250	2722	57.8	5.1	96	2982	60.0	5.6	100	1957	56.7	3.7	94	7957	57.7	14.9	96
HAVE PAY CABLE	17885	1068	22.7	6.0	112	1004	20.2	5.6	100	727	21.1	4.1	104	2940	21.3	16.4	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				AVON FEELING FRESH				BAN ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	4710	100.0	5.3	100	4973	100.0	5.6	100	3453	100.0	3.9	100	13799	100.0	15.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2802	59.5	5.8	110	2639	53.1	5.5	98	1884	54.6	3.9	101	7814	56.6	16.3	104
10:00 AM - 3:00 PM	33674	1928	40.9	5.7	108	1742	35.0	5.2	92	1423	41.2	4.2	108	5435	39.4	16.1	103
3:00 PM - 7:00 PM	34431	1871	39.7	5.4	102	1982	39.9	5.8	102	1437	41.6	4.2	107	5581	40.4	16.2	104
7:00 PM - MIDNIGHT	17761	916	19.4	5.2	97	882	17.7	5.0	88	579	16.8	3.3	84	2544	18.4	14.3	92
MIDNIGHT - 6:00 AM	10087	482	10.2	4.8	90	554	11.1	5.5	98	289	8.4	2.9	73	1497	10.8	14.8	95
6:00 AM - MIDNIGHT	64318	3632	77.1	5.6	106	3579	72.0	5.6	99	2651	76.8	4.1	106	10338	74.9	16.1	103
ENTIRE DAY	65181	3683	78.2	5.7	106	3654	73.5	5.6	100	2661	77.1	4.1	105	10493	76.0	16.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1059	22.5	6.1	114	1052	21.2	6.0	107	683	19.8	3.9	101	2929	21.2	16.8	108
ALL NEWS	2520	*155	3.3	6.2	116	*114	2.3	4.5	80	*662	1.8	2.5	63	395	2.9	15.7	100
AOR/PROGRESSIVE	4419	*197	4.2	4.5	84	*206	4.1	4.7	83	*145	4.2	3.3	84	535	3.9	12.1	78
BEAUTIFUL MUSIC	6119	386	8.2	6.3	118	213	4.3	3.5	62	*161	4.7	2.6	67	901	6.5	14.7	94
BLACK	2623	*240	5.1	9.1	172	*139	2.8	5.3	94	*167	4.8	6.4	163	472	3.4	18.0	115
CLASSICAL	1553	*664	1.4	4.1	77	*884	1.7	5.4	96	*665	1.9	4.2	107	*241	1.7	15.5	99
CHR/ROCK	11282	677	14.4	6.0	113	565	11.4	5.0	89	572	16.6	5.1	130	1879	13.6	16.7	107
COUNTRY	13343	771	16.4	5.8	109	854	17.2	6.4	114	465	13.5	3.5	89	2051	14.9	15.4	99
GOLDEN OLDIES	1299	*54	1.1	4.2	78	*91	1.8	7.0	125	*37	1.1	2.8	73	*165	1.2	12.7	81
MOR/NOSTALGIA	5241	259	5.5	4.9	93	330	6.6	6.3	112	*172	5.0	3.3	84	999	7.2	19.1	122
NEWS/TALK	4165	*197	4.2	4.7	89	*212	4.3	5.1	91	*160	4.6	3.8	98	708	5.1	17.0	109
RELIGIOUS	3324	*152	3.2	4.6	86	*159	3.2	4.8	85	*140	4.1	4.2	108	703	5.1	21.1	136
SOFT ROCK	609	*64	1.4	10.5	197	*18	0.4	3.0	53	*15	0.4	2.5	63	*116	0.8	19.0	122
URBAN CONTEMPORARY	1853	*95	2.0	5.1	96	*98	2.0	5.3	94	*163	4.7	8.8	225	253	1.8	13.7	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*281	6.0	7.5	142	*221	4.4	5.9	106	*195	5.6	5.2	134	584	4.2	15.7	101
ABC DIRECTION	2488	*137	2.9	5.5	103	*156	3.1	6.3	112	*206	6.0	8.3	212	422	3.1	17.0	109
ABC ENTERTAINMENT	5129	321	6.8	6.3	118	318	6.4	6.2	110	*207	6.0	4.0	103	774	5.6	15.1	97
ABC FM	2498	*173	3.7	6.9	130	*177	3.6	7.1	126	*152	4.4	6.1	156	445	3.2	17.8	114
ABC INFORMATION	5721	*230	4.9	4.0	76	313	6.3	5.5	97	*215	6.2	3.8	96	826	6.0	14.4	93
ABC ROCK	2021	*225	4.8	11.1	209	*104	2.1	5.1	92	*50	1.4	2.5	63	283	2.1	14.0	90
CBS	4756	277	5.9	5.8	109	*224	4.5	4.7	84	*162	4.7	3.4	87	840	6.1	17.7	113
MUTUAL	5272	257	5.5	4.9	92	343	6.9	6.5	116	*167	4.8	3.2	81	991	7.2	18.8	121
NBC	4964	*256	5.4	5.2	97	350	7.0	7.1	125	*208	6.0	4.2	107	956	6.9	19.3	123
RADIORADIO	2218	*151	3.2	6.8	128	*146	2.9	6.6	117	*121	3.5	5.5	140	312	2.3	14.1	90
RKO ONE	2565	*163	3.5	6.4	119	*79	1.6	3.1	55	*151	4.4	5.9	151	401	2.9	15.6	100
RKO TWO	3640	*213	4.5	5.9	110	*225	4.5	6.2	110	*87	2.5	2.4	61	612	4.4	16.8	108
THE SOURCE	2467	*63	1.3	2.6	48	*80	1.6	3.2	58	*120	3.5	4.9	125	335	2.4	13.6	87
NON-WIRED : BLAIR	9466	630	13.4	6.7	125	512	10.3	5.4	96	291	8.4	3.1	79	1445	10.5	15.3	98
INTERNET	13616	852	18.1	6.3	118	644	12.9	4.7	84	648	18.8	4.8	122	2266	16.4	16.6	107
KATZ RADIO GROUP	16998	888	18.9	5.2	98	945	19.0	5.6	99	727	21.1	4.3	110	2654	19.2	15.6	100
SUPERNET	11622	645	13.7	5.5	104	631	12.7	5.4	97	446	12.9	3.8	98	1937	14.0	16.7	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	508	10.8	5.4	101	523	10.5	5.5	99	306	8.9	3.2	83	1336	9.7	14.2	91
MKDAY 9:00 AM - 1:00 PM	13304	774	16.4	5.8	109	764	15.4	5.7	102	685	19.8	5.1	132	2110	15.3	15.9	102
MKDAY 1:00 PM - 4:30 PM	17591	994	21.1	5.7	106	1072	21.6	6.1	108	867	25.1	4.9	126	2800	20.3	15.9	102
MKDAY 4:30 PM - 7:30 PM	24418	1318	28.0	5.4	101	1331	26.8	5.5	97	1078	31.2	4.4	113	3875	28.1	15.9	102
MKDAY 7:30 PM - 8:00 PM	34400	1928	40.9	5.6	105	1878	37.8	5.5	97	1377	39.9	4.0	103	5483	39.7	15.9	102
MKDAY 11:00 PM - 11:30 PM	26120	1335	28.3	5.1	96	1457	29.3	5.6	99	1099	31.8	4.2	108	4100	29.7	15.7	101
MKDAY 11:30 PM - 1:00 AM	8402	408	8.7	4.9	91	523	10.5	6.2	111	493	14.3	5.9	150	1407	10.2	16.7	107
M-SAT 8-11 PM-SUN 7-11 PM	36828	2093	44.4	5.7	107	2077	41.8	5.6	100	1406	40.7	3.8	98	5833	42.3	15.8	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	454	9.6	6.3	118	483	9.7	6.7	119	431	12.5	6.0	153	1130	8.2	15.6	100
ANOTHER WORLD	N 4924	262	5.6	5.3	100	329	6.6	6.7	119	215	6.2	4.4	112	776	5.6	15.8	101
AS THE WORLD TURNS	C 5966	241	5.1	4.0	76	266	5.3	4.5	79	347	10.0	5.8	149	970	7.0	16.3	104
CAPITOL	C 3672	158	3.4	4.3	81	210	4.2	5.7	102	281	8.1	7.7	196	553	4.0	15.1	97
CBS MORN. NEWS 1	C 1590	*84	1.8	5.3	99	*82	1.6	5.2	92	*34	1.0	2.1	55	284	2.1	17.9	115
CBS MORN. NEWS 2	C 1298	*49	1.0	3.8	71	*48	1.0	3.7	66	*48	1.4	3.7	95	178	1.3	13.7	88
DAYS OF OUR LIVES	N 6389	390	8.3	6.1	115	373	7.5	5.8	104	240	7.0	3.8	96	1010	7.3	15.8	101
FACTS OF LIFE - DAYTIME	N 2526	*168	3.6	6.7	125	145	2.9	5.7	102	*110	3.2	4.4	112	385	2.8	15.2	98
FAMILY FEUD	A 3427	225	4.8	6.6	123	199	4.0	5.8	103	154	4.5	4.5	115	456	3.3	13.3	85
GENERAL HOSPITAL	A 6870	426	9.0	6.2	116	498	10.0	7.2	129	342	9.9	5.0	128	1147	8.3	16.7	107
GOOD MORNING, AMERICA-730	A 3767	168	3.6	4.5	84	253	5.1	6.7	119	128	3.7	3.4	87	476	3.4	12.6	81
GOOD MORNING, AMERICA-830	A 3076	182	3.9	5.9	111	210	4.2	6.8	121	*115	3.3	3.7	96	471	3.4	15.3	98
GUIDING LIGHT	C 5789	245	5.2	4.2	79	338	6.8	5.8	104	297	8.6	5.1	131	889	6.4	15.4	98
ONE LIFE TO LIVE	A 4918	313	6.6	6.4	120	310	6.2	6.3	112	246	7.1	5.0	128	839	6.1	17.1	109
PRESS YOUR LUCK	C 2367	139	3.0	5.9	110	*88	1.8	3.7	66	151	4.4	6.4	163	430	3.1	18.2	116
PRICE IS RIGHT 1	C 4727	231	4.9	4.9	92	246	4.9	5.2	93	319	9.2	6.7	173	831	6.0	17.6	113
PRICE IS RIGHT 2	C 5511	287	6.1	5.2	98	265	5.3	4.8	86	351	10.2	6.4	163	945	6.8	17.1	110
RYAN'S HOPE	A 3479	243	5.2	7.0	131	294	5.9	8.5	150	292	8.5	8.4	215	590	4.3	17.0	109
SALE OF THE CENTURY	N 2823	*158	3.4	5.6	105	209	4.2	7.4	132	*138	4.0	4.9	125	507	3.7	18.0	115
SEARCH FOR TOMORROW	N 2525	*115	2.4	4.6	86	*92	1.8	3.6	65	*134	3.9	5.3	136	350	2.5	13.9	89
TODAY SHOW 1	N 2979	117	2.5	3.9	74	176	3.5	5.9	105	128	3.7	4.3	110	448	3.2	15.0	96
TODAY SHOW 20																	

	TOTAL U.S. '000	ARRID EXTRA DRY AEROSOL				ARRID EXTRA DRY ROLL-ON				AVON FEELING FRESH				BAN ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	4710	100.0	5.3	100	4973	100.0	5.6	100	3453	100.0	3.9	100	13799	100.0	15.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1379	29.3	4.9	93	1487	29.9	5.3	95	1235	35.8	4.4	113	4485	32.5	16.0	103
NETWORK AFFILIATES - LATE	21966	1198	25.4	5.5	102	1221	24.6	5.6	99	929	26.9	4.2	108	3391	24.6	15.4	99
INDEPENDENTS - LATE	2247	97	2.1	4.3	81	105	2.1	4.7	83	*60	1.7	2.7	68	383	2.8	17.0	109
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	N 11524	554	11.8	4.8	90	617	12.4	5.4	95	495	14.3	4.3	110	1824	13.2	15.8	101
ABC MONDAY NIGHT MOVIE	A 6879	382	8.1	5.6	104	405	8.1	5.9	105	294	8.5	4.3	109	1191	8.6	17.3	111
ABC SUNDAY NIGHT MOVIE	A 13690	865	18.4	6.3	119	780	15.7	5.7	101	496	14.4	3.6	93	2080	15.1	15.2	99
ABC WORLD NEWS TONIGHT	A 6589	335	7.1	5.1	95	372	7.5	5.6	100	372	10.8	5.6	145	1149	8.3	17.4	112
AFTERMASH	C 6391	*332	7.0	5.2	98	365	7.3	5.7	102	*249	7.2	3.9	100	1091	7.9	17.1	109
ALICE	C 10273	494	10.5	4.8	90	562	11.3	5.5	97	476	13.8	4.6	119	1739	12.6	16.9	109
AMERICAN PARADE	C 7130	371	7.9	5.2	98	426	8.6	6.0	106	210	6.1	2.9	75	1165	8.4	16.3	105
AMERICAN	A 11665	654	13.9	5.6	105	621	12.5	5.3	95	369	10.7	3.2	81	1787	13.0	15.3	98
BLUE THUNDER	A 5442	220	4.7	4.0	76	255	5.1	4.7	83	*215	6.2	4.0	101	923	6.7	17.0	109
CAGNEY & LACEY	C 10565	663	14.1	6.3	118	616	12.4	5.8	104	419	12.1	4.0	102	1784	12.9	16.9	108
CBS EVENING NEWS-DEAN	C 3668	*184	3.9	5.0	94	*197	4.0	5.4	96	*140	4.1	3.8	98	570	4.1	15.5	100
CBS EVENING NEWS-RATHER	C 7561	297	6.3	3.9	74	410	8.2	5.4	96	238	6.9	3.1	81	1316	9.5	17.4	112
CBS SAT. NEWS-SCHIEFFER	C 3948	252	5.4	6.4	120	126	2.5	3.2	57	144	4.2	3.6	93	576	4.2	14.6	94
CBS SATURDAY NIGHT MOVIE	C 5966	343	7.3	5.7	108	381	7.7	6.4	114	179	5.2	3.0	77	1084	7.9	18.2	116
CBS WEDNESDAY NIGHT MOVIE	C 6529	345	7.3	5.3	99	397	8.0	6.1	108	230	6.7	3.5	90	1090	7.9	16.7	107
CHEERS	N 9842	560	11.9	5.7	107	630	12.7	6.4	114	289	8.4	2.9	75	1504	10.9	15.3	98
DALLAS	C 23935	1384	29.4	5.8	109	1548	31.1	6.5	115	1027	29.7	4.3	110	3709	26.9	15.5	99
DIFF'RENT STROKES	N 7574	487	10.3	6.4	121	407	8.2	5.4	96	315	9.1	4.2	107	1115	8.1	14.7	94
DOUBLE TROUBLE	N 7786	441	9.4	5.7	106	516	10.4	6.6	118	363	10.5	4.7	119	1125	8.2	14.4	93
DUCK FACTORY	N 6290	298	6.3	4.7	89	425	8.5	6.8	120	*150	4.3	2.4	61	*37	6.8	14.9	96
DUKES OF HAZZARD	C 6402	394	8.4	6.2	116	371	7.5	5.8	103	*245	7.1	3.8	98	*38	6.8	14.7	94
DYNASTY	A 21955	1363	28.9	6.2	117	1202	24.2	5.5	97	917	26.6	4.2	107	3447	25.0	15.7	101
FACTS OF LIFE	N 8898	516	11.0	5.8	109	564	11.3	6.3	113	380	11.0	4.3	109	1320	9.6	14.8	95
FALCON CREST	C 21877	1243	26.4	5.7	107	1325	26.6	6.1	108	974	28.2	4.5	114	3199	23.2	14.6	94
FALL GUY	A 10045	460	9.8	4.6	86	549	11.0	5.5	97	392	11.4	3.9	100	1451	10.5	14.4	93
FAMILY TIES	N 8922	524	11.1	5.9	110	590	11.9	6.6	118	230	6.7	2.6	66	1221	8.8	13.7	88
FANTASY ISLAND	A 8288	412	8.7	5.0	93	392	7.9	4.7	84	365	10.6	4.4	113	1210	8.8	14.6	94
FOULUPS,BLEEPS & BLUNDERS	A 9891	776	16.5	7.8	147	420	8.4	4.2	76	507	14.7	5.1	131	1570	11.4	15.9	102
FOUR SEASONS	C 5429	*262	5.6	4.8	91	298	6.0	5.5	98	*177	5.1	3.3	84	1170	8.5	21.6	138
GIIMME A BREAK	N 9646	552	11.7	5.7	107	660	13.3	6.8	122	281	8.1	2.9	75	1444	10.5	15.0	96
HART TO HART	A 9983	498	10.6	5.0	94	625	12.6	6.3	111	449	13.0	4.5	115	1547	11.2	15.5	99
HILL STREET BLUES	N 9688	531	11.3	5.5	103	540	10.9	5.6	99	338	9.8	3.5	89	1390	10.1	14.3	92
HOTEL	A 15435	888	18.9	5.8	108	1024	20.6	6.6	118	772	22.4	5.0	128	2366	17.1	15.3	98
JEFFERSONS	C 10031	528	11.2	5.3	99	484	9.7	4.8	86	457	13.2	4.6	117	1920	13.9	19.1	123
JENNIFER SLEPT HERE	N 6376	479	10.2	7.5	141	320	6.4	5.0	89	264	7.6	4.1	106	903	6.5	14.2	91
KATE & ALLIE	C 9951	559	11.9	5.6	106	606	12.2	6.1	108	311	9.0	3.1	80	1739	12.6	17.5	112
KNIGHT RIDER	N 7908	485	10.3	6.1	115	450	9.0	5.7	101	308	8.9	3.9	100	1105	8.0	14.0	90
LOVE BOAT	A 13226	749	15.9	5.7	106	674	13.6	5.1	91	571	16.5	4.3	111	2020	14.6	15.3	98
MAGNUM P.I.	C 12105	731	15.5	6.0	113	507	10.2	4.2	75	563	16.3	4.7	119	1796	13.0	14.8	95
MAMA'S FAMILY	N 6364	357	7.6	5.6	105	410	8.2	6.4	115	277	8.0	4.4	112	1104	8.0	17.3	111
MASTER, THE	N 3955	*198	4.2	5.0	94	*238	4.8	6.0	107	*175	5.1	4.4	113	626	4.5	15.8	101
MATT HOUSTON	A 6903	325	6.9	4.7	88	356	7.2	5.2	92	*297	8.6	4.3	110	1152	8.3	16.7	107
NBC MONDAY NIGHT MOVIE	N 13443	776	16.5	5.8	108	742	14.9	5.5	98	501	14.5	3.7	95	2057	14.9	15.3	98
NBC NIGHTLY NEWS	N 5585	241	5.1	4.3	81	322	6.5	5.8	103	234	6.8	4.2	107	797	5.8	14.3	91
NBC NIGHTLY NEWS-SAT	N 3688	*227	4.8	6.2	116	*210	4.2	5.7	101	*151	4.4	4.1	105	581	4.2	15.8	101
NBC NIGHTLY NEWS-SUN	N 3310	*166	3.5	5.0	94	*176	3.5	5.3	95	*159	4.6	4.8	123	549	4.0	16.6	106
NBC SUNDAY NIGHT MOVIE	N 9238	572	12.1	6.2	116	485	9.8	5.3	93	*335	9.7	3.6	93	1331	9.6	14.4	92
NEWMART	C 9876	654	13.9	6.6	124	573	11.5	5.8	103	415	12.0	4.2	108	1662	12.0	16.8	108
ONE DAY AT A TIME	C 7954	543	11.5	6.8	128	445	8.9	5.6	100	398	11.5	5.0	128	1189	8.6	14.9	96
PEOPLE ARE FUNNY	N 5182	312	6.6	6.0	113	301	6.1	5.8	103	*182	5.3	3.5	90	753	5.5	14.5	93
REAL PEOPLE	N 9674	574	12.2	5.9	111	577	11.6	6.0	106	409	11.8	4.2	108	1593	11.5	16.5	106
REMINGTON STEELE	N 8511	442	9.4	5.2	98	530	10.7	6.2	111	312	9.0	3.7	94	1499	10.9	17.6	113
RIPLEY'S BELIEVE IT - NOT	A 5656	321	6.8	5.7	107	335	6.7	5.9	105	*284	8.2	5.0	129	820	5.9	14.5	93
RIP TIDE	N 7718	272	5.8	3.5	66	471	9.5	6.1	109	406	11.8	5.3	135	1367	9.9	17.7	114
SCARECROW & MRS. KING	C 11058	485	10.3	4.4	82	681	13.7	6.2	110	402	11.6	3.6	93	1716	12.4	15.5	99
SIMON & SIMON	C 11615	604	12.8	5.2	98	660	13.3	5.7	101	565	16.4	4.9	125	1779	12.9	15.3	98
60 MINUTES	C 14326	823	17.5	5.7	108	744	15.0	5.2	92	582	16.9	4.1	104	2548	18.5	17.8	114
ST. ELSEWHERE	N 7670	379	8.0	4.9	93	450	9.0	5.9	104	272	7.9	3.5	91	1359	9.8	17.7	114
THREE'S COMPANY	A 12068	698	14.8	5.8	109	720	14.5	6.0	106	538	15.6	4.5	114	1945	14.1	16.1	103
T.J. HOOKER	A 9735	456	9.7	4.7	88	52											

	TOTAL U.S. '000	DRY IDEA				LADY'S CHOICE				MENNEN SPEED STICK				HITCHUM ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	4201	100.0	4.7	100	7519	100.0	8.5	100	6721	100.0	7.6	100	3177	100.0	3.6	100
FEMALE HOMEOWNERS	80986	3893	92.7	4.8	101	6502	86.5	8.0	94	6459	96.1	8.0	105	2732	86.0	3.4	94
EMPLOYED MOTHERS	18702	1139	27.1	6.1	128	1807	24.0	9.7	114	2016	30.0	10.8	142	789	24.8	4.2	117
18 - 24	14726	790	18.8	5.4	113	1904	25.3	12.9	152	856	12.7	5.8	77	**512	16.1	3.5	97
25 - 34	20202	1328	31.6	6.6	138	2003	26.6	9.9	117	1740	25.9	8.6	113	686	21.6	3.4	95
35 - 44	14781	1045	24.9	7.1	149	1283	17.1	8.7	102	1711	25.5	11.6	152	658	20.7	4.5	124
45 - 54	11449	*443	10.5	3.9	81	989	13.2	8.6	102	848	12.6	7.4	97	*404	12.7	3.5	98
55 - 64	11846	*268	6.4	2.3	48	632	8.4	5.3	63	816	12.1	6.9	91	*414	13.0	3.5	97
65 OR OLDER	15459	*327	7.8	2.1	45	708	9.4	4.6	54	751	11.2	4.9	64	*503	15.8	3.3	91
18 - 34	34928	2118	50.4	6.1	128	3908	52.0	11.2	132	2595	38.6	7.4	98	1198	37.7	3.4	96
18 - 49	55154	3390	80.7	6.1	129	5765	76.7	10.5	123	4821	71.7	8.7	115	1988	62.6	3.6	100
25 - 54	46433	2816	67.0	6.1	128	4276	56.9	9.2	108	4299	64.0	9.3	122	1747	55.0	3.8	105
35 - 49	20226	1272	30.3	6.3	132	1858	24.7	9.2	108	2225	33.1	11.0	145	790	24.9	3.9	109
50 OR OLDER	33310	811	19.3	2.4	51	1754	23.3	5.3	62	1901	28.3	5.7	75	1189	37.4	3.6	99
GRADUATED COLLEGE	12110	879	20.9	7.3	153	961	12.8	7.9	93	883	13.1	7.3	96	*532	16.7	4.4	122
ATTENDED COLLEGE	15309	933	22.2	6.1	128	1465	19.5	9.6	113	1159	17.2	7.6	100	689	21.7	4.5	125
GRADUATED HIGH SCHOOL	36912	1752	41.7	4.7	100	3401	45.2	9.2	108	3261	48.5	8.8	116	1158	36.4	3.1	87
DID NOT GRADUATE HIGH SCHOOL	24134	*637	15.2	2.6	56	1693	22.5	7.0	83	1419	21.1	5.9	77	798	25.1	3.3	92
EMPLOYED FULL-TIME	35457	1843	43.9	5.2	109	3050	40.6	8.6	101	2968	44.2	8.4	110	1645	51.8	4.6	129
EMPLOYED PART-TIME	8514	*579	13.8	6.8	143	890	11.8	10.5	123	753	11.2	8.8	116	**135	4.2	1.6	44
NOT EMPLOYED	44494	1780	42.4	4.0	84	3580	47.6	8.0	95	3000	44.6	6.7	89	1397	44.0	2.1	87
PROFESSIONAL/MANAGER	10811	887	21.1	8.2	173	772	10.3	7.1	84	898	13.4	8.3	109	*500	15.7	4.6	129
TECH/CLERICAL/SALES	19640	909	21.6	4.6	97	1733	23.0	8.8	104	1587	23.6	8.1	106	914	28.8	4.7	130
PRECISION/CRAFT	1023	**40	1.0	3.9	82	**85	1.1	8.3	98	**191	2.8	18.7	246	**42	1.3	4.1	114
OTHER EMPLOYED	12498	*586	13.9	4.7	99	1349	17.9	10.8	127	1045	15.5	8.4	110	*324	10.2	2.6	72
SINGLE	15995	1012	24.1	6.3	133	1687	22.4	10.5	124	620	9.2	3.9	51	652	20.5	4.1	114
MARRIED	51689	2629	62.6	5.1	107	4396	58.5	8.5	100	4973	74.0	9.6	127	1767	55.6	3.4	95
DIVORCED/SEPARATED/WIDOWED	20780	559	13.3	2.7	57	1437	19.1	6.9	81	1128	16.8	5.4	71	758	23.9	3.6	102
PARENTS	33922	1970	46.9	5.8	122	3527	46.9	10.4	122	3355	49.9	9.9	130	1344	42.3	4.0	110
WHITE	76422	3803	90.5	5.0	105	6592	87.7	8.6	101	5911	87.9	7.7	102	2770	87.2	3.6	101
BLACK	10066	*330	7.9	3.3	69	777	10.3	7.7	91	656	9.8	6.5	86	*345	10.9	3.4	95
OTHER	1976	**68	1.6	3.4	72	**150	2.0	7.6	89	**154	2.3	7.8	103	**62	2.0	3.1	87
NORTHEAST-CENSUS	19803	914	21.8	4.6	97	1800	23.9	9.1	107	1404	20.9	7.1	93	684	21.5	3.5	96
NORTH CENTRAL	22181	1137	27.1	5.1	108	2226	29.6	10.0	118	1875	27.9	8.5	111	799	25.1	3.6	100
SOUTH	30082	1315	31.3	4.4	92	1944	25.9	6.5	76	1850	27.5	6.1	81	829	26.1	2.8	77
WEST	16398	835	19.9	5.1	107	1549	20.6	9.4	111	1591	23.7	9.7	128	865	27.2	5.3	147
NORTHEAST-MKTG.	20163	844	20.1	4.2	88	1697	22.6	8.4	99	1500	22.3	7.4	98	746	23.5	3.7	103
EAST CENTRAL	13054	740	17.6	5.7	119	1236	16.4	9.5	111	899	13.4	6.9	91	*463	14.6	3.5	99
WEST CENTRAL	14993	667	15.9	4.4	94	1572	20.9	10.5	123	1333	19.8	8.9	117	548	17.2	3.7	102
SOUTH	25785	1213	28.9	4.7	99	1744	23.2	6.8	80	1576	23.4	6.1	80	652	20.5	2.5	70
PACIFIC	14470	737	17.5	5.1	107	1271	16.9	8.8	103	1414	21.0	9.8	129	767	24.1	5.3	148
COUNTY SIZE A	36705	1801	42.9	4.9	103	3364	44.7	9.2	108	2393	35.6	6.5	86	1541	48.5	4.2	117
COUNTY SIZE B	26819	1462	34.8	5.5	115	2633	35.0	9.8	116	2051	30.5	7.6	101	893	28.1	3.3	93
COUNTY SIZE C	13597	666	15.9	4.9	103	841	11.2	6.2	73	1482	22.1	10.9	143	*491	15.5	3.6	101
COUNTY SIZE D	11344	*272	6.5	2.4	50	682	9.1	6.0	71	795	11.8	7.0	92	**252	7.9	2.2	62
METRO CENTRAL CITY	26825	1382	32.9	5.2	108	2207	29.4	8.2	97	1723	25.6	6.4	85	923	29.1	3.4	96
METRO SUBURBAN	39912	1962	46.7	4.9	104	3909	52.0	9.8	115	3194	47.5	8.0	105	1731	54.5	4.3	121
NON METRO	21728	857	20.4	3.9	83	1404	18.7	6.5	76	1805	26.9	8.3	109	*523	16.5	2.4	67
TOP 5 ADI'S	20847	987	23.5	4.7	100	1880	25.0	9.0	106	1408	20.9	6.8	89	863	27.2	4.1	115
TOP 10 ADI'S	28719	1355	32.3	4.7	99	2528	33.6	8.8	104	1855	27.6	6.5	85	1205	37.9	4.2	117
TOP 20 ADI'S	40904	1952	46.5	4.8	100	3597	47.8	8.8	103	2784	41.4	6.8	90	1713	53.9	4.2	117
HSMLD INC. \$50,000 OR MORE	7931	*627	14.9	7.9	166	*451	6.0	5.7	67	*563	8.4	7.1	93	*437	13.8	5.5	153
\$40,000 OR MORE	15233	1098	26.1	7.2	152	1350	18.0	8.9	104	1472	21.9	9.7	127	862	27.1	5.7	158
\$30,000 OR MORE	28333	1808	43.0	6.4	134	2813	37.4	9.9	117	2587	38.5	9.1	120	1489	46.9	5.3	146
\$25,000 OR MORE	36417	2145	51.1	5.9	124	3523	46.9	9.7	114	3447	51.3	9.5	125	1788	56.3	4.9	137
\$20,000 - \$24,999	9943	*507	12.1	5.1	107	869	11.6	8.7	103	717	10.7	7.2	95	**200	6.3	2.0	56
\$15,000 - \$19,999	9211	*479	11.4	5.2	110	675	9.0	7.3	86	767	11.4	8.3	110	*331	10.4	3.6	100
\$10,000 - \$14,999	13477	*449	10.7	3.3	70	1005	13.4	7.5	88	987	14.7	7.3	96	*372	11.7	2.8	77
UNDER \$10,000	19418	621	14.8	3.2	67	1448	19.3	7.5	88	804	12.0	4.1	54	487	15.3	2.5	70
HOUSEHOLD OF 1 PERSON	11987	352	8.4	2.9	62	608	8.1	5.1	60	353	5.3	2.9	39	493	15.5	4.1	115
2 PEOPLE	27046	1110	26.4	4.1	86	1990	26.5	7.4	87	1897	28.2	7.0	92	793	25.0	2.9	82
3 OR 4 PEOPLE	34251	2143	51.0	6.3	132	3407	45.3	9.9	117	3276	48.7	9.6	126	1311	41.3	3.8	107
5 OR MORE PEOPLE	15180	*596	14.2	3.9	83	1514	20.1	10.0	117	1195	17.8	7.9	104	*579	18.2	3.8	106
NO CHILD IN HSHLD	49819	1990	47.4	4.0	84	3684	49.0	7.4	87	3031	45.1	6.1	80	1651	52.0	3.3	92
CHILD(REN) UNDER 2 YRS	6045	**265	6.3	4.4	92	566	7.5	9.4	110	*524	7.8	8.7	114	**224	7.1	3.7	103
2 - 5 YEARS	15233	801	19.1	5.3	111	1407	18.7	9.2	109	1246	18.5	8.2	108	*612	19.3	4.0	112
6 - 11 YEARS	16260	837	19.9	5.1	108	1658	22.1	10.2	120	1822	27.1	11.2	147	*557	17.5	3.4	95
12 - 17 YEARS	19173	1094	26.0	5.7	120	1855	24.7	9.7	114	2007	29.9	10.5	138	821	25.8	4.3	119
RESIDENCE OWNED	61371	3024	72.0	4.9	104	5165	68.7	8.4	99	5038	75.0	8.2	108	2392	75.3	3.9	109
VALUE: \$50,000 OR MORE	35355	1923	45.8	5.4	115	3268	43.5	9.2	109	3072	45.7	8.7	114	1623	51.1	4.6	128
VALUE: UNDER \$50,000	26016	1101	26.2	4.2	89	1898	25.2	7.3	86	1966	29.3	7.6	99	769	24.2	3.0	82

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

		TOTAL U.S. '000	DRY IDEA				LADY'S CHOICE				MENKEN SPEED STICK				MITCHUM ROLL-ON			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	4201	100.0	4.7	100	7519	100.0	8.5	100	6721	100.0	7.6	100	3177	100.0	3.6	100
MAGAZINES	QUINTILE 1	17988	955	22.7	5.3	112	1684	22.4	9.4	110	1667	24.8	9.3	122	735	23.1	4.1	114
	QUINTILE 2	19446	1110	26.4	5.7	120	1808	24.0	9.3	109	1634	24.3	8.4	111	974	30.7	5.0	139
	QUINTILE 3	14626	857	20.4	5.9	123	1289	17.1	8.8	104	1071	15.9	7.3	96	*554	17.4	3.8	105
	QUINTILE 4	16014	678	16.1	4.2	89	1331	17.7	8.3	98	1203	17.9	7.5	99	451	14.2	2.8	72
	QUINTILE 5	20389	*601	14.3	2.9	62	1409	18.7	6.9	81	1146	17.1	5.6	74	*463	14.6	2.3	63
NEWSPAPERS	QUINTILE 1	13830	644	15.3	4.7	98	1251	16.6	9.0	106	1078	15.3	7.4	98	*646	20.3	4.7	130
	QUINTILE 2	24350	1311	31.2	5.0	105	2341	31.1	8.9	105	2129	31.7	8.1	106	939	29.6	3.6	99
	QUINTILE 3	12415	776	18.5	6.3	132	972	12.9	7.8	92	946	14.1	7.6	100	*474	14.9	3.8	100
	QUINTILE 4	21911	1081	25.7	4.9	104	1951	25.9	8.9	105	1627	24.2	7.4	98	786	24.7	3.6	100
	QUINTILE 5	13960	*389	9.3	2.8	59	1005	13.4	7.2	85	992	14.8	7.1	94	*333	10.5	2.4	66
OUTDOOR	QUINTILE 1	16810	940	22.4	5.6	118	1667	22.2	9.9	117	1421	21.1	8.5	111	649	20.4	3.9	108
	QUINTILE 2	17101	774	18.4	4.5	95	1606	21.4	9.4	110	1181	17.6	6.9	91	666	21.0	3.9	108
	QUINTILE 3	17579	896	21.3	5.1	107	1317	17.5	7.5	88	1419	21.1	8.1	106	542	17.1	3.1	86
	QUINTILE 4	18343	785	18.7	4.3	90	1643	21.9	9.0	105	1458	21.7	7.9	105	611	19.2	3.3	93
	QUINTILE 5	18631	807	19.2	4.3	91	1287	17.1	6.9	81	1742	18.5	6.7	88	*708	22.3	3.8	106
RADIO-DRIVE TIME	QUINTILE 1	17390	964	22.9	5.5	117	1673	22.3	9.6	113	1538	22.9	8.8	116	812	25.6	4.7	130
	QUINTILE 2	16591	745	17.7	4.5	95	1510	20.1	9.1	107	1171	17.4	7.1	93	*578	18.2	3.5	97
	QUINTILE 3	16910	925	22.0	5.5	115	1325	17.6	7.8	92	1158	17.2	6.8	90	664	20.9	3.9	109
	QUINTILE 4	18002	834	19.9	4.6	98	1480	19.7	8.2	97	1498	22.3	8.3	110	543	17.1	3.0	84
	QUINTILE 5	19572	734	17.5	3.8	79	1531	20.4	7.8	92	1358	20.2	6.9	91	*579	18.2	3.0	82
RADIO-MID- DAY	TERCILE 1	23248	1182	28.1	5.1	107	2041	27.1	8.8	103	1818	27.0	7.8	103	776	24.4	3.3	93
	TERCILE 2	23667	1284	30.6	5.4	114	2026	26.9	8.6	101	1950	29.0	8.2	108	799	25.1	3.4	94
	TERCILE 3	41549	1735	41.3	4.2	88	3452	45.9	8.3	98	2953	43.9	7.1	94	1602	50.4	3.9	107
RADIO-TOTAL	QUINTILE 1	17786	977	23.3	5.5	116	1617	21.5	9.1	107	1420	21.1	8.0	105	636	20.0	3.6	100
	QUINTILE 2	17316	828	19.7	4.8	101	1527	20.3	8.8	104	1492	22.2	8.6	113	756	23.8	4.4	122
	QUINTILE 3	18428	1000	23.8	5.4	114	1691	22.5	9.2	108	1280	19.0	6.9	91	502	15.8	2.7	76
	QUINTILE 4	17669	831	19.8	4.7	99	1468	19.5	8.3	98	1391	20.7	7.9	104	772	24.3	4.4	122
	QUINTILE 5	17365	565	13.4	3.3	69	1217	16.2	7.0	83	1137	16.9	6.6	87	*512	16.1	3.0	83
TV-PRIME TIME	QUINTILE 1	17416	636	15.1	3.7	77	1400	18.6	8.0	95	1089	16.2	6.3	82	*495	15.6	2.8	79
	QUINTILE 2	17413	935	22.3	5.4	113	1578	21.0	9.1	107	1350	20.1	7.8	102	*494	15.5	2.8	79
	QUINTILE 3	17943	920	21.9	5.1	108	1655	22.0	9.2	109	1391	20.7	7.8	102	867	27.3	4.8	135
	QUINTILE 4	18442	871	20.7	4.7	99	1595	21.2	8.6	102	1395	20.8	7.6	100	727	22.9	3.9	110
	QUINTILE 5	17250	839	20.0	4.9	102	1291	17.2	7.5	88	1496	22.3	8.7	114	595	18.7	3.4	96
TV-DAYTIME	TERCILE 1	29966	1343	32.0	4.5	94	2643	35.2	8.8	104	2151	32.0	7.2	94	758	23.9	2.5	70
	TERCILE 2	29480	1373	32.7	4.7	98	2503	33.3	8.5	100	2189	32.6	7.4	98	1284	40.4	4.4	121
	TERCILE 3	29018	1485	35.3	5.1	108	2374	31.6	8.2	96	2381	35.4	8.2	108	1136	35.8	3.9	109
TV-TOTAL	QUINTILE 1	17740	695	16.5	3.9	82	1575	20.9	8.9	104	1131	16.8	6.4	84	*469	14.8	2.6	74
	QUINTILE 2	17674	633	15.1	3.6	75	1349	17.9	7.6	90	1236	18.4	7.0	92	*513	16.1	2.9	81
	QUINTILE 3	17730	1121	26.7	6.3	133	1555	20.7	8.8	103	1397	20.8	7.9	104	729	22.9	4.1	114
	QUINTILE 4	17563	882	21.0	5.0	106	1540	20.5	8.8	103	1461	21.7	8.3	109	828	26.1	4.7	131
	QUINTILE 5	17757	870	20.7	4.9	103	1500	19.9	8.4	99	1496	22.3	8.4	111	637	20.1	3.6	100
MAGAZINES-NEWSPAPERS: DUAL		23278	1349	32.1	5.8	122	2172	28.9	9.3	110	2016	30.0	8.7	114	1113	35.0	4.8	133
MAGAZINE IMPERATIVE		21634	1219	29.0	5.6	119	1974	26.3	9.1	107	1858	27.6	8.6	113	908	28.6	4.2	117
NEWSPAPER IMPERATIVE		23455	963	22.9	4.1	86	1907	25.4	8.1	96	1628	24.2	6.9	91	738	23.2	3.1	88
MAGAZINES-OUTDOOR: DUAL		17483	975	23.2	5.6	117	1635	21.7	9.4	110	1568	23.3	9.0	118	897	28.2	5.1	143
MAGAZINE IMPERATIVE		28830	1639	39.0	5.7	120	2502	33.3	8.7	102	2366	35.2	8.2	108	1188	37.4	4.1	115
OUTDOOR IMPERATIVE		26119	1110	26.4	4.2	89	2275	30.3	8.7	102	1667	24.8	6.4	84	680	21.4	2.6	72
MAGAZINES-RADIO: DUAL		20162	1105	26.3	5.5	115	1895	25.2	9.4	111	1758	26.2	8.7	115	847	26.7	4.2	117
MAGAZINE IMPERATIVE		26292	1471	35.0	5.6	118	2384	31.7	9.1	107	2105	31.3	8.0	105	1169	36.8	4.4	124
RADIO IMPERATIVE		25308	1162	27.7	4.6	97	2224	29.6	8.8	103	1931	28.7	7.6	100	755	23.8	3.0	83
MAGAZINES-TELEVISION: DUAL		17312	730	17.4	4.2	89	1613	21.5	9.3	110	1485	22.1	8.6	113	*572	18.0	3.3	92
MAGAZINE IMPERATIVE		29099	1846	43.9	6.3	134	2723	36.2	9.4	110	2463	36.6	8.5	111	1522	47.9	5.2	146
TELEVISION IMPERATIVE		27505	1096	26.1	4.0	84	2032	27.0	7.4	87	1584	23.6	5.8	76	680	21.4	2.5	69
NEWSPAPERS-OUTDOOR: DUAL		18628	887	21.1	4.8	100	1897	25.2	10.2	120	1476	22.0	7.9	104	794	25.0	4.3	119
NEWSPAPER IMPERATIVE		29178	1483	35.3	5.1	107	2259	30.0	7.7	91	2258	33.6	7.7	102	1110	34.9	3.8	106
OUTDOOR IMPERATIVE		25260	1286	30.6	5.1	107	2185	29.1	8.7	102	1910	28.4	7.6	100	807	25.4	3.2	89
NEWSPAPERS-RADIO: DUAL		19246	1147	27.3	6.0	125	1562	20.8	8.1	95	1559	23.2	8.1	107	658	20.7	3.4	95
NEWSPAPER IMPERATIVE		28159	1273	30.3	4.5	95	2549	33.9	9.1	107	2105	31.3	7.5	98	1144	36.0	4.1	113
RADIO IMPERATIVE		25308	1117	26.6	4.4	93	2368	31.5	9.4	110	2087	31.1	8.2	109	927	29.2	3.7	102
NEWSPAPERS-TELEVISION: DUAL		18615	876	20.9	4.7	99	1725	22.9	9.3	109	1353	20.1	7.3	96	618	19.5	3.3	92
NEWSPAPER IMPERATIVE		29207	1672	39.8	5.7	121	2421	32.2	8.3	98	2365	35.2	8.1	107	1265	39.8	4.3	121
TELEVISION IMPERATIVE		25472	1056	25.1	4.1	87	2024	26.9	7.9	93	1671	24.9	6.6	86	724	22.8	2.8	79
OUTDOOR-RADIO: DUAL		17293	1018	24.2	5.9	124	1710	22.7	9.9	116	1358	20.2	7.9	103	696	21.9	4.0	112
OUTDOOR IMPERATIVE		26915	1173	27.9	4.4	92	2254	30.0	8.4	99	2012	29.9	7.5	98	925	29.1	3.4	96
RADIO IMPERATIVE		28930	1402	33.4	4.8	102	2500	33.2	8.6	102	2244	33.4	7.8	102	969	30.5	3.3	93
OUTDOOR-TELEVISION: DUAL		16112	794	18.9	4.9	104	1360	18.1	8.4									

	TOTAL U.S. '000	DRY IDEA				LADY'S CHOICE				MENNEN SPEED STICK				MITCHUM ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	4201	100.0	4.7	100	7519	100.0	8.5	100	6721	100.0	7.6	100	3177	100.0	3.6	100
ATLANTIC MONTHLY	415	**44	1.0	10.6	223	**9	0.1	2.2	26	**21	0.3	5.1	67	**26	0.8	6.3	17
BARRON'S	522	**17	0.4	3.3	69	**32	0.4	6.1	72	**51	0.8	9.8	129	**7	0.2	1.3	3
BETTER HOMES & GARDENS	17429	791	18.8	4.5	96	1594	21.2	9.1	108	1612	24.0	9.2	122	672	21.2	3.9	10
BON APPETIT	2772	**164	3.9	5.9	125	**203	2.7	7.3	86	**212	3.2	7.6	101	**127	4.0	4.6	13
BUSINESS WEEK	1469	**119	2.8	8.1	171	**127	1.7	8.6	102	**98	1.5	6.7	88	**61	1.9	4.2	13
CAR AND DRIVER	397	**39	0.9	9.8	207	**9	0.1	2.3	27	**58	0.9	14.6	192	**20	0.6	5.0	10
CBS MAGAZINE NETWORK (GROSS)	1633	**135	3.2	8.3	174	**110	1.5	6.7	79	**222	3.3	13.6	179	**107	3.4	6.6	18
CHANGING TIMES	1554	**94	2.2	6.0	127	**174	2.3	11.2	132	**109	1.6	7.0	92	**68	2.1	4.4	13
COLONIAL HOMES	1304	**105	2.5	8.1	170	**107	1.4	8.2	97	**71	1.1	5.4	72	**65	2.0	5.0	13
CONDE NAST MAG. PKG. (GROSS)	17858	1432	34.1	8.0	169	1841	24.5	10.3	121	1303	19.4	7.3	96	666	21.0	3.7	10
CONSUMERS DIGEST	1406	**43	1.0	3.1	64	**111	1.5	7.9	93	**113	1.7	8.0	106	**51	1.6	3.6	10
COSMOPOLITAN	8815	622	14.8	7.1	149	1009	13.4	11.4	135	578	8.6	6.6	86	401	12.6	4.5	12
COUNTRY LIVING	2636	**130	3.1	4.9	104	**163	2.2	6.2	73	**159	2.4	6.0	79	**142	4.5	5.4	15
CUISINE	1554	**73	1.7	4.7	99	**96	1.3	6.2	73	**116	1.7	7.5	98	**87	2.7	5.6	15
CYCLE WORLD	469	**37	0.9	7.9	166	**45	0.6	9.6	113	**31	0.5	6.6	87	**39	1.2	8.3	23
DCI:CREATIVE IDEAS FOR LIV	2631	**106	2.5	4.0	85	**201	2.7	7.6	90	**174	2.6	6.6	87	**49	1.5	1.9	5
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	367	8.7	5.2	109	501	6.7	7.1	83	485	7.2	6.9	90	**195	6.1	2.8	8
DISCOVER	998	**79	1.9	7.9	167	**96	1.3	9.6	113	**73	1.1	7.3	96	**45	1.4	4.5	13
EBONY	4289	**196	4.7	4.6	96	445	5.9	10.4	122	291	4.3	6.8	89	**262	8.2	6.1	17
ESQUIRE	1176	**69	1.6	5.9	124	**99	1.3	8.4	99	**78	1.2	6.6	87	**37	1.2	3.1	8
ESSENCE	2392	**93	2.2	3.9	82	307	4.1	12.8	151	**123	1.8	5.1	68	**203	6.4	8.5	23
FAMILY CIRCLE	17209	886	21.1	5.1	108	1676	22.3	9.7	115	1584	23.6	9.2	121	664	20.9	3.9	10
THE FAMILY HANDYMAN	1184	**59	1.4	5.0	105	**158	2.1	13.3	157	**186	2.8	15.7	207	**50	1.6	4.2	13
FAMILY WEEKLY	12391	593	14.1	4.1	101	1031	13.7	8.3	98	1228	18.3	9.9	130	463	14.6	3.7	10
FIELD & STREAM	2438	**105	2.5	4.3	91	**235	3.1	9.6	113	**218	3.2	8.9	118	**61	1.9	2.5	7
FOOD & WINE	614	**42	1.0	6.8	144	**50	0.7	8.1	96	**17	0.3	2.8	36	**9	0.3	1.5	4
FORBES	813	**12	0.3	1.5	31	**25	0.3	3.1	36	**81	1.2	10.0	131	**40	1.3	4.9	13
FORTUNE	1083	**49	1.2	4.5	95	**97	1.3	9.0	105	**101	1.5	9.3	123	**42	1.3	3.9	10
GENTLEMAN'S QUARTERLY	1197	**130	3.1	10.9	229	**164	2.2	13.7	161	**57	0.8	4.8	63	**81	2.5	6.8	18
GLAMOUR	6625	528	12.6	8.0	168	742	9.9	11.2	132	514	7.6	7.8	102	**262	8.2	4.0	12
GOLF DIGEST	707	**61	1.5	8.6	182	**109	1.4	15.4	181	**80	1.2	11.3	149	**15	0.5	2.1	5
GOLF DIGEST/TENNIS (GROSS)	1316	**136	3.2	10.3	218	**144	1.9	10.9	129	**134	2.0	10.2	134	**16	0.5	1.2	3
GOLF MAGAZINE	469	**58	1.4	12.4	260	**59	0.8	12.6	148	**40	0.6	8.5	112	**27	0.8	5.8	16
GOLF MAGAZINE/SKI (GROSS)	1060	**90	2.1	8.5	179	**123	1.6	11.6	137	**89	1.3	8.4	111	**51	1.6	4.8	18
GOOD HOUSEKEEPING	17784	934	22.2	5.3	111	1607	21.4	9.0	106	1772	26.4	10.0	131	685	21.6	3.9	10
HARPER'S BAZAAR	2931	**198	4.7	6.8	142	**278	3.7	9.5	112	**223	3.3	7.6	100	**114	3.6	3.9	10
HEALTH	2199	**126	3.0	5.7	121	**238	3.2	10.8	127	**207	3.1	9.4	124	**111	3.5	5.0	14
HEARST MAG CORP. BUY (GROSS)	49148	2852	67.9	5.8	122	4722	62.8	9.6	113	4284	63.7	8.7	115	2001	63.0	4.1	13
HEARST MAN POWER (GROSS)	2113	**127	3.0	6.0	127	**228	3.0	10.8	127	**159	2.4	7.5	99	**157	4.9	7.4	20
HEARST WOMAN POWER (GROSS)	35062	1997	47.5	5.7	120	3415	45.4	9.7	115	3265	48.6	9.3	123	1334	42.0	3.8	10
HOUSE BEAUTIFUL	3865	**143	3.4	3.7	78	403	5.4	10.4	123	360	5.4	9.3	123	**146	4.6	3.8	10
INC.	315	**14	0.3	4.4	94	**0	0.0	0.0	0	**69	1.0	21.9	288	**4	0.1	1.3	3
JET	3690	**140	3.3	3.8	80	380	5.1	10.3	121	222	3.3	6.0	79	**210	6.6	5.7	15
LADIES' HOME JOURNAL	12930	685	16.3	5.3	112	1093	14.5	8.5	99	1253	18.6	9.7	128	531	16.7	4.1	13
LHJ FAMILY GRP COMBO(GROSS)	18161	935	22.3	5.1	108	1528	20.3	8.4	99	1788	26.6	9.8	130	762	24.0	4.2	13
LIFE	5065	292	7.0	5.8	121	471	6.3	9.3	109	379	5.6	7.5	98	**277	8.7	5.5	15
L.A. TIMES HOME MAGAZINE	1310	**74	1.8	5.6	119	**175	2.3	13.4	157	**88	1.3	6.7	88	**33	1.0	2.5	7
MADEMOISELLE	3759	**186	4.4	4.9	104	367	4.9	9.8	115	**301	4.5	8.0	105	**119	3.7	3.2	8
MC CALL'S	14658	714	17.0	4.9	103	1232	16.4	8.4	99	1137	16.9	7.8	102	575	18.1	3.9	10
MC CALL'S/WRK MOTHER (GROSS)	15857	739	17.6	4.7	98	1350	18.0	8.5	100	1289	19.2	8.1	107	618	19.5	3.9	10
MECHANIX ILLUSTRATED	809	**39	0.9	4.8	102	**88	1.2	10.9	128	**59	0.9	7.3	96	**11	0.3	1.4	4
METROPOLITAN HOME	1009	**132	3.1	13.1	275	**81	1.1	8.0	94	**79	1.2	7.8	103	**108	3.4	10.7	29
MONEY	1707	**120	2.9	7.0	148	**155	2.1	9.1	107	**136	2.0	8.0	105	**84	2.6	4.9	13
MOTHER EARTH NEWS	1123	**84	2.0	7.5	158	**158	2.1	14.1	166	**97	1.4	8.6	114	**25	0.8	2.2	6
MS.	932	**50	1.2	5.4	113	**135	1.8	14.5	170	**88	1.3	9.4	124	**28	0.9	3.0	8
NATIONAL ENQUIRER	11971	576	13.7	4.8	101	1049	14.0	8.8	103	953	14.2	8.0	105	501	15.8	4.2	13
NATIONAL GEOGRAPHIC	10503	547	13.0	5.2	110	759	10.1	7.2	85	832	12.4	7.9	104	392	12.3	3.7	10
NATIONAL SUNDAY MAGAZINE PKG	54325	2860	68.1	5.3	111	4847	64.5	8.9	105	4446	66.2	8.2	108	2105	66.3	3.9	10
NATURAL HISTORY	626	**36	0.9	5.8	121	**36	0.5	5.8	68	**11	0.2	1.8	23	**5	0.2	0.8	2
NEW WOMAN	1992	**177	4.2	8.9	187	**175	2.3	8.8	103	**142	2.1	7.1	94	**91	2.9	4.6	12
NEW YORK INCLUDING CUE	547	**40	1.0	7.3	154	**63	0.8	11.5	136	**33	0.5	6.0	79	**2	0.1	0.4	1
THE NEW YORKER	1380	**151	3.6	10.9	230	**118	1.6	8.6	101	**119	1.8	8.6	114	**66	2.1	4.8	13
NEWSWEEK	6925	472	11.2	6.8	144	531	7.1	7.7	90	438	6.5	6.3	83	**248	7.8	3.6	10
THE N.Y. TIMES DAILY EDITION	1363	**54	1.3	4.0	83	**93	1.2	6.8	80	**56	0.8	4.1	54	**86	2.7	6.3	17
THE N.Y. TIMES MAGAZINE	2333	**84	2.0	3.6	76	**193	2.0	6.6	77	**110	1.6	4.7	62	**101	3.2	4.3	12
OMNI	872	**62	1.5	7.1	150	**88	1.2	10.1	119	**80	1.2	9.2	121	**72	2.3	8.3	23
ON CABLE	1298	**41	1.0	3.2	67	**54	0.7	4.2	49	**77	1.1	5.9	78	**49	1.5	3.8	10
1001 HOME IDEAS	3032	**123	2.9	4.1	85	**197	2.6	6.5	76	329	4.9	10.9	143	**119	3.7	3.9	10
ORGANIC GARDENING	1680	**94	2.2	5.6	118	**148	2.0	8.8	104	**244	3.6	14.5	191	**58	1.8	3.5	9
OUTDOOR LIFE	960	**22	0.5	2.3	48	**55	0.7	5.7	67	**83	1.2	8.6	114	**15	0.5	1.6	4
PARADE MAGAZINE	26795	1445	34.4	5.4	114	2372	31.5	8.9	104	2171	32.3	8.1	107	936	29.5	3.5	9

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	DRY IDEA				LADY'S CHOICE				MENNEN SPEED STICK				MITCHELL ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	4201	100.0	4.7	100	7519	100.0	8.5	100	6721	100.0	7.6	100	3177	100.0	3.6	100
PARENTS	4173	342	8.1	8.2	173	399	5.3	9.6	112	408	6.1	9.8	129	*221	7.0	5.3	147
PENTHOUSE	973	**36	0.9	3.7	78	**147	2.0	15.1	178	**59	0.9	6.1	80	**4	0.1	0.4	11
PEOPLE	13479	918	21.9	6.8	143	1252	16.7	9.3	109	1123	16.7	8.3	110	460	14.5	3.4	95
PLAYBOY	2183	**128	3.0	5.9	123	*203	2.7	9.3	109	*152	2.3	7.0	92	**55	1.7	2.5	70
POPULAR HOT RODDING	388	**18	0.4	4.6	98	**35	0.5	9.0	106	**29	0.4	7.5	98	**31	1.0	8.0	222
POPULAR MECHANICS	1037	**38	0.9	3.7	77	**77	1.0	7.4	87	**82	1.2	7.9	104	**83	2.6	8.0	223
POPULAR SCIENCE	920	**72	1.7	7.8	165	**74	1.0	8.0	95	**69	1.0	7.5	99	**8	0.3	0.9	24
PREVENTION	4071	*189	4.5	4.6	98	283	3.8	7.0	82	*285	4.2	7.0	92	*145	4.6	3.6	99
PSYCHOLOGY TODAY	1940	*198	4.7	10.2	215	*216	2.9	11.1	131	**129	1.9	6.6	88	**143	4.5	7.4	205
READER'S DIGEST	24031	1070	25.5	4.5	94	1897	25.2	7.9	93	2027	30.2	8.4	111	816	25.7	3.4	95
REDBOOK	8464	441	10.5	5.2	110	800	10.6	9.5	111	914	13.6	10.8	142	*248	7.8	2.9	82
ROAD & TRACK	429	**55	1.3	12.8	270	**30	0.4	7.0	82	**71	1.1	16.6	218	**5	0.2	1.2	32
ROLLING STONE	1355	**69	1.6	5.1	107	*202	2.7	14.9	175	*167	2.5	12.3	162	*32	1.0	2.4	66
RUNNER'S WORLD	329	**90	2.1	27.4	576	**40	0.5	12.2	143	**41	0.6	12.5	164	**0	0.0	0.0	0
SATURDAY EVENING POST	1268	**39	0.9	3.1	65	**71	0.9	5.6	66	**137	2.0	10.8	142	**13	0.4	1.0	29
SCIENCE 84	702	**19	0.5	2.7	57	**24	0.3	3.4	40	**53	0.8	7.5	99	**31	1.0	4.4	123
SCIENCE DIGEST	553	**51	1.2	9.2	194	**82	1.1	14.8	174	**27	0.4	4.9	64	**43	1.4	7.8	217
SCIENTIFIC AMERICAN	615	**73	1.7	11.9	250	**61	0.8	9.9	117	**22	0.3	3.6	47	**30	0.9	4.9	136
SELF	2683	*257	6.1	9.6	202	*258	3.4	9.6	113	*165	2.5	6.1	81	*93	2.9	3.5	97
SEVENTEEN	3309	*271	6.5	8.2	172	308	4.1	9.3	110	*195	2.9	5.9	78	**233	7.3	7.0	196
SKI	591	**32	0.8	5.4	114	**64	0.9	10.8	127	**49	0.7	8.3	109	**24	0.8	4.1	113
SMITHSONIAN	3039	*176	4.2	5.8	122	*158	2.1	5.2	61	*202	3.0	6.6	87	*160	5.0	5.3	147
SOAP OPERA DIGEST	3683	*141	3.4	3.8	81	448	6.0	12.2	143	278	4.1	7.5	99	*206	6.5	5.6	156
SOUTHERN LIVING	4434	*261	6.2	5.9	124	300	4.0	6.8	80	*310	4.6	7.0	92	*145	4.6	3.3	91
SPORT	701	**32	0.8	4.6	96	**108	1.4	15.4	181	**47	0.7	6.7	88	**0	0.0	0.0	0
THE SPORTING NEWS	518	**2	0.0	0.4	8	**12	0.2	2.3	27	**7	0.1	1.4	18	**0	0.0	0.0	0
SPORTS AFIELD	523	**37	0.9	7.1	149	**70	0.9	13.4	157	**49	0.7	9.4	123	**31	1.0	5.9	165
SPORTS ILLUSTRATED	3325	*221	5.3	6.6	140	286	3.8	8.6	101	327	4.9	9.8	129	**80	2.5	2.4	67
STAR	8567	422	10.0	4.9	104	683	9.1	8.0	94	640	9.5	7.5	98	*300	9.4	3.5	98
SUNDAY	27630	1525	36.3	5.5	116	2605	34.6	9.4	111	2003	29.8	7.2	95	1244	39.2	4.5	125
SUNSET	2219	**119	2.8	5.4	113	**143	1.9	6.4	76	*187	2.8	8.4	111	*248	7.8	11.2	311
TV GUIDE	24258	1276	30.4	5.3	111	2551	33.9	10.5	124	2192	32.6	9.0	119	1093	34.4	4.5	125
TENNIS	609	**75	1.8	12.3	259	**35	0.5	5.7	68	**54	0.8	8.9	117	**1	0.0	0.2	5
TIME	9929	553	13.2	5.6	117	965	12.8	9.7	114	826	12.3	8.3	109	368	11.6	3.7	103
TOWN & COUNTRY	1062	**125	3.0	11.8	248	**122	1.6	11.5	135	**28	0.4	2.6	35	**40	1.3	3.8	105
TRAVEL & LEISURE	1051	**64	1.5	6.1	128	**114	1.5	10.8	128	**62	0.9	5.9	78	**55	1.7	5.2	146
TRUE STORY	3946	**120	2.9	3.0	64	386	5.1	9.8	115	271	4.0	6.9	90	**103	3.2	2.6	73
U.S. NEWS & WORLD REPORT	3782	*155	3.7	4.1	86	258	3.4	6.8	80	*247	3.7	6.5	86	*136	4.3	3.6	100
USA TODAY	1874	**136	3.2	7.3	153	*166	2.2	8.9	104	*132	2.0	7.0	93	*122	3.8	6.5	181
US	2213	**170	4.0	7.7	162	*224	3.0	10.1	119	**160	2.4	7.2	95	**76	2.4	3.4	96
VOGUE	4792	462	11.0	9.6	203	475	6.3	9.9	117	323	4.8	6.7	89	*192	6.0	4.0	112
WALL STREET JOURNAL	2045	**123	2.9	6.0	127	**95	1.3	4.6	55	**104	1.5	5.1	67	**106	3.3	5.2	144
WEIGHT WATCHERS	2364	**114	2.7	4.8	102	*203	2.7	8.6	101	*151	2.2	6.4	84	**83	2.6	3.5	98
WOMAN'S DAY	15182	812	19.3	5.3	113	1430	19.0	9.4	111	1343	20.0	8.8	116	571	18.0	3.8	105
WORKING MOTHER	1198	**25	0.6	2.1	44	**118	1.6	9.8	116	**153	2.3	12.8	168	**42	1.3	3.5	98
WORKING WOMAN	1523	**103	2.5	6.8	142	*148	2.0	9.7	114	*172	2.6	11.3	149	**63	2.0	4.1	115
WORLD TENNIS	*183	**7	0.2	3.8	81	**4	0.1	2.2	26	**7	0.1	3.8	50	**4	0.1	2.2	61
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*209	5.0	7.5	159	*209	2.8	7.5	89	277	4.1	10.0	131	*128	4.0	4.6	128
BLAIR INSERTS	47909	2535	60.3	5.3	111	4364	58.0	9.1	107	3735	55.6	7.8	103	1922	60.5	4.0	112
DAILY NEWSPAPERS																	
READ ANY	56731	2746	65.4	4.8	102	4964	66.0	8.8	103	4242	63.1	7.5	98	2151	67.7	3.8	106
READ ONE	47696	2300	54.7	4.8	102	4064	54.0	8.5	100	3610	53.7	7.6	100	1742	54.8	3.7	102
READ TWO OR MORE	9034	446	10.6	4.9	104	901	12.0	10.0	117	631	9.4	7.0	92	410	12.9	4.5	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	2998	71.4	5.2	109	5092	67.7	8.8	104	4632	68.9	8.0	106	2317	72.9	4.0	112
READ ONE	50513	2617	62.3	5.2	109	4431	58.9	8.8	103	4032	60.0	8.0	105	2050	64.5	4.1	113
READ TWO OR MORE	7219	381	9.1	5.3	111	661	8.8	9.2	108	600	8.9	8.3	109	*267	8.4	3.7	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.26				30.71				27.54				31.07			
30 DAY REACH	78184	3734	88.9	4.8	101	6700	89.1	8.6	101	6057	90.1	7.7	102	2762	86.9	3.5	98
50 SHWG - 30 DAY AV FREQ	14.80	15.71				15.86				14.34				16.82			
30 DAY REACH	74239	3601	85.7	4.9	102	6498	86.4	8.8	103	5811	86.5	7.8	103	2547	80.2	3.4	96
25 SHWG - 30 DAY AV FREQ	8.05	8.42				8.47				7.73				8.84			
30 DAY REACH	68254	3341	79.5	4.9	103	6101	81.1	8.9	105	5383	80.1	7.9	104	2436	76.7	3.6	99
CABLE TV: HOME WIRED	35215	2069	49.3	5.9	124	3391	45.1	9.6	113	2993	44.5	8.5	112	1625	51.1	4.6	128
HOME NOT WIRED	53250	2132	50.7	4.0	84	4128	54.9	7.8	91	3728	55.5	7.0	92	1552	48.9	2.9	81
HAVE PAY CABLE	17885	1144	27.2	6.4	135	1903	25.3	10.6	125	1740	25.9	9.7	128	907	28.5	5.1	141

	TOTAL U.S. '000	A '000	DRY IDEA B % DOWN	C % ACROSS % INDX	D	A '000	B % DOWN	LADY'S CHOICE C % ACROSS % INDX	D	A '000	B % DOWN	MENNEN SPEED STICK C % ACROSS % INDX	D	A '000	B % DOWN	MITCHUM ROLL-ON C % ACROSS % INDX	D
TOTAL FEMALES	88464	4201	100.0	4.7	100	7519	100.0	8.5	100	6721	100.0	7.6	100	3177	100.0	3.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2452	58.4	5.1	108	4311	57.3	9.0	106	3653	54.4	7.6	100	1857	58.5	3.9	108
10:00 AM - 3:00 PM	33674	1763	42.0	5.2	110	2935	39.0	8.7	103	2736	40.7	8.1	107	1024	32.2	3.0	85
3:00 PM - 7:00 PM	34431	1927	45.9	5.6	118	3130	41.6	9.1	107	2845	42.3	8.3	109	1438	45.5	4.2	116
7:00 PM - MIDNIGHT	17761	970	23.1	5.5	115	1700	22.6	9.6	113	1413	21.0	8.0	105	565	17.8	3.2	89
MIDNIGHT - 6:00 AM	10087	433	10.3	4.3	90	893	11.9	8.9	104	974	14.5	9.7	127	424	13.3	4.2	117
6:00 AM - MIDNIGHT	64318	3383	80.5	5.3	111	5688	75.6	8.8	104	5000	74.4	7.8	102	2409	75.8	3.7	104
ENTIRE DAY	65181	3417	81.3	5.2	110	5784	76.9	8.9	104	5092	75.8	7.8	103	2419	76.1	3.7	103
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	17411	888	21.1	5.1	107	1544	20.5	8.9	104	1558	23.2	8.9	118	776	24.4	4.5	124
ALL NEWS	2550	**105	2.5	4.2	88	**255	3.4	10.1	119	**108	1.6	4.3	96	**142	4.5	5.6	157
ADULT/PROGRESSIVE	4419	**283	6.7	6.4	135	417	5.5	9.4	111	431	6.4	9.8	128	**210	6.6	4.8	132
BEAUTIFUL MUSIC	6119	305	7.3	5.0	105	530	7.0	8.7	102	491	7.3	8.0	106	**250	7.9	4.1	114
BLACK	2623	**84	2.0	3.2	67	**244	3.2	9.3	109	**161	2.4	6.1	81	**104	3.3	4.0	110
CLASSICAL	1553	**94	2.2	6.1	127	**122	1.6	7.9	92	**120	1.8	7.7	102	**57	1.8	3.7	102
CHR/ROCK	11282	734	17.5	6.5	137	1139	15.1	10.1	119	963	14.3	8.5	112	426	13.4	3.8	105
COUNTRY	13343	700	16.7	5.2	110	1046	13.9	7.8	92	1030	15.3	7.7	102	345	10.9	2.6	72
GOLDEN OLDIES	1279	**108	2.6	8.3	175	**184	2.4	14.2	167	**69	1.0	5.3	70	**44	1.4	3.4	94
MOR/OSTALGIA	5241	**216	5.1	4.1	87	306	4.1	5.8	69	403	6.0	7.7	101	**143	4.5	2.7	76
NEWS/TALK	4165	**219	5.2	5.3	111	384	5.1	9.2	108	307	4.6	7.4	97	**148	4.7	3.6	99
RELIGIOUS	3324	**140	3.3	4.2	89	**201	2.7	6.0	71	**190	2.8	5.7	75	**127	4.0	3.8	106
SOFT ROCK	609	**60	1.4	9.9	207	**146	1.9	24.0	282	**56	0.8	9.2	121	**10	0.3	1.6	46
URBAN CONTEMPORARY	1853	**70	1.7	3.8	80	**149	2.0	8.0	95	**131	1.9	7.1	93	**84	2.6	4.5	126
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	**230	5.5	6.2	130	418	5.6	11.2	132	405	6.0	10.9	143	**117	3.7	3.1	87
ABC DIRECTION	2488	**59	1.4	2.4	50	**168	2.2	6.8	79	**187	2.8	7.5	99	**93	2.9	3.7	104
ABC ENTERTAINMENT	5129	291	6.9	5.7	119	389	5.2	7.6	89	291	4.3	5.7	75	**151	4.8	2.9	82
ABC FM	2498	**156	3.7	6.2	132	236	3.1	9.4	111	**178	2.6	7.1	94	**156	4.9	6.2	174
ABC INFORMATION	5721	307	7.3	5.4	113	415	5.5	7.3	85	548	8.2	9.6	126	**248	7.8	4.3	121
ABC ROCK	2021	**97	2.3	4.8	101	**191	2.5	9.5	111	**266	4.0	13.2	173	**75	2.4	3.7	103
CBS	4756	**167	4.0	3.5	74	486	6.5	10.2	120	333	5.0	7.0	92	**217	6.8	4.6	127
MUTUAL	5272	383	9.1	7.3	153	414	5.5	7.9	92	509	7.6	9.7	127	**165	5.2	3.1	87
NBC	4964	**270	6.4	5.4	115	478	6.4	9.6	113	387	5.8	7.8	103	**152	4.8	3.1	85
RADIO/RADIO	2215	**115	2.7	5.2	109	**250	3.3	11.3	133	**132	2.0	6.0	78	**104	3.3	4.7	131
RKO ONE	2565	**136	3.2	5.3	112	**213	2.8	8.3	98	**194	2.9	7.6	100	**86	2.7	3.4	93
RKO TWO	3640	**263	6.3	7.2	152	235	3.1	6.5	76	**193	2.9	5.3	70	**132	4.2	3.6	101
THE SOURCE	2487	**173	4.1	7.0	148	**170	2.3	6.9	81	**212	3.2	8.6	113	**78	2.5	3.2	88
NON-WIRED : BLAIR	7444	451	10.7	4.8	100	875	11.6	9.2	109	794	11.8	8.4	110	331	10.4	3.5	97
INTERNET	13616	843	20.1	6.2	130	1508	20.1	11.1	130	1120	16.7	8.2	108	487	15.3	3.6	100
KATZ RADIO GROUP	16993	859	20.4	5.1	106	1717	22.8	10.1	119	1361	20.2	8.0	105	748	23.5	4.4	123
SUPERNET	11622	578	13.8	5.0	105	940	12.5	8.1	95	903	13.4	7.8	102	402	12.7	3.5	96
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	394	9.4	4.2	88	855	11.4	9.1	107	651	9.7	6.9	91	275	8.7	2.9	81
MKDAY 9:00 AM - 1:00 PM	13304	547	13.0	4.1	87	1140	15.2	8.6	101	901	13.4	6.8	89	408	12.8	3.1	85
MKDAY 1:00 PM - 4:30 PM	17591	760	18.1	4.3	91	1514	20.1	8.6	101	1237	18.4	7.0	93	469	14.8	2.7	74
MKDAY 4:30 PM - 7:30 PM	24418	1055	25.1	4.3	91	1988	26.4	8.1	96	1652	24.6	6.8	89	835	26.3	3.4	95
MKDAY 7:30 PM - 8:00 PM	34400	1454	34.6	4.2	89	2706	36.0	7.9	93	2375	35.3	6.9	91	1160	36.5	3.4	94
MKDAY 11:00 PM - 11:30 PM	26120	1173	27.9	4.5	95	2272	30.2	8.7	102	1845	27.5	7.1	93	840	26.4	3.2	90
MKDAY 11:30 PM - 1:00 AM	8402	391	9.3	4.7	98	764	10.2	9.1	107	557	8.3	6.6	87	264	8.3	3.1	87
M-SAT 8-11 PM+SUN 7-11 PM	36528	1684	40.1	4.6	96	3126	41.6	8.5	100	2640	39.3	7.2	94	1259	39.6	3.4	95
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	390	9.3	5.4	114	768	10.2	10.6	125	510	7.6	7.1	93	327	10.3	4.5	126
ANOTHER WORLD	N 4924	232	5.5	4.7	99	472	6.3	9.6	113	313	4.7	6.4	84	**130	4.1	2.6	74
AS THE WORLD TURNS	C 5966	172	4.1	2.9	61	357	4.7	6.0	70	496	7.4	8.3	109	119	3.7	2.0	56
CAPITOL	C 3672	164	3.9	4.5	94	241	3.2	6.6	77	281	4.2	7.7	101	**72	2.3	2.0	55
CBS MORN. NEWS 1	C 1590	**90	2.1	5.7	119	**82	1.1	5.2	61	**75	1.1	4.7	62	**44	1.4	2.8	77
CBS MORN. NEWS 2	C 1298	**25	0.6	1.9	41	**64	0.9	4.9	58	**79	1.2	6.1	80	**42	1.3	3.2	90
DAYS OF OUR LIVES	N 6389	262	6.2	4.1	86	625	8.3	9.8	115	442	6.6	6.9	91	**175	5.5	2.7	76
FACTS OF LIFE - DAYTIME	N 2526	**51	1.2	2.0	43	173	2.3	6.8	81	133	2.0	5.3	69	**72	2.3	2.9	79
FAMILY FEUD	A 3427	**94	2.2	2.7	58	329	4.4	9.6	113	268	4.0	7.8	103	**93	2.9	2.7	76
GENERAL HOSPITAL	A 6870	263	6.3	3.8	81	571	7.6	8.3	98	423	6.3	6.2	81	135	4.2	2.0	55
GOOD MORNING, AMERICA-730 A	A 3767	158	3.8	4.2	88	450	6.0	11.9	141	207	3.1	5.5	72	**116	3.7	3.1	86
GOOD MORNING, AMERICA-830 A	A 3076	104	2.5	3.4	71	260	3.5	8.5	99	240	3.6	7.8	103	**86	2.7	2.8	78
GUIDING LIGHT	C 5789	221	5.3	3.8	80	357	4.7	6.2	73	447	6.7	7.7	102	**112	3.5	1.9	54
ONE LIFE TO LIVE	A 4918	198	4.7	4.0	85	435	5.8	8.8	104	344	5.1	7.0	92	115	3.6	2.3	65
PRESS YOUR LUCK	C 2367	**123	2.9	5.2	109	174	2.3	7.4	86	176	2.6	7.4	98	**97	3.1	4.1	114
PRICE IS RIGHT 1	C 4727	206	4.9	4.4	92	331	4.4	7.0	82	328	4.9	6.9	91	**92	2.9	1.9	54
PRICE IS RIGHT 2	C 5511	217	5.2	3.9	83	443	5.9	8.0	95	387	5.8	7.0	92	**93	2.9	1.7	47
RYAN'S HOPE	A 3479	200	4.8	5.7	121	416	5.5	12.0	141	159	2.4	4.6	60	**1			

	TOTAL U.S. '000	DRY IDEA				LADY'S CHOICE				MENNEN SPEED STICK				MITCHUM ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	4201	100.0	4.7	100	7519	100.0	8.5	100	6721	100.0	7.6	100	3177	100.0	3.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1225	29.2	4.4	92	2115	28.1	7.6	89	1854	27.6	6.6	87	898	28.1	3.2	89
NETWORK AFFILIATES - LATE	21966	961	22.9	4.4	92	1879	25.0	8.6	101	1562	23.2	7.1	94	670	21.1	3.1	85
INDEPENDENTS - LATE	2247	*81	1.9	3.6	76	184	2.4	8.2	96	133	2.0	5.9	78	*80	2.5	3.6	99
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	449	10.7	3.9	82	1215	16.2	10.5	124	1032	15.4	9.0	118	504	15.9	4.4	122
ABC MONDAY NIGHT MOVIE	A 6879	372	8.9	5.4	114	610	8.1	8.9	104	542	8.1	7.9	104	*193	6.1	2.8	78
ABC SUNDAY NIGHT MOVIE	A 13690	711	16.9	5.2	109	1102	14.7	8.0	95	1004	14.9	7.3	97	552	17.4	4.0	112
ABC WORLD NEWS TONIGHT	A 6589	253	6.0	3.8	81	531	7.1	8.1	95	407	6.1	6.2	81	193	6.1	2.9	82
AFTERMASH	C 6391	*255	6.1	4.0	84	462	6.1	7.2	85	*398	5.9	6.2	82	*138	4.3	2.2	60
ALICE	C 10273	462	11.0	4.5	95	898	11.9	8.7	103	690	10.3	6.7	88	336	10.6	3.3	91
AMERICAN PARADE	C 7130	*186	4.4	2.6	55	509	6.8	7.1	84	464	6.9	6.5	86	*202	6.4	2.8	79
BENSON	A 11665	501	11.9	4.3	90	947	12.6	8.1	96	839	12.5	7.2	95	291	9.2	2.5	69
BLUE THUNDER	A 5442	*226	5.4	4.2	87	438	5.8	8.0	95	402	6.0	7.4	97	*145	4.6	2.7	74
CAGNEY & LACEY	C 10565	453	10.8	4.3	90	978	13.0	9.3	109	727	10.8	6.9	91	351	11.0	3.3	93
CBS EVENING NEWS-DEAN	C 3668	*121	2.9	3.3	69	*220	2.9	6.0	71	*225	3.3	6.1	81	*86	2.7	2.3	65
CBS EVENING NEWS-RATHER	C 7561	330	7.9	4.4	92	421	5.6	5.6	66	539	8.0	7.1	94	243	7.6	3.2	89
CBS SAT. NEWS-SCHIEFFER	C 3948	*181	4.3	4.6	97	210	2.8	5.3	63	337	5.0	8.5	112	*182	5.7	4.6	128
CBS SATURDAY NIGHT MOVIE	C 5966	247	5.9	4.1	87	558	7.4	9.4	110	516	7.7	8.6	114	167	5.3	2.8	78
CBS WEDNESDAY NIGHT MOVIE	C 6529	252	6.0	3.9	81	521	6.9	8.0	94	596	8.9	9.1	120	222	7.0	3.4	95
CHEERS	M 9842	549	13.1	5.6	117	876	11.7	8.9	105	841	12.5	8.5	112	386	12.1	3.9	109
DALLAS	C 23935	1162	27.7	4.9	102	1936	25.7	8.1	95	1606	23.9	6.7	88	640	20.1	2.7	74
DIFF'RENT STROKES	N 7574	345	8.2	4.6	96	636	8.5	8.4	99	578	8.6	7.6	100	*290	9.1	3.8	107
DOUBLE TROUBLE	N 7786	335	8.0	4.3	91	782	10.4	10.0	118	536	8.0	6.9	91	*207	6.5	2.7	74
DUCK FACTORY	M 6290	330	7.9	5.2	110	459	6.1	7.3	86	561	8.3	8.9	117	*244	7.7	3.9	108
DUKES OF HAZZARD	C 6402	213	5.1	3.3	70	405	5.4	6.3	74	359	5.3	5.6	74	*161	5.1	2.5	70
DYNASTY	A 21955	1037	24.7	4.7	99	1746	23.2	8.0	94	1627	24.2	7.4	98	688	21.7	3.1	87
FACTS OF LIFE	N 8898	393	9.4	4.4	93	821	10.9	9.2	109	582	8.7	6.5	86	248	7.8	2.8	78
FALCON CREST	C 21877	1064	25.3	4.9	102	1664	22.1	7.6	89	1469	21.9	6.7	88	647	20.4	3.0	82
FALL GUY	A 10045	382	9.1	3.8	80	940	12.5	9.4	110	686	10.2	6.8	90	268	8.4	2.7	74
FAMILY TIES	N 8922	353	8.4	4.0	83	687	9.1	7.7	91	704	10.5	7.9	104	*212	6.7	2.4	66
FANTASY ISLAND	A 8288	349	8.3	4.2	89	644	8.6	7.8	91	479	7.1	5.8	76	315	9.9	3.8	106
FOULUPS, BLEEPs & BLUNDERS	A 9891	431	10.3	4.4	92	965	12.8	9.8	115	637	9.5	6.4	85	*231	7.3	2.3	65
FOUR SEASONS	C 5429	*221	5.3	4.1	86	431	5.7	7.9	93	375	5.6	6.9	91	*204	6.4	3.8	105
GIMME A BREAK	N 9646	298	7.1	3.1	65	759	10.1	7.9	93	671	10.0	7.0	92	*202	6.4	2.1	58
HART TO HART	A 9983	471	11.2	4.7	99	776	10.3	7.8	91	637	9.5	6.4	84	195	6.1	2.0	54
HILL STREET BLUES	N 9688	468	11.1	4.8	102	876	11.7	9.0	106	665	9.9	6.9	90	393	12.4	4.1	113
HOTEL	A 15435	829	19.7	5.4	113	1221	16.2	7.9	93	1132	16.8	7.3	97	486	15.3	3.1	88
JEFFERSONS	C 10031	440	10.5	4.4	92	924	12.3	9.2	108	622	9.3	6.2	82	331	10.4	3.3	92
JENNIFER SLEPT HERE	M 6376	*287	6.8	4.5	95	537	7.1	8.4	99	462	6.9	7.2	95	*254	8.0	4.0	111
KATE & ALLIE	C 9951	376	9.0	3.8	80	934	12.4	9.4	110	612	9.1	6.2	81	338	10.6	3.4	95
KNIGHT RIDER	N 7908	*305	7.3	3.9	81	797	10.6	10.1	119	631	9.4	8.0	105	327	10.3	4.1	115
LOVE BOAT	A 13226	586	13.9	4.4	93	1023	13.6	7.7	91	815	12.1	6.2	81	510	16.1	3.9	107
MAGNUM PI	C 12105	382	9.1	3.2	66	1060	14.1	8.8	103	833	12.4	6.9	91	397	12.5	3.3	91
MAMA'S FAMILY	M 6364	*215	5.1	3.4	71	476	6.3	7.5	88	485	7.2	7.6	100	*188	5.9	3.0	82
MASTER, THE	N 3955	*127	3.0	3.2	68	271	3.6	6.9	81	278	4.1	7.0	93	*139	4.4	3.5	98
MATT HOUSTON	A 6903	258	6.1	3.7	79	627	8.3	9.1	107	498	7.4	7.2	95	*220	6.9	3.2	89
NBC MONDAY NIGHT MOVIE	N 13443	562	13.4	4.2	88	1076	14.3	8.0	94	1071	15.9	8.0	105	427	13.4	3.2	88
NBC NIGHTLY NEWS	N 5585	245	5.8	4.4	92	414	5.5	7.4	87	360	5.4	6.4	85	190	6.0	3.4	95
NBC NIGHTLY NEWS-SAT	N 3688	*167	4.0	4.5	95	309	4.1	8.4	99	*200	3.0	5.4	71	*127	4.0	3.4	96
NBC NIGHTLY NEWS-SUN	N 3310	*135	3.2	4.1	86	*293	3.9	8.9	104	*122	1.8	3.7	49	*126	4.0	3.8	106
NBC SUNDAY NIGHT MOVIE	N 9238	501	11.9	5.4	114	875	11.6	9.5	111	876	13.0	9.5	125	*311	9.8	3.4	94
NEWHART	C 9876	447	10.6	4.5	95	1012	13.5	10.2	121	630	9.4	6.4	84	348	11.0	3.5	98
ONE DAY AT A TIME	C 7954	279	6.6	3.5	74	580	7.7	7.3	86	473	7.0	5.9	78	*209	6.6	2.6	73
PEOPLE ARE FUNNY	N 5182	*246	5.9	4.7	100	439	5.8	8.5	100	352	5.2	6.8	89	*135	4.2	2.6	73
REAL PEOPLE	N 9674	407	9.7	4.2	89	757	10.1	7.8	92	604	9.0	6.2	82	257	8.1	2.7	74
REMINGTON STEELE	N 8511	354	8.4	4.2	88	839	11.2	9.9	116	674	10.0	7.9	104	309	9.7	3.6	101
RIPLEY'S BELIEVE IT - NOT	A 5656	298	7.1	5.3	111	483	6.4	8.5	100	479	7.1	8.5	111	*218	6.9	3.9	107
RIPTIDE	N 7718	287	6.8	3.7	78	659	8.8	8.5	100	598	8.9	7.7	102	279	8.8	3.6	101
SCARECROW & MRS. KING	C 11058	537	12.8	4.9	102	1030	13.7	9.3	110	723	10.8	6.5	86	319	10.0	2.9	80
SIMON & SIMON	C 11615	219	5.2	1.9	40	1162	15.5	10.0	118	939	14.0	8.1	106	426	13.4	3.7	102
60 MINUTES	C 14326	646	15.4	4.5	95	1032	13.7	7.2	85	967	14.4	6.7	89	518	16.3	3.6	101
ST. ELSEWHERE	N 7670	440	10.5	5.7	121	634	8.4	8.3	97	623	9.3	8.1	107	*190	6.0	2.5	69
THREE'S COMPANY	A 12068	505	12.0	4.2	88	1114	14.8	9.2	109	905	13.5	7.5	99	322	10.1	2.7	74
T.J. HOOKER	A 9735	377	9.0	3.9	82	718	9.5	7.4	87	601	8.9	6.2	81	278	8.8	2.9	80
TONIGHT SHOW	N 2531	123	2.9	4.9	102	208	2.8	8.2	97	130	1.9	5.1	68	82	2.6	3.2	90
TRAPPER JOHN, M.D.	C 10374	566	13.5	5.5	115	879	11.7	8.5	100	640	9.5	6.2	81	221	7.0	2.1	59
TV BLOOPERS & PRAC. JOKES	N 9795	410	9.8	4.2	88	707	9.4	7.2	85	761	11.3	7.8	102	288	9.1	2.9	82
20/20	A 10009	457	10.9	4.6	96	717	9.5	7.2	84	738	11.0	7.4	97	278	8.8	2.8	77
WEBSTER	A 11934	537	12.8	4.5	95	995	13.2	8.3	98	839	12.5	7.0	93	377	11.9	3.2	88
WORLD NEWS - SUN	A 3291	*105	2.5	3.2	67	*174	2.3	5.3	62	*224	3.3	6.8	90	*93	2.9	2.8	79
YELLOW ROSE	N 5196	*131	3.1	2.5	53	402	5.3	7.7	91	375	5.6	7.2	95	*134	4.2	2.6	72
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	*429	10.2	4.5	95	696	9.3	7.3	86	1095	16.3	11.5	151	*497	15.6	5.2	145
BASKETBALL - COLLEGE GAMES	4414	*128	3.0	2.9	61	*314	4.2	7.1	84	*407	6.1	9.2	121	*146	4.6	3.3	92
BASKETBALL - PRO GAMES	3876	*117	2.8	3.0	64	*352	4.7	9.1	107	*358	5.3	9.2	122	*166	5.2	4.3	119
BOWLING	4056	*128	3.0	3.2	66	*298	4.0	7.3	86	*516	7.7	12.7	167	*151	4.8	3.7	104</

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	SECRET ANTI-PERSPIRANT SPRAY				SECRET ROLL-ON				SECRET SOLID				SOFT & DRI ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	4356	100.0	4.9	100	11165	100.0	12.6	100	6854	100.0	7.7	100	3564	100.0	4.0	100
FEMALE HOMEMAERS	80986	3933	90.3	4.9	99	10323	92.5	12.7	101	6098	89.0	7.5	97	3147	88.3	3.9	96
EMPLOYED MOTHERS	18702	1122	25.8	6.0	122	2647	23.7	14.2	112	1493	21.8	8.0	103	802	22.5	4.3	106
18 - 24	14726	944	21.7	6.4	130	1738	15.6	11.8	94	1606	23.4	10.9	141	*715	20.1	4.9	121
25 - 34	20202	1186	27.2	5.9	119	2672	23.9	13.2	105	1875	27.4	9.3	120	892	25.0	4.4	110
35 - 44	14781	712	16.3	4.8	98	1956	17.5	13.2	105	1231	18.0	8.3	107	777	21.8	5.3	130
45 - 54	11449	520	11.9	4.5	92	1719	15.4	15.0	119	688	10.0	6.0	78	*470	13.2	4.1	102
55 - 64	11846	*453	10.4	3.8	78	1624	14.5	13.7	109	876	12.8	7.4	95	*271	7.6	2.3	57
65 OR OLDER	15459	540	12.4	3.5	71	1457	13.0	9.4	75	577	8.4	3.7	48	*440	12.3	2.8	71
18 - 34	34928	2130	48.9	6.1	124	4409	39.5	12.6	100	3482	50.8	10.0	129	1607	45.1	4.6	114
18 - 49	55154	3139	72.1	5.7	116	7300	65.4	13.2	105	5070	74.0	9.2	119	2661	74.7	4.8	120
25 - 54	46433	2418	55.5	5.2	106	6347	56.8	13.7	108	3794	55.4	8.2	105	2139	60.0	4.6	114
35 - 49	20226	1009	23.2	5.0	101	2891	25.9	14.3	113	1588	23.2	7.9	101	1054	29.6	5.2	129
50 OR OLDER	33310	1217	27.9	3.7	74	3865	34.6	11.6	92	1784	26.0	5.4	69	903	25.3	2.7	67
GRADUATED COLLEGE	12110	*223	5.1	1.8	37	1430	12.8	11.8	94	873	12.7	7.2	93	607	17.0	5.0	124
ATTENDED COLLEGE	15309	*561	12.9	3.7	74	2048	18.3	13.4	106	1408	20.5	9.2	119	682	19.1	4.5	111
GRADUATED HIGH SCHOOL	36912	1968	45.2	5.3	108	5045	45.2	13.7	108	3280	47.9	8.9	115	1342	37.7	3.6	90
DID NOT GRADUATE HIGH SCHOOL	24134	1604	36.8	6.6	135	2643	23.7	11.0	87	1293	18.9	5.4	69	934	26.2	3.9	96
EMPLOYED FULL-TIME	35457	1529	35.1	4.3	88	4787	42.9	13.5	107	2725	39.8	7.7	99	1616	45.3	4.6	113
EMPLOYED PART-TIME	8514	*368	8.4	4.3	88	1124	10.1	13.2	105	888	13.0	10.4	135	*388	10.9	4.6	113
NOT EMPLOYED	44494	2459	56.5	5.5	112	5254	47.1	11.8	94	3241	47.3	7.3	94	1561	43.8	3.5	87
PROFESSIONAL/MANAGER	10811	*328	7.5	3.0	62	1354	12.1	12.5	99	755	11.0	7.0	90	*628	17.6	5.8	144
TECH/CLERICAL/SALES	19640	824	18.9	4.2	85	2813	25.2	14.3	113	1849	27.0	9.4	122	768	21.5	3.9	97
PRECISION/CRAFT	1023	*112	0.3	1.2	24	*1133	1.2	13.0	103	*886	1.3	8.4	109	*467	1.3	4.6	114
OTHER EMPLOYED	12498	734	16.9	5.9	119	1610	14.4	12.9	102	923	13.5	7.4	95	562	15.8	4.5	112
SINGLE	15995	851	19.5	5.3	108	2019	18.1	12.6	100	1525	22.2	9.5	123	1059	29.7	6.6	164
MARRIED	51689	2418	55.5	4.7	95	6765	60.6	13.1	104	4273	62.3	8.3	107	1776	49.8	3.4	85
DIVORCED/SEPARATED/WIDOWED	20780	1087	25.0	5.2	106	2381	21.3	11.5	91	1056	15.4	5.1	66	729	20.5	3.5	87
PARENTS	33922	2254	51.7	6.6	135	4704	42.1	13.9	110	3052	44.5	9.0	116	1475	41.4	4.3	108
WHITE	76422	3488	80.1	4.6	93	9497	85.1	12.4	98	6013	87.7	7.9	102	2955	82.9	3.9	96
BLACK	10066	801	18.4	8.0	162	1495	13.4	14.9	118	716	10.4	7.1	92	557	14.2	5.0	125
OTHER	1976	*866	1.5	3.3	68	*1173	1.5	8.8	69	*125	1.8	6.3	82	*103	2.9	5.2	129
NORTHEAST-CENSUS	19803	838	19.2	4.2	86	2395	21.5	12.1	96	1423	20.8	7.2	93	798	22.4	4.0	100
NORTH CENTRAL	22181	1267	29.1	5.7	116	2903	26.0	13.1	104	1851	27.0	8.3	108	784	22.0	3.5	88
SOUTH	30082	1716	39.4	5.7	116	4032	36.1	13.4	106	2585	37.7	8.6	111	1174	32.9	3.9	97
WEST	16398	*534	12.3	3.3	66	1836	16.4	11.2	89	996	14.5	6.1	78	808	22.7	4.9	122
NORTHEAST-MKTG.	20163	1021	23.4	5.1	103	2175	19.5	10.8	85	1487	21.7	7.4	95	769	21.6	3.8	95
EAST CENTRAL	13054	728	16.7	5.6	113	1956	17.5	15.0	119	1085	15.8	8.3	107	435	12.2	3.3	83
WEST CENTRAL	14993	845	19.4	5.6	114	2019	18.3	13.5	107	1220	17.8	8.1	105	536	15.0	3.6	89
SOUTH	25785	1293	29.7	5.0	102	3485	31.2	13.5	107	2261	33.0	8.8	113	1094	30.7	4.2	105
PACIFIC	14470	*468	10.7	3.2	66	1530	13.7	10.6	84	800	11.7	5.5	71	*731	20.5	5.1	125
COUNTY SIZE A	36705	1737	39.9	4.7	96	4445	39.8	12.1	96	2612	38.1	7.1	92	1607	45.1	4.4	109
COUNTY SIZE B	26819	1285	29.5	4.8	97	3587	32.1	13.4	106	2020	29.5	7.5	97	1035	29.0	3.9	96
COUNTY SIZE C	13597	635	14.6	4.7	95	1742	15.6	12.8	102	1155	16.9	8.5	110	537	15.1	3.9	98
COUNTY SIZE D	11344	699	16.0	6.2	125	1391	12.5	12.3	97	1067	15.6	9.4	121	*385	10.8	3.4	84
METRO CENTRAL CITY	26825	1460	33.5	5.4	111	3130	28.0	11.7	92	1892	27.6	7.1	91	1219	34.2	4.5	113
METRO SUBURBAN	39912	1640	37.6	4.1	83	5057	45.3	12.7	100	3183	46.4	8.0	103	1630	45.7	4.1	101
NON METRO	21728	1255	28.8	5.8	117	2979	26.7	13.7	109	1779	26.0	8.2	106	715	20.1	3.3	82
TOP 5 ADI'S	20847	1033	23.7	5.0	101	2256	20.2	10.8	86	1446	21.1	6.9	90	1049	29.4	5.0	125
TOP 10 ADI'S	28719	1520	34.9	5.3	107	3158	28.3	11.0	87	1934	28.2	6.7	87	1335	37.5	4.6	115
TOP 20 ADI'S	40904	2040	46.8	5.0	101	4608	41.3	11.3	89	2819	41.1	6.9	89	1774	49.8	4.3	108
HSGLD INC. \$50,000 OR MORE	7931	*318	7.3	4.0	81	987	8.8	12.4	99	*497	7.3	6.3	81	*233	6.5	2.9	73
\$40,000 OR MORE	15233	*496	11.4	3.3	66	1888	16.9	12.4	98	1337	19.5	8.8	113	*608	17.1	4.0	99
\$30,000 OR MORE	28333	966	22.2	3.4	69	3833	34.3	13.5	107	2222	32.4	7.8	101	1095	30.7	3.9	96
\$25,000 OR MORE	36417	1289	29.6	3.5	72	4719	42.3	13.0	103	2912	42.5	8.0	103	1552	43.5	4.3	106
\$20,000 - \$24,999	9943	*452	10.4	4.5	92	1111	10.0	11.2	89	913	13.3	9.2	119	*267	7.5	2.7	67
\$15,000 - \$19,999	9211	*512	11.8	5.6	113	1259	11.3	13.7	108	822	12.0	8.9	115	*369	10.4	4.0	99
\$10,000 - \$14,999	13477	701	16.1	5.2	106	1829	16.4	13.6	108	1115	16.3	8.3	107	*346	9.7	2.6	64
UNDER \$10,000	19418	1402	32.2	7.2	147	2248	20.1	11.6	92	1092	15.9	5.6	73	1030	28.9	5.3	132
HOUSEHOLD OF 1 PERSON	11987	470	10.8	3.9	80	1385	12.4	11.6	92	513	7.5	4.3	55	502	14.1	4.2	104
2 PEOPLE	27046	1097	25.2	4.1	82	3269	29.3	12.1	96	2030	29.6	7.5	97	935	26.2	3.5	86
3 OR 4 PEOPLE	34251	1872	43.0	5.5	111	4108	36.8	12.0	95	2902	42.3	8.5	109	1265	35.5	3.7	92
5 OR MORE PEOPLE	15180	916	21.0	6.0	123	2403	21.5	15.8	125	1409	20.6	9.3	120	*862	24.2	5.7	141
NO CHILD IN HSHLD	49819	1883	43.2	3.8	77	5841	52.3	11.7	93	3283	47.9	6.6	85	1759	49.4	3.5	88
CHILD(REN) UNDER 2 YRS	6045	*539	12.4	8.9	181	781	7.0	12.9	102	698	10.2	11.5	149	*321	9.0	5.3	132
2 - 5 YEARS	15233	1077	24.7	7.1	144	1826	16.4	12.0	95	1473	21.5	9.7	125	*589	16.5	3.9	96
6 - 11 YEARS	16260	987	22.7	6.1	123	2424	21.7	14.9	118	1468	21.4	9.0	117	756	21.2	4.6	115
12 - 17 YEARS	19173	1190	27.3	6.2	126	2949	26.4	15.4	122	1817	26.5	9.5	122	1105	31.0	5.8	143
RESIDENCE OWNED	61371	2667	61.2	4.3	88	7795	69.8	12.7	101	4670	68.1	7.6	98	2107	59.1	3.4	85
VALUE: \$50,000 OR MORE	35355	1292	29.7	3.7	74	4376	39.2	12.4	98	2605	38.0	7.4	95	1128	31.6	3.2	79
VALUE: UNDER \$50,000	26016	1375	31.6	5.3	107	3419	30.6	13.1	104	2065	30.1	7.9	102	979	27.5	3.8	93

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

		SECRET ANTI-PERSPIRANT SPRAY				SECRET ROLL-ON				SECRET SOLID				SOFT & DRI ROLL-ON				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES		88464	4356	100.0	4.9	100	11165	100.0	12.6	100	6854	100.0	7.7	100	3564	100.0	4.0	100
MAGAZINES	QUINTILE 1	17988	745	17.1	4.1	84	2494	22.3	13.9	110	1702	24.8	9.5	122	925	26.0	5.1	128
	QUINTILE 2	19446	1127	25.9	5.8	118	2581	23.1	13.3	105	1578	23.0	8.1	105	810	22.7	4.2	103
	QUINTILE 3	14626	668	15.3	4.6	93	1973	17.7	13.5	107	1102	16.1	7.5	97	685	19.2	4.7	116
	QUINTILE 4	16014	847	19.4	5.3	107	1859	16.7	11.6	92	1272	18.6	7.9	103	574	16.1	3.6	89
	QUINTILE 5	20389	968	22.2	4.7	96	2258	20.2	11.1	88	1200	17.5	5.9	76	571	16.0	2.8	70
NEWSPAPERS	QUINTILE 1	12830	700	16.1	5.1	103	1681	15.1	12.2	96	987	14.4	7.1	92	*495	13.9	3.6	89
	QUINTILE 2	26350	1011	23.2	3.8	78	3474	31.1	13.2	104	2159	31.5	8.2	106	1199	33.6	4.6	113
	QUINTILE 3	12415	615	14.1	5.0	101	1569	14.1	12.6	100	886	12.9	7.1	92	*467	13.1	3.8	93
	QUINTILE 4	21911	1192	27.4	5.4	110	3014	27.0	13.8	109	1857	27.1	8.5	109	768	21.5	3.5	87
	QUINTILE 5	13960	838	19.2	6.0	122	1428	12.8	10.2	81	965	14.1	6.9	89	*636	17.8	4.6	113
OUTDOOR	QUINTILE 1	16810	765	17.6	4.6	92	2126	19.0	12.6	100	1829	26.7	10.9	140	663	18.6	3.9	98
	QUINTILE 2	17101	971	22.3	5.7	115	2172	19.5	12.7	101	1192	17.4	7.0	90	637	17.9	3.7	92
	QUINTILE 3	17579	956	21.9	5.4	110	2341	21.0	13.3	106	1170	17.1	6.7	86	809	22.7	4.6	114
	QUINTILE 4	18343	749	17.2	4.1	83	2205	19.7	12.0	95	1249	18.2	6.8	88	800	22.4	4.4	108
	QUINTILE 5	18631	915	21.0	4.9	100	2322	20.8	12.5	99	1415	20.6	7.6	98	656	18.4	3.5	87
RADIO-DRIVE TIME	QUINTILE 1	17390	929	21.3	5.3	108	2511	22.5	14.4	114	1234	18.0	7.1	92	734	20.6	4.2	105
	QUINTILE 2	16591	898	20.6	5.4	110	1918	17.2	11.6	92	1398	20.4	8.4	109	791	22.2	4.8	118
	QUINTILE 3	16910	753	17.3	4.5	90	2066	18.5	12.2	97	1259	18.4	7.4	96	557	15.6	3.3	82
	QUINTILE 4	18002	980	22.5	5.4	111	2098	18.8	11.7	92	1606	23.4	8.9	115	776	21.8	4.3	107
	QUINTILE 5	19572	796	18.3	4.1	83	2573	23.0	13.1	104	1357	19.8	6.9	89	707	19.8	3.6	90
RADIO-MID- DAY	TERCILE 1	23248	1358	31.2	5.8	119	3042	27.2	13.1	104	2220	32.4	9.5	123	989	27.7	4.3	106
	TERCILE 2	23667	1365	31.3	5.8	117	2994	26.8	12.7	100	1556	22.7	6.6	85	983	27.6	4.2	103
	TERCILE 3	41549	1633	37.5	3.9	80	5129	45.9	12.3	98	3078	44.9	7.4	96	1593	44.7	3.8	95
RADIO-TOTAL	QUINTILE 1	17786	1052	24.2	5.9	120	2471	22.1	13.9	110	1388	20.3	7.8	101	749	21.0	4.2	105
	QUINTILE 2	17316	995	22.8	5.7	117	2192	19.6	12.7	100	1537	22.4	8.9	115	670	18.8	3.9	96
	QUINTILE 3	18428	829	19.0	4.5	91	2078	18.6	11.3	89	1376	20.1	7.5	96	809	22.7	4.4	109
	QUINTILE 4	17669	868	19.9	4.9	100	2299	20.6	13.0	103	1347	19.7	7.6	98	784	22.0	4.4	110
	QUINTILE 5	17265	611	14.0	3.5	72	2125	19.0	12.3	98	1206	17.6	7.0	90	553	15.5	3.2	80
TV-PRIME TIME	QUINTILE 1	17416	892	20.5	5.1	104	2176	19.5	12.5	99	1370	20.0	7.9	102	661	18.5	3.8	94
	QUINTILE 2	17413	856	19.7	4.9	100	2087	18.7	12.0	95	1292	18.9	7.4	96	630	17.7	3.6	90
	QUINTILE 3	17943	879	20.2	4.9	99	2345	21.0	13.1	104	1600	23.3	8.9	115	822	23.1	4.6	114
	QUINTILE 4	18442	902	20.7	4.9	99	2242	20.1	12.2	96	1356	19.8	7.4	95	705	19.8	3.8	95
	QUINTILE 5	17250	826	19.0	4.8	97	2316	20.7	13.4	106	1235	18.0	7.2	92	747	21.0	4.3	107
TV-DAYTIME	TERCILE 1	29966	1573	36.1	5.2	107	3542	31.7	11.8	94	2040	29.8	6.8	88	1022	28.7	3.4	85
	TERCILE 2	29480	1607	36.9	5.5	111	3742	33.5	12.7	101	2450	35.7	8.3	107	1091	30.6	3.7	92
	TERCILE 3	29018	1176	27.0	4.1	82	3881	34.8	13.4	106	2364	34.5	8.1	105	1452	40.7	5.0	124
TV-TOTAL	QUINTILE 1	17740	1035	23.8	5.8	118	2226	19.9	12.5	99	1191	17.4	6.7	87	561	15.7	3.2	78
	QUINTILE 2	17674	793	18.2	4.5	91	1850	16.6	10.5	83	1287	18.8	7.3	94	686	19.2	3.9	96
	QUINTILE 3	17730	729	16.7	4.1	84	2355	21.1	13.3	105	1454	21.2	8.2	106	697	19.6	3.9	98
	QUINTILE 4	17563	1003	23.0	5.7	116	2298	20.6	13.1	104	1526	22.3	8.7	112	889	24.9	5.1	126
	QUINTILE 5	17757	795	18.3	4.5	91	2437	21.8	13.7	109	1396	20.4	7.9	101	732	20.5	4.1	102
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	23278	978	22.5	4.2	85	3047	27.3	13.1	104	1963	28.6	8.4	109	1066	29.9	4.6	114
	NEWSPAPER IMPERATIVE	21634	1231	28.3	5.7	116	2979	26.7	13.8	109	1892	27.6	8.7	113	1013	28.4	4.7	116
	MAGAZINE IMPERATIVE	23455	1035	23.8	4.4	90	2946	26.4	12.6	100	1601	23.4	6.8	88	816	22.9	3.5	86
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17482	851	19.5	4.9	99	2298	20.6	13.1	104	1643	24.0	9.4	121	768	21.5	4.4	109
	MAGAZINE IMPERATIVE	28830	1431	32.9	5.0	101	4077	36.5	14.1	112	2329	34.0	8.1	104	1434	40.2	5.0	123
	OUTDOOR IMPERATIVE	26119	1372	31.5	5.3	107	3210	28.8	12.3	97	1954	28.5	7.5	97	890	25.0	3.4	85
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	1034	23.7	5.1	104	2943	26.4	14.6	116	1749	25.5	8.7	112	879	24.7	4.4	108
	MAGAZINE IMPERATIVE	26292	1173	26.9	4.5	91	3434	30.8	13.1	103	2162	31.5	8.2	106	1322	37.1	5.0	125
	RADIO IMPERATIVE	25308	1530	35.1	6.0	123	2891	25.9	11.4	91	1877	27.4	7.4	96	957	26.9	3.8	94
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	968	22.2	5.6	114	2212	19.8	12.8	101	1324	19.3	7.6	99	778	21.8	4.5	112
	MAGAZINE IMPERATIVE	29099	1344	30.9	4.6	94	4091	36.6	14.1	111	2709	39.5	9.3	120	1430	40.1	4.9	122
	TELEVISION IMPERATIVE	27505	1251	28.7	4.5	92	2980	26.7	10.8	86	1870	27.3	6.8	88	795	22.3	2.9	72
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	811	18.6	4.4	88	2632	23.6	14.1	112	1728	25.2	9.3	120	758	21.3	4.1	101
	NEWSPAPER IMPERATIVE	29178	1251	28.7	4.3	87	3561	31.9	12.2	97	2039	29.7	7.0	90	1266	35.5	4.3	108
	OUTDOOR IMPERATIVE	25260	1515	34.8	6.0	122	3009	27.0	11.9	94	1940	28.3	7.7	99	1024	28.7	4.1	101
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19246	848	19.5	4.4	89	2453	22.0	12.7	101	1444	21.1	7.5	97	790	22.2	4.1	102
	NEWSPAPER IMPERATIVE	28155	1147	26.3	4.1	83	3567	31.9	12.7	100	2202	32.1	7.8	101	1190	33.4	4.2	105
	RADIO IMPERATIVE	25308	1678	38.5	6.6	135	3148	28.2	12.4	99	2070	30.2	8.2	106	1087	30.5	4.3	107
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	18615	905	20.8	4.9	99	2364	21.2	12.7	101	1201	17.5	6.5	83	625	17.5	3.4	83
	NEWSPAPER IMPERATIVE	29207	1137	26.1	3.9	79	3793	34.0	13.0	103	2494	36.4	8.5	110	1357	38.1	4.6	115
	TELEVISION IMPERATIVE	25472	1291	29.6	5.1	103	2876	25.8	11.3	89	1943	28.3	7.6	98	868	24.4	3.4	85
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	17292	1078	24.7	6.2	127	2222	19.9	12.8	102	1572	22.9	9.1	117	767	21.5	4.4	110
	OUTDOOR IMPERATIVE	26915	1111	25.5	4.1	84	3334	29.9	12.4	98								

	TOTAL U.S. '000	SECRET ANTI-PERSPIRANT SPRAY				SECRET ROLL-ON				SECRET SOLID				SOFT & DRI ROLL-ON			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4356	100.0	4.9	100	11165	100.0	12.6	100	6854	100.0	7.7	100	3564	100.0	4.0	100
ATLANTIC MONTHLY	415	**12	0.3	2.9	59	**71	0.6	17.1	136	**38	0.6	9.2	118	**3	0.1	0.7	18
BARRON'S	522	**14	0.3	2.7	54	**44	0.4	8.4	67	**34	0.5	6.5	84	**39	1.1	7.5	185
BETTER HOMES & GARDENS	17429	745	17.1	4.3	87	2000	17.9	11.5	91	1465	21.4	8.4	108	677	19.0	3.9	96
BON APPETIT	2772	**139	3.2	5.0	102	304	2.7	11.0	87	**184	2.7	6.6	86	**82	2.3	3.0	73
BUSINESS WEEK	1469	**81	1.9	5.5	112	*201	1.8	13.7	108	*141	2.1	9.6	124	**82	2.3	5.6	139
CAR AND DRIVER	397	**18	0.4	4.5	92	**62	0.6	15.6	124	**72	1.1	18.1	234	**3	0.1	0.8	19
CBS MAGAZINE NETWORK (GROSS)	1633	**72	1.7	4.4	90	*221	2.0	13.5	107	*172	2.5	10.5	136	**159	4.5	9.7	242
CHANGING TIMES	1554	**122	2.8	7.9	159	*186	1.7	12.0	95	*193	2.8	12.4	160	**77	2.2	5.0	123
COLONIAL HOMES	1304	**100	2.3	7.7	156	*124	1.1	9.5	75	*182	2.7	14.0	180	**100	2.8	7.7	190
CONDE NAST MAG. PKG. (GROSS)	17858	779	17.9	4.4	89	2632	23.6	14.7	117	1469	21.4	8.2	106	1278	35.9	7.2	178
CONSUMERS DIGEST	1406	**70	1.6	5.0	101	*158	1.4	11.2	89	*165	2.4	11.7	151	**97	2.7	6.9	171
COSMOPOLITAN	8815	475	10.9	5.4	109	1198	10.7	13.6	108	907	13.2	10.3	133	580	16.3	6.6	163
COUNTRY LIVING	2636	**69	1.6	2.6	53	249	2.2	9.4	75	267	3.9	10.1	131	**146	4.1	5.5	137
CUISINE	1554	**61	1.4	3.9	80	*193	1.7	12.4	98	*151	2.2	9.7	125	**70	2.0	4.5	112
CYCLE WORLD	469	**35	0.8	7.5	152	*40	0.4	8.5	68	**69	1.0	14.7	190	**18	0.5	3.8	95
DCI:CREATIVE IDEAS FOR LIV	2631	*131	3.0	5.0	101	*267	2.4	10.1	80	345	5.0	13.1	169	**48	1.3	1.8	45
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	324	7.4	4.6	93	957	8.6	13.5	107	897	13.1	12.7	164	*212	5.9	3.0	74
DISCOVER	998	**51	1.2	5.1	104	**86	0.8	8.6	68	**115	1.7	11.5	149	**25	0.7	2.5	62
ERONY	4289	275	6.3	6.4	130	649	5.8	15.1	120	418	6.1	9.7	126	344	9.7	8.0	199
ESQUIRE	1176	**76	1.7	6.5	131	*177	1.6	15.1	119	**80	1.2	6.8	88	**59	1.7	5.0	125
ESSENCE	2392	*135	3.1	5.6	115	437	3.9	18.3	145	*236	3.4	9.9	127	*170	4.8	7.1	176
FAMILY CIRCLE	17209	821	18.8	4.8	97	2345	21.0	13.6	108	1544	22.5	9.0	116	757	21.2	4.4	109
THE FAMILY HANDYMAN	1184	**56	1.3	4.7	96	*154	1.4	13.0	103	**135	2.0	11.4	147	**67	1.9	5.7	140
FAMILY WEEKLY	12391	530	12.2	4.3	87	1677	15.0	13.5	107	993	14.8	8.0	103	532	14.9	4.3	107
FIELD & STREAM	2438	**208	4.8	8.5	173	*278	2.5	11.4	90	*198	2.9	8.1	105	**140	3.9	5.7	143
FOOD & WINE	614	**62	1.4	10.1	205	**61	0.5	9.9	79	**71	1.0	11.6	149	**9	0.3	1.5	36
FORBES	813	**17	0.4	2.1	42	**92	0.8	11.3	90	**51	0.7	6.3	81	**55	1.5	6.8	168
FORTUNE	1083	**49	1.1	4.5	92	**119	1.1	11.0	87	**126	1.8	11.6	150	**69	1.9	6.4	158
GENTLEMEN'S QUARTERLY	1197	**29	0.7	2.4	49	**134	1.2	11.2	89	**118	1.7	9.9	127	**49	1.4	4.1	102
GLAMOUR	6625	294	6.7	4.4	90	1000	9.0	15.1	120	569	8.3	8.6	111	553	15.5	8.3	207
GOLF DIGEST	707	**25	0.6	3.5	72	**153	1.4	21.6	171	**119	1.7	16.8	217	**25	0.7	3.5	88
GOLF DIGEST/TENNIS (GROSS)	1316	**42	1.0	3.2	65	*188	1.7	14.3	113	*198	2.9	15.0	194	**64	1.8	4.9	121
GOLF MAGAZINE	469	**8	0.2	1.7	35	**55	0.5	11.7	93	**28	0.4	6.0	77	*116	0.4	3.4	85
GOLF MAGAZINE/SKI (GROSS)	1060	**22	0.5	2.1	42	**123	1.1	11.6	92	**90	1.3	8.5	110	**62	1.7	5.8	145
GOOD HOUSEKEEPING	17784	792	18.2	4.5	90	2294	20.5	12.9	102	1723	25.1	9.7	125	660	18.5	3.7	92
HARPER'S BAZAAR	2931	**105	2.4	3.6	73	369	3.3	12.6	100	*267	3.9	9.1	118	*185	5.2	6.3	157
HEALTH	2199	**108	2.5	4.9	100	*269	2.4	12.2	97	*203	3.0	9.2	119	**110	3.1	5.0	124
HEARST MAG CORP. BUY (GROSS)	49148	2274	52.2	4.6	94	6344	56.8	12.9	102	4972	72.5	10.1	131	2486	69.8	5.1	126
HEARST MAN POWER (GROSS)	2113	**112	2.6	5.3	108	368	3.3	17.4	138	*237	3.5	11.2	145	**67	1.9	3.2	79
HEARST WOMAN POWER (GROSS)	35062	1624	37.3	4.6	94	4622	41.4	13.2	104	3528	51.5	10.1	130	1731	48.6	4.9	123
HOUSE BEAUTIFUL	3865	*223	5.1	5.8	117	394	3.5	10.2	81	370	5.4	9.6	124	*165	4.6	4.3	106
INC.	315	**20	0.5	6.3	129	*37	0.3	11.7	93	*23	0.3	7.3	94	**11	0.3	3.5	87
JET	3690	297	6.8	8.0	163	642	5.8	17.4	138	330	4.8	8.9	115	*248	7.0	6.7	167
LADIES' HOME JOURNAL	12930	599	13.8	4.6	94	1698	15.2	13.1	104	1272	18.6	9.8	127	646	18.1	5.0	124
LHJ FAMILY GRP COMBO(GROSS)	18161	833	19.1	4.6	93	2362	21.2	13.0	103	1825	26.6	10.0	130	892	25.0	4.9	122
LIFE	5065	*232	5.3	4.6	93	584	5.2	11.5	91	484	7.1	9.6	123	*254	7.1	5.0	124
L.A. TIMES HOME MAGAZINE	1310	**87	2.0	6.6	135	*135	1.2	10.3	82	**124	1.8	9.5	122	**21	0.6	1.6	40
MADMOISELLE	3759	*111	2.5	3.0	60	531	4.8	14.1	112	259	3.8	6.9	89	*223	6.3	5.9	147
MC CALL'S	14658	673	15.4	4.6	93	2107	18.9	14.4	114	1245	18.2	8.5	110	541	15.2	3.7	92
MC CALL'S/WRK MOTHER (GROSS)	15857	774	17.8	4.9	99	2204	19.7	13.9	110	1379	20.1	8.7	112	600	16.8	3.8	94
MECHANIX ILLUSTRATED	809	**44	1.0	5.4	110	*114	1.0	14.1	112	**67	1.0	8.3	107	**23	0.6	2.8	71
METROPOLITAN HOME	1009	*36	0.8	3.6	72	*153	1.4	15.2	120	**92	1.3	9.1	118	**72	2.0	7.1	177
MONEY	1707	**20	0.5	1.2	24	*223	2.0	13.1	104	**83	1.2	4.9	63	**109	3.1	6.4	158
MOTHER EARTH NEWS	1123	**45	1.0	4.0	81	*81	0.7	7.2	57	*107	1.6	9.5	123	*51	1.4	4.5	113
MS.	932	*34	0.8	3.6	74	*162	1.5	17.4	138	*127	1.9	13.6	176	*91	2.6	9.8	242
NATIONAL ENQUIRER	11971	822	18.9	6.9	139	1852	16.6	15.5	123	927	13.5	7.7	100	697	19.6	5.8	145
NATIONAL GEOGRAPHIC	10503	264	6.1	2.5	51	1260	11.3	12.0	95	890	13.0	8.5	109	425	11.9	4.0	100
NATIONAL SUNDAY MAGAZINE PKG	54325	2338	53.7	4.3	87	6925	62.0	12.7	101	4142	60.4	7.6	98	2316	65.0	4.3	106
NATURAL HISTORY	626	*37	0.8	5.9	120	*36	0.3	5.8	46	*33	0.5	5.3	68	*30	0.8	4.8	119
NEW WOMAN	1992	*141	3.2	7.1	144	*308	2.8	15.5	123	*174	2.5	8.7	113	*110	3.1	5.5	137
NEW YORK INCLUDING CUE	547	*33	0.8	6.0	123	*60	0.5	11.0	87	*59	0.9	10.8	139	*57	1.6	10.4	259
THE NEW YORKER	1380	*43	1.0	3.1	63	*154	1.4	11.2	88	*126	1.8	9.1	118	*47	1.3	3.4	85
NEWSWEEK	6925	*244	5.6	3.5	72	801	7.2	11.6	92	538	7.8	7.8	100	392	11.0	5.7	141
THE N.Y. TIMES DAILY EDITION	1363	*34	0.8	2.5	51	*107	1.0	7.9	62	*114	1.7	8.4	108	*40	1.1	2.9	73
THE N.Y. TIMES MAGAZINE	2333	*44	1.0	1.9	38	*136	1.2	5.8	46	*157	2.3	6.7	87	*81	2.3	3.5	86
PMI	872	*61	1.4	7.0	142	*120	1.1	13.8	109	*110	1.6	12.6	163	*45	1.3	5.2	128
ON CABLE	1298	*36	0.8	2.8	56	*184	1.6	14.2	112	*123	1.8	9.5	122	*40	1.1	3.1	76
1001 HOME IDEAS	3032	*127	2.9	4.2	85	394	3.5	13.0	103	350	5.1	11.5	149	*135	3.8	4.5	111
ORGANIC GARDENING	1680	*89	2.0	5.3	108	*171	1.5	10.2	81	*133	1.9	7.9	102	*34	1.0	2.0	50
OUTDOOR LIFE	960	*81	1.9	8.4	171	*138	1.2	14.4	114	*106	1.5	11.0	143	*44	1.2	4.6	114
PARADE MAGAZINE	26755	1275	29.3	4.8	97	3285	29.4	12.3	97	2085	30.4	7.8	101	1082	30.4	4.0	100

	TOTAL U.S. '000	SECRET ANTI-PERSPIRANT SPRAY				SECRET ROLL-ON				SECRET SOLID				SOFT & DRI ROLL-ON			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4356	100.0	4.9	100	11165	100.0	12.6	100	6854	100.0	7.7	100	3564	100.0	4.0	100
PARENTS	4173	**249	5.7	6.0	121	**106	5.4	14.5	115	552	8.1	13.2	171	**183	5.1	4.4	109
PENTHOUSE	973	**94	2.2	9.7	196	**167	1.5	17.2	136	**94	1.4	9.7	125	**70	2.0	7.2	179
PEOPLE	13479	651	14.9	4.8	98	1756	15.7	13.0	103	1134	16.5	8.4	109	600	16.8	4.5	110
PLAYBOY	2183	*102	3.7	7.4	151	**11	2.8	14.3	113	*149	2.2	6.8	88	**70	2.0	3.2	80
POPULAR HOT RODDING	388	**11	0.3	2.8	58	**35	0.3	9.0	71	**65	0.9	16.8	216	**5	0.1	1.3	32
POPULAR MECHANICS	1037	**35	0.8	3.4	69	**212	1.9	20.4	162	**63	0.9	6.1	78	**24	0.7	2.3	57
POPULAR SCIENCE	920	**40	0.9	4.3	88	**145	1.3	15.8	125	**82	1.2	8.9	115	**22	0.6	2.4	59
PREVENTION	4071	*161	3.7	4.0	80	547	4.9	13.4	106	373	5.4	9.2	118	*117	3.3	2.9	71
PSYCHOLOGY TODAY	1940	**32	0.7	1.6	33	*323	2.9	16.6	132	*204	3.0	10.5	136	**62	1.7	3.2	79
READER'S DIGEST	24031	1059	24.3	4.4	89	3195	28.6	13.3	105	1909	27.9	7.9	103	792	22.2	3.3	82
REDBOOK	8464	357	8.2	4.2	86	1130	10.1	13.4	106	898	13.1	10.6	137	491	13.8	5.8	144
ROAD & TRACK	429	**5	0.1	1.2	24	**89	0.8	20.7	164	*70	1.0	16.3	211	**15	0.4	3.5	87
ROLLING STONE	1355	**100	2.3	7.4	150	*136	1.2	10.0	80	*177	2.6	13.1	169	**85	2.4	6.3	156
RUNNER'S WORLD	329	**4	0.1	1.2	25	**82	0.7	24.9	197	**58	0.8	17.6	228	**10	0.3	3.0	75
SATURDAY EVENING POST	1268	**56	1.3	4.4	90	**109	1.0	8.6	68	*104	1.5	8.2	106	*38	1.1	3.0	74
SCIENCE 84	702	**40	0.9	5.7	116	*100	0.9	14.2	113	**88	1.3	12.5	162	*1	0.0	0.1	4
SCIENCE DIGEST	553	**37	0.8	6.7	136	**40	0.4	7.2	57	**99	1.4	17.9	231	*19	0.5	3.4	85
SCIENTIFIC AMERICAN	615	**7	0.2	1.1	23	**35	0.3	5.7	45	**59	0.9	9.6	124	**8	0.2	1.3	32
SELF	2683	**127	2.9	4.7	96	*33	3.9	16.1	128	*276	4.0	10.3	133	**158	4.4	5.9	146
SEVENTEEN	3309	*178	4.1	5.4	109	520	4.7	15.7	125	386	5.6	11.7	151	*161	4.5	4.9	121
SKI	591	**14	0.3	2.4	48	**68	0.6	11.5	91	*62	0.9	10.5	135	**46	1.3	7.8	193
SMITHSONIAN	3039	**111	2.5	3.7	74	*112	2.8	10.3	81	313	4.6	10.3	133	**131	3.7	4.3	107
SOAP OPERA DIGEST	3683	292	6.7	7.9	161	680	6.1	18.5	146	524	7.6	14.2	184	*241	6.8	6.5	162
SOUTHERN LIVING	4434	*193	4.4	4.4	88	*50	6.2	15.6	123	551	8.0	12.4	160	*164	4.6	3.7	92
SPORT	701	**55	1.3	7.8	159	*121	1.1	17.3	137	*64	0.9	9.1	118	*32	0.9	4.6	113
THE SPORTING NEWS	518	**33	0.8	6.4	129	**93	0.8	18.0	142	*115	1.7	22.2	287	*15	0.4	2.9	72
SPORTS AFIELD	523	**40	0.9	7.6	155	*116	1.0	22.2	176	*75	1.1	14.3	185	*25	0.7	4.8	119
SPORTS ILLUSTRATED	3325	*145	3.3	4.4	89	314	2.8	9.4	75	450	6.6	13.5	175	*177	5.0	5.3	132
STAR	8567	520	11.9	6.1	123	1158	10.4	13.5	107	651	9.5	7.6	98	372	10.4	4.3	108
SUNDAY	27630	1110	25.5	4.0	82	3491	31.3	12.6	100	2030	29.6	7.3	95	1280	35.9	4.6	115
SUNSET	2219	**52	1.2	2.3	48	*250	2.2	11.3	89	*183	2.7	8.2	106	**69	1.9	3.1	77
TV GUIDE	24258	1503	34.5	6.2	126	3250	29.1	13.4	106	1883	27.5	7.8	100	1330	37.3	5.5	136
TENNIS	609	**17	0.4	2.8	57	*35	0.3	5.7	46	*79	1.2	13.0	167	*39	1.1	6.4	159
TIME	9929	455	10.4	4.6	93	1225	11.0	12.3	98	796	11.6	8.0	103	543	15.2	5.5	136
TOWN & COUNTRY	1062	*32	0.7	3.0	61	*181	1.6	17.0	135	*107	1.6	10.1	130	*93	2.6	8.8	217
TRAVEL & LEISURE	1051	**51	1.2	4.9	99	*164	1.5	15.6	124	*117	1.7	11.1	144	**42	1.2	4.0	99
TRUE STORY	3946	356	8.2	9.0	183	665	6.0	16.9	134	350	5.1	8.9	114	*312	8.8	7.9	196
U.S. NEWS & WORLD REPORT	3782	*150	3.4	4.0	81	493	4.4	13.0	103	322	4.7	8.5	110	*163	4.6	4.3	107
USA TODAY	1874	*84	1.9	4.5	91	292	2.6	15.6	123	*125	1.8	6.7	86	*101	2.8	5.4	134
US	2213	*112	2.6	5.1	103	368	3.3	16.6	132	*173	2.5	7.8	101	*102	2.9	4.6	114
VOGUE	4792	*247	5.7	5.2	105	668	6.0	13.9	110	365	5.3	7.6	98	343	9.6	7.2	178
WALL STREET JOURNAL	2045	**65	1.5	3.2	65	257	2.3	12.6	100	*142	2.1	6.9	90	**80	2.2	3.9	97
WEIGHT WATCHERS	2364	*156	3.6	6.6	134	433	3.9	18.3	145	*213	3.1	9.0	116	*139	3.9	5.9	146
WOMAN'S DAY	15182	704	16.2	4.6	94	2173	19.5	14.3	113	1419	20.7	9.3	121	676	19.0	4.5	111
WORKING MOTHER	1198	*101	2.3	8.4	171	*97	0.9	8.1	64	*134	2.0	11.2	144	**59	1.7	4.9	122
WORKING WOMAN	1523	**75	1.7	4.9	100	*234	2.1	15.5	123	*141	2.1	9.3	119	**84	2.4	5.5	137
WORLD TENNIS	*183	**6	0.1	3.3	67	*30	0.3	16.4	130	*17	0.2	9.3	120	*14	0.4	7.7	190
ZIFF-DAVIS MAG NETHK (GROSS)	2776	*134	3.1	4.8	98	*55	3.2	12.9	102	358	5.2	12.9	166	*54	1.5	1.9	48
BLAIR INSERTS	47909	2021	46.4	4.2	86	*154	55.1	12.8	102	3765	54.9	7.9	101	2062	57.9	4.3	107
DAILY NEWSPAPERS																	
READ ANY	56731	2624	60.2	4.6	94	7383	66.1	13.0	103	4492	65.5	7.9	102	2269	63.7	4.0	99
READ ONE	47696	2205	50.6	4.6	94	6300	56.4	13.2	105	3832	55.9	8.0	104	1957	54.9	4.1	102
READ TWO OR MORE	9034	418	9.6	4.6	94	1043	9.7	12.0	95	660	9.6	7.3	94	312	8.8	3.5	86
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	2558	58.7	4.4	90	7368	66.0	12.8	101	4433	64.7	7.7	99	2385	66.9	4.1	103
READ ONE	50513	2279	52.3	4.5	92	6491	58.1	12.9	102	3871	56.5	7.7	99	2192	61.5	4.3	108
READ TWO OR MORE	7219	279	6.4	3.9	78	877	7.9	12.1	96	562	8.2	7.8	100	*194	5.4	2.7	67
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.04	28.02				27.96				31.72				25.89			
30 DAY REACH	78184	3875	89.0	5.0	101	9879	88.5	12.6	100	6026	87.9	7.7	99	3327	93.4	4.3	106
50 SHMG - 30 DAY AV FREQ	14.80	14.82				14.56				16.84				13.55			
30 DAY REACH	74239	3666	84.2	4.9	100	9504	85.1	12.8	101	5700	83.2	7.7	99	3178	89.2	4.3	106
25 SHMG - 30 DAY AV FREQ	8.05	7.88				8.16				9.13				7.44			
30 DAY REACH	68254	3402	78.1	5.0	101	8477	75.9	12.4	98	5288	77.2	7.7	100	2880	80.8	4.2	105
CABLE TV: HOME WIRED	35215	1613	37.0	4.6	93	4545	40.7	12.9	102	2971	43.3	8.4	105	1619	45.4	4.6	114
HOME NOT WIRED	53250	2742	62.9	5.1	105	6620	59.3	12.4	99	3883	56.7	7.3	94	1945	54.6	3.7	91
HAVE PAY CABLE	17885	784	18.0	4.4	89	2423	21.7	13.5	107	1589	23.2	8.9	115	914	25.6	5.1	127

	TOTAL U.S. '000	SECRET ANTI-PERSPIRANT SPRAY				SECRET ROLL-ON				SECRET SOLID				SOFT & DRI ROLL-ON				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALES	88464	4356	100.0	4.9	100	11165	100.0	12.6	100	6854	100.0	7.7	100	3564	100.0	4.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	2405	55.2	5.0	102	6056	54.2	12.6	100	3648	53.2	7.6	98	2054	57.6	4.3	106	
10:00 AM - 3:00 PM	33674	2005	46.0	6.0	121	4218	37.8	12.5	99	2786	40.6	8.3	107	1513	42.5	4.5	112	
3:00 PM - 7:00 PM	34431	1806	41.5	5.2	107	4480	40.1	13.0	103	2927	42.7	8.5	110	1387	38.9	4.0	100	
7:00 PM - MIDNIGHT	17761	932	21.4	5.2	107	2381	21.3	13.4	106	1531	22.3	8.6	111	730	20.5	4.1	102	
MIDNIGHT - 6:00 AM	10087	426	9.8	4.2	86	1256	11.2	12.5	99	733	10.7	7.3	94	494	13.9	4.9	122	
6:00 AM - MIDNIGHT	64318	3353	77.0	5.2	106	8157	73.1	12.7	100	4997	72.9	7.8	100	2743	77.0	4.3	106	
ENTIRE DAY	65181	3391	77.8	5.2	106	8304	74.4	12.7	101	5100	74.4	7.8	101	2803	78.6	4.3	107	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	17411	906	20.8	5.2	106	2185	19.6	12.5	99	1369	20.0	7.9	101	652	18.3	3.7	93	
ALL NEWS	2520	**64	1.5	2.5	52	225	2.0	8.9	71	*216	3.2	8.6	111	**67	1.9	2.7	66	
AMR/PROGRESSIVE	4419	*148	3.4	3.3	68	483	4.3	10.9	87	413	6.0	9.3	121	**134	3.8	3.0	75	
BEAUTIFUL MUSIC	6119	268	6.2	4.4	89	806	7.2	13.2	104	362	5.3	5.9	76	*224	6.3	3.7	91	
BLACK	2623	292	6.7	11.1	226	477	4.3	18.2	144	*228	3.3	8.7	112	*205	5.8	7.8	194	
CLASSICAL	1553	**58	1.3	3.7	76	*171	1.5	11.0	87	**126	1.8	8.1	105	*296	2.7	6.2	153	
CHR/ROCK	11282	630	14.5	5.6	113	1363	12.2	12.1	96	1203	17.6	10.7	138	711	19.9	6.3	156	
COUNTRY	13343	769	17.7	5.8	117	1896	17.0	14.2	113	1101	16.1	8.3	107	484	13.6	3.6	90	
GOLDEN OLDIES	1299	**81	1.9	6.2	127	*159	1.4	12.2	97	*779	1.2	6.1	78	**47	1.3	3.6	90	
MOR/NOSTALGIA	5241	329	7.6	6.3	127	765	6.9	14.6	116	391	5.7	7.5	96	*195	5.5	3.7	92	
NEWS/TALK	4165	*138	3.2	3.3	67	546	4.9	13.1	104	285	4.2	6.8	88	*241	6.8	5.8	144	
RELIGIOUS	3324	*170	3.9	5.1	104	407	3.6	12.2	97	*188	2.7	5.7	73	**125	3.5	3.8	93	
SOFT ROCK	609	**107	2.5	17.6	357	**84	0.8	13.8	109	**67	1.0	11.0	142	**76	2.1	12.5	310	
URBAN CONTEMPORARY	1853	*222	5.1	12.0	243	*239	2.1	12.9	102	**121	1.8	6.5	84	*117	3.3	6.3	157	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	*265	6.1	7.1	145	460	4.1	12.4	98	348	5.1	9.3	121	*198	5.6	5.3	132	
ABC DIRECTION	2488	*181	4.2	7.3	148	362	3.2	14.5	115	*209	3.0	8.4	108	**81	2.3	3.3	81	
ABC ENTERTAINMENT	5129	336	7.7	6.6	133	749	6.7	14.6	116	348	5.1	6.8	88	*205	5.8	4.0	99	
ABC FM	2498	*174	4.0	7.0	141	376	3.4	15.1	119	*241	3.5	9.6	125	*139	3.9	5.6	138	
ABC INFORMATION	5721	*229	5.3	4.0	81	764	6.8	13.4	106	485	7.1	8.5	109	*204	5.7	3.6	89	
ABC ROCK	2021	*194	4.5	9.6	195	276	2.5	13.7	108	*210	3.1	10.4	134	**180	5.1	8.9	221	
CBS	4756	*148	3.4	3.1	63	605	5.4	12.7	101	*269	3.9	5.7	73	*215	6.0	4.5	112	
MUTUAL	5272	347	8.0	6.6	134	698	6.3	13.2	105	435	6.3	8.3	106	*232	6.5	4.4	109	
NBC	4964	*254	5.8	5.1	104	701	6.3	14.1	112	399	5.8	8.0	104	*260	7.3	5.2	130	
RADIO/RADIO	2218	**105	2.4	4.7	96	301	2.7	13.6	108	*218	3.2	9.8	127	*64	1.8	2.9	72	
RKO ONE	2565	*158	3.6	6.2	125	288	2.6	11.2	89	*223	3.3	8.7	112	*68	1.9	2.7	66	
RKO TWO	3640	*141	3.2	3.9	79	467	4.2	12.8	102	328	4.8	9.0	116	*176	4.9	4.8	120	
THE SOURCE	2467	**82	1.9	3.3	68	*263	2.4	10.7	84	*186	2.7	7.5	97	*50	1.4	2.0	50	
NON-WIRED: BLAIR	9466	535	12.3	5.7	115	1388	12.4	14.7	116	838	12.2	8.9	114	480	13.5	5.1	126	
INTERMET	13616	762	17.5	5.6	114	1644	14.7	12.1	96	1204	17.6	8.8	114	788	22.1	5.8	144	
KATZ RADIO GROUP	16998	897	20.6	5.3	107	2280	20.4	13.4	106	1286	18.8	7.6	98	751	21.1	4.4	110	
SUPERNET	11622	594	13.6	5.1	104	1477	13.2	12.7	101	940	13.7	8.1	104	537	15.1	4.6	115	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	478	11.0	5.1	103	1209	10.8	12.8	102	704	10.3	7.5	96	335	9.4	3.6	88	
WKDAY 9:00 AM - 1:00 PM	13304	722	16.6	5.4	110	1610	14.4	12.1	96	988	14.4	7.4	96	440	12.3	3.3	82	
WKDAY 1:00 PM - 4:30 PM	17591	953	21.9	5.4	110	2143	19.2	12.2	97	1301	19.0	7.4	95	581	16.3	3.3	82	
WKDAY 4:30 PM - 7:30 PM	24418	1219	28.0	5.0	101	2946	26.4	12.1	96	1750	25.5	7.2	93	942	26.4	3.9	96	
WKDAY 7:30 PM - 8:00 PM	34400	1747	40.1	5.1	103	4204	37.7	12.2	97	2597	37.9	7.5	97	1301	36.5	3.8	94	
WKDAY 11:00 PM - 11:30 PM	26120	1268	29.1	4.9	99	3359	30.1	12.9	102	1892	27.6	7.2	93	869	24.4	3.3	83	
WKDAY 11:30 PM - 1:00 AM	8402	496	11.4	5.9	120	1169	10.5	13.9	110	609	8.9	7.2	94	297	8.3	3.5	88	
M-SAT 8-11 PM-SUN 7-11 PM	36828	1823	41.9	5.0	101	4610	41.3	12.5	99	2880	42.0	7.8	101	1431	40.2	3.9	96	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	413	9.5	5.7	116	802	7.2	11.1	88	481	7.0	6.7	86	292	8.2	4.0	100
ANOTHER WORLD	N	4924	299	6.9	6.1	123	654	5.9	13.3	105	421	6.1	8.5	110	*118	3.3	2.4	59
AS THE WORLD TURNS	C	5966	376	8.6	6.3	128	779	7.0	13.1	103	348	5.1	5.8	75	173	4.9	2.9	72
CAPITOL	C	3672	194	4.5	5.3	107	518	4.6	14.1	112	191	2.8	5.2	67	*90	2.5	2.5	61
CBS MORN. NEWS 1	C	1590	*76	1.7	4.8	97	292	2.6	18.4	146	95	1.4	6.0	77	**48	1.3	3.0	75
CBS MORN. NEWS 2	C	1298	*90	2.1	6.9	141	211	1.9	16.3	129	*79	1.2	6.1	79	**29	0.8	2.2	55
DAYS OF OUR LIVES	N	6389	307	7.0	4.8	98	872	7.8	13.6	108	576	8.4	9.0	116	183	5.1	2.9	71
FACTS OF LIFE - DAYTIME	N	2526	159	3.7	6.3	128	309	2.8	12.2	97	270	3.9	10.7	138	*121	3.4	4.8	119
FAMILY FEUD	A	3427	157	3.6	4.6	93	421	3.8	12.3	97	226	3.3	6.6	85	*135	3.8	3.9	98
GENERAL HOSPITAL	A	6870	342	7.9	5.0	101	792	7.1	11.5	91	584	8.5	8.5	110	272	7.6	4.0	98
GOOD MORNING, AMERICA-730	A	3767	150	3.4	4.0	81	462	4.1	12.3	97	316	4.6	8.4	108	108	3.0	2.9	71
GOOD MORNING, AMERICA-830	A	3076	148	3.4	4.8	98	401	3.6	13.0	103	220	3.2	7.2	92	98	2.7	3.2	79
GUIDING LIGHT	C	5789	326	7.5	5.6	114	720	6.4	12.4	99	390	5.7	6.7	87	*158	4.4	2.7	88
ONE LIFE TO LIVE	A	4918	234	5.4	4.8	97	518	4.6	10.5	83	4222							

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	SECRET ANTI-PERSPIRANT SPRAY				SECRET ROLL-ON				SECRET SOLID				SOFT & DRI ROLL-ON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	4356	100.0	4.9	100	11165	100.0	12.6	100	6854	100.0	7.7	100	3564	100.0	4.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1387	31.8	5.0	101	3403	30.5	12.2	96	1929	28.1	6.9	89	861	24.2	3.1	76
NETWORK AFFILIATES - LATE	21966	1049	24.1	4.8	97	2792	25.0	12.7	101	1581	23.1	7.2	93	736	20.7	3.4	83
INDEPENDENTS - LAIE	2247	92	2.1	4.1	83	282	2.5	12.6	99	157	2.3	7.0	90	*39	1.1	1.7	43
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	N 11524	554	12.7	4.8	98	1585	14.2	13.8	109	1020	14.9	8.9	114	482	13.5	4.2	104
ABC MONDAY NIGHT MOVIE	A 6879	274	6.3	4.0	81	903	8.1	13.1	104	533	7.8	7.7	100	278	7.8	4.0	100
ABC SUNDAY NIGHT MOVIE	A 13690	759	17.4	5.5	113	1698	15.2	12.4	98	1147	16.7	8.4	108	523	14.7	3.8	95
ABC WORLD NEWS TONIGHT	A 6589	323	7.4	4.9	100	792	7.1	12.0	95	441	6.4	6.7	86	204	5.7	3.1	77
AFTERMASH	C 6391	*304	7.0	4.8	97	859	7.7	13.4	106	590	8.6	9.2	119	*316	8.9	4.9	123
ALICE	C 10273	658	15.1	6.4	130	1274	11.4	12.4	98	821	12.0	8.0	103	336	9.4	3.3	81
AMERICAN PARADE	C 7130	426	9.8	6.0	121	940	8.4	13.2	104	513	7.5	7.2	93	228	6.4	3.2	79
BENSON	A 11665	566	13.0	4.9	99	1548	13.9	13.3	105	989	14.4	8.5	109	396	11.1	3.4	84
BLUE THUNDER	A 5442	346	7.9	6.4	129	728	6.5	13.4	106	313	4.6	5.8	74	*229	6.4	4.2	104
CAGNEY & LACEY	C 10565	531	12.2	5.0	102	1254	11.2	11.9	94	822	12.0	7.8	100	465	13.0	4.4	109
CBS EVENING NEWS-DEAN	C 3668	*151	3.5	4.1	84	469	4.2	12.8	101	*188	2.7	5.1	66	*559	1.7	1.6	40
CBS EVENING NEWS-RATHER	C 7561	332	7.6	4.4	89	1009	9.0	13.3	106	451	6.6	6.0	77	297	8.3	3.9	98
CBS SAT. NEWS-SCHIEFFER	C 3948	238	5.5	6.0	122	485	4.3	12.3	97	325	4.7	8.2	106	218	6.1	5.5	137
CBS SATURDAY NIGHT MOVIE	C 5966	350	8.0	5.9	119	773	6.9	13.0	103	580	8.5	9.7	125	187	5.2	3.1	78
CBS WEDNESDAY NIGHT MOVIE	C 6529	397	9.1	6.1	123	918	8.2	14.1	111	436	6.4	6.7	86	366	10.3	5.6	139
CHEERS	N 9842	427	9.8	4.3	88	1193	10.7	12.1	96	754	11.0	7.7	99	400	11.2	4.1	101
DALLAS	C 23935	1290	29.6	5.4	109	3061	27.4	12.8	101	1936	28.2	8.1	104	1107	31.1	4.6	115
DIFF'RENT STROKES	N 7574	399	9.2	5.3	107	844	7.6	11.1	88	568	8.3	7.5	97	*285	8.0	3.8	93
DOUBLE TROUBLE	N 7786	353	8.1	4.5	92	1036	9.3	13.3	105	560	8.2	7.2	93	306	8.6	3.9	98
DUCK FACTORY	N 6290	268	6.2	4.3	87	802	7.2	12.8	101	473	6.9	7.5	97	265	7.4	4.2	105
DUKES OF HAZZARD	C 6402	370	8.5	5.8	117	677	6.1	10.6	84	425	6.2	6.6	86	*232	6.5	3.6	90
DYNASTY	A 21955	1239	28.4	5.6	115	2768	24.8	12.6	100	1794	26.2	8.2	105	850	23.8	3.9	96
FACTS OF LIFE	N 8898	439	10.1	4.9	100	1169	10.5	13.1	104	760	11.1	8.5	110	454	12.7	5.1	127
FALCON CREST	C 21877	1083	24.9	5.0	101	2849	25.5	13.0	103	1833	26.7	8.4	108	916	25.7	4.2	104
FALL GUY	A 10045	547	12.6	5.4	111	1414	12.7	14.1	112	679	9.9	6.8	87	414	11.6	4.1	102
FAMILY TIES	N 8922	360	8.3	4.0	82	1117	10.0	12.5	99	803	11.7	9.0	116	362	10.2	4.1	101
FANTASY ISLAND	A 8288	427	9.8	5.2	105	978	8.8	11.8	93	671	9.8	8.1	104	451	12.7	5.4	135
FOULUPS, BLEEPs & BLUNDERS	A 9891	540	12.4	5.5	111	1156	10.4	11.7	93	862	12.6	8.7	112	418	11.7	4.2	105
FOUR SEASONS	C 5429	*268	6.2	4.9	100	764	6.8	14.1	112	550	8.0	10.1	131	*276	7.7	5.1	126
GIMME A BREAK	N 9646	430	9.9	4.5	91	1309	11.7	13.6	108	822	12.0	8.5	110	450	12.6	4.7	116
HART TO HART	A 9983	542	12.4	5.4	110	1343	12.0	13.5	107	680	9.9	6.8	88	394	11.1	3.9	98
HILL STREET BLUES	N 9688	434	10.0	4.5	91	1166	10.4	12.0	95	827	12.1	8.5	110	450	12.6	4.6	115
HOTEL	A 15435	771	17.7	5.0	101	2151	19.3	13.9	110	1411	20.6	9.1	118	578	16.2	3.7	93
JEFFERSONS	C 10031	638	14.6	6.4	129	1353	12.1	13.5	107	808	11.8	8.1	104	396	11.1	3.9	98
JENNIFER SLEPT HERE	N 6376	332	7.6	5.2	106	686	6.1	10.8	85	423	6.2	6.6	86	*281	7.9	4.4	109
KATE & ALLIE	C 9951	506	11.6	5.1	103	1112	10.0	11.2	89	754	11.0	7.6	98	437	12.3	4.4	109
KNIGHT RIDER	N 7908	461	10.6	5.8	118	951	8.5	12.0	95	609	8.9	7.7	99	285	8.0	3.6	89
LOVE BOAT	A 13226	707	16.2	5.3	109	1434	12.8	10.8	86	926	13.5	7.0	90	574	16.1	4.3	108
MAGNUM PI	C 12105	674	15.5	5.6	113	1662	14.9	13.7	109	960	14.0	7.9	102	350	9.8	2.9	72
MAMA'S FAMILY	N 6364	288	6.6	4.5	92	806	7.2	12.7	100	555	8.1	8.7	113	*259	7.3	4.1	101
MASTER, THE	N 3955	*174	4.0	4.4	89	506	4.5	12.8	101	384	5.6	9.7	125	*169	4.7	4.3	106
MATT HOUSTON	A 6903	422	9.7	6.1	124	867	7.8	12.6	100	457	6.7	6.6	85	*219	6.1	3.2	79
NBC MONDAY NIGHT MOVIE	N 13443	659	15.1	4.9	100	1679	15.0	12.5	99	1268	18.5	9.4	122	507	14.2	3.8	94
NBC NIGHTLY NEWS	N 5585	231	5.3	4.1	84	693	6.2	12.4	98	418	6.1	7.5	97	135	3.8	2.4	60
NBC NIGHTLY NEWS-SAT	N 3688	*172	3.9	4.7	95	417	3.7	11.3	90	*280	4.1	7.6	98	*121	3.4	3.3	81
NBC NIGHTLY NEWS-SUN	N 3310	*230	5.3	6.9	141	427	3.8	12.9	102	*268	3.9	8.1	105	*81	2.3	2.4	61
NBC SUNDAY NIGHT MOVIE	N 9238	447	10.3	4.8	98	1135	10.2	12.3	97	657	9.6	7.1	92	394	11.1	4.3	106
NEWMART	C 9876	518	11.9	5.2	107	1133	10.1	11.5	91	826	12.1	8.4	108	343	9.6	3.5	86
ONE DAY AT A TIME	C 7954	484	11.1	6.1	124	857	7.7	10.8	85	658	9.6	8.3	107	390	10.9	4.9	122
PEOPLE ARE FUNNY	N 5182	248	5.7	4.8	97	633	5.7	12.2	97	505	7.4	9.7	126	*196	5.5	3.8	94
REAL PEOPLE	N 9674	460	10.6	4.8	97	1187	10.6	12.3	97	841	12.3	8.7	112	449	12.6	4.6	115
REMINGTON STEELE	N 8511	403	9.3	4.7	96	1047	9.4	12.3	97	670	9.8	7.9	102	385	10.8	4.5	112
RIPLY'S BELIEVE IT - NOT	A 5656	241	5.5	4.3	87	733	6.6	13.0	103	476	6.9	8.4	109	*211	5.9	3.7	93
RIPTIDE	N 7718	442	10.1	5.7	116	962	8.6	12.5	99	663	9.7	8.6	111	364	10.2	4.7	117
SCARECROW & MRS. KING	C 11058	517	11.9	4.7	95	1295	11.6	11.7	93	731	10.7	6.6	85	463	13.0	4.2	104
SIMON & SIMON	C 11615	666	15.3	5.7	116	1583	14.2	13.6	108	860	12.5	7.4	96	491	13.8	4.2	105
60 MINUTES	C 14326	613	14.1	4.3	87	1838	16.5	12.8	102	1048	15.3	7.3	94	447	12.5	3.1	77
ST. ELSEWHERE	N 7670	409	9.4	5.3	108	966	8.7	12.6	100	792	11.6	10.3	133	286	8.0	3.7	93
THREE'S COMPANY	A 12068	682	15.7	5.7	115	1460	13.1	12.1	96	1081	15.8	9.0	116	393	11.0	3.3	81
T.J. HOOKER	A 9735	539	12.4	5.5	112	1131	10.1	11.6	92	750	10.9	7.7	99	350	9.8	3.6	89
TONIGHT SHOW	N 2531	122	2.8	4.8	98	342											

	TOTAL U.S. '000	SURE ROLL-ON				SURE SOLID				SURE SPRAY				TUSSEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5543	100.0	6.3	100	3856	100.0	4.4	100	3446	100.0	3.9	100	3369	100.0	3.8	100
FEMALE HOMEMAkers	80986	4910	88.6	6.1	97	3680	95.4	4.5	104	3030	87.9	3.7	96	3134	93.0	3.9	102
EMPLOYED MOTHERS	18702	1304	23.5	7.0	111	1155	30.0	6.2	142	748	21.7	4.0	103	*503	14.9	2.7	71
18 - 24	14726	1091	19.7	7.4	118	*644	16.7	4.4	100	840	24.4	5.7	146	*458	13.6	3.1	82
25 - 34	20202	1569	28.3	7.8	124	1059	27.5	5.2	120	981	28.5	4.9	125	647	19.2	3.2	84
35 - 44	14781	910	16.4	6.2	98	897	23.3	6.1	139	*541	15.7	3.7	94	*506	15.0	3.4	90
45 - 54	11449	737	13.3	6.4	103	*561	14.5	4.9	112	*374	10.9	3.3	84	*532	15.8	4.6	122
55 - 64	11846	*456	8.2	3.8	61	*449	11.6	3.8	87	*330	9.6	2.8	72	*649	19.3	5.5	144
65 OR OLDER	15459	781	14.1	5.1	81	*247	6.4	1.6	37	*381	11.1	2.5	63	577	17.1	3.7	98
18 - 34	34928	2659	48.0	7.6	121	1703	44.2	4.9	112	1821	52.8	5.2	134	1105	32.8	3.2	83
18 - 49	55154	4028	72.7	7.3	117	2854	74.0	5.2	119	2507	72.8	4.5	117	1905	56.5	3.5	91
25 - 54	46433	3216	58.0	6.9	111	2517	65.3	5.4	124	1896	55.0	4.1	105	1685	50.0	3.6	95
35 - 49	20226	1369	24.7	6.8	108	1151	29.8	5.7	131	686	19.9	3.4	87	800	23.7	4.0	104
50 OR OLDER	33310	1514	27.3	4.5	73	1002	26.0	3.0	69	939	27.2	2.8	72	1464	43.5	4.4	115
GRADUATED COLLEGE	12110	905	16.3	7.5	119	618	16.0	5.1	117	*404	11.7	3.3	86	*291	8.6	2.4	63
ATTENDED COLLEGE	15309	988	17.8	6.5	103	815	21.1	5.3	122	593	17.2	3.9	99	*458	13.6	3.0	79
GRADUATED HIGH SCHOOL	36912	2445	44.1	6.6	106	1621	42.0	4.4	101	1624	47.1	4.4	113	1348	40.0	3.7	96
DID NOT GRADUATE HIGH SCHOOL	24134	1204	21.7	5.0	80	802	20.8	3.3	76	825	23.9	3.4	88	1272	37.8	5.3	138
EMPLOYED FULL-TIME	35457	2293	41.4	6.5	103	1982	51.4	5.6	128	1456	42.3	4.1	105	1193	35.4	3.4	88
EMPLOYED PART-TIME	8514	*552	10.0	6.5	103	*486	12.6	5.7	131	*204	5.9	2.4	62	*253	7.5	3.0	78
NOT EMPLOYED	44494	2697	48.7	6.1	97	1388	36.0	3.1	72	1787	51.9	4.0	103	1923	57.1	4.3	113
PROFESSIONAL/MANAGER	10811	669	12.1	6.2	99	*478	12.4	4.4	101	*369	10.7	3.4	88	*306	9.1	2.8	74
TECH/CLERICAL/SALES	19640	1283	23.1	6.5	104	1296	33.6	6.6	151	758	22.0	3.9	99	*490	14.5	2.5	66
PRECISION/CRAFT	1023	*51	0.9	5.0	80	*16	0.4	1.6	36	*17	0.5	1.7	43	*89	2.6	8.7	228
OTHER EMPLOYED	12498	843	15.2	6.7	108	678	17.6	5.4	124	*516	15.0	4.1	106	560	16.6	4.5	118
SINGLE	15995	1218	22.0	7.6	122	*589	15.3	3.7	84	708	20.5	4.4	114	647	19.2	4.0	106
MARRIED	51689	3015	54.4	5.8	93	2764	71.7	5.3	123	2088	60.6	4.0	104	1798	53.4	3.5	91
DIVORCED/SEPARATED/WIDOWED	20780	1309	23.6	6.3	101	503	13.0	2.4	56	650	18.9	3.1	80	925	27.5	4.5	117
PARENTS	33922	2470	44.6	7.3	116	1909	49.5	5.6	129	1747	50.7	5.2	132	1131	33.6	3.3	88
WHITE	76422	4582	82.7	6.0	96	3349	86.9	4.4	101	2838	82.4	3.7	95	2420	71.8	3.2	83
BLACK	10066	871	15.7	8.7	138	*444	11.5	4.4	101	590	17.1	5.9	150	943	28.0	4.9	246
OTHER	1976	*89	1.6	4.5	72	*63	1.6	3.2	73	*18	0.5	0.9	23	*6	0.2	0.3	8
NORTHEAST-CENSUS	19803	1160	20.9	5.9	93	602	15.6	3.0	70	682	19.8	3.4	88	674	20.0	3.4	89
NORTH CENTRAL	22181	1497	27.0	6.7	108	1316	34.1	5.9	136	938	27.2	4.2	109	504	15.0	2.3	60
SOUTH	30082	2111	38.1	7.0	112	1330	34.5	4.4	101	1168	33.9	3.9	100	1730	51.4	5.8	151
WEST	16398	774	14.0	4.7	75	608	15.8	3.7	85	*658	19.1	4.0	103	*461	13.7	2.8	74
NORTHEAST-MKTG.	20163	1204	21.7	6.0	95	692	17.9	3.4	79	665	19.3	3.3	85	708	21.0	3.5	92
EAST CENTRAL	13054	992	17.9	7.6	121	646	16.8	4.9	114	545	15.8	4.2	107	*427	12.7	3.3	86
WEST CENTRAL	14993	977	17.6	6.5	104	855	22.2	5.7	131	631	18.3	4.2	108	*292	8.7	1.9	51
SOUTH	25785	1683	30.4	6.5	104	1137	29.5	4.4	101	1016	29.5	3.9	101	1543	45.8	6.0	157
PACIFIC	14470	*687	12.4	4.7	76	*526	13.6	3.6	83	*589	17.1	4.1	104	*399	11.8	2.8	72
COUNTY SIZE A	36705	2380	42.9	6.5	103	1489	38.6	4.1	93	1340	38.9	3.7	94	1214	36.0	3.3	87
COUNTY SIZE B	26819	1598	28.8	6.0	95	1067	27.7	4.0	91	1174	34.1	4.4	112	1211	35.9	4.5	119
COUNTY SIZE C	13597	891	16.1	6.6	105	622	16.1	4.6	105	600	17.4	4.4	113	571	16.9	4.2	110
COUNTY SIZE D	11344	674	12.2	5.9	95	678	17.6	6.0	137	*332	9.6	2.9	75	*374	11.1	3.3	87
METRO CENTRAL CITY	26825	1776	32.0	6.6	106	1164	30.2	4.3	100	1149	33.3	4.3	110	1093	32.4	4.1	107
METRO SUBURBAN	39912	2456	44.3	6.2	98	1620	42.0	4.1	93	1433	41.6	3.6	92	1336	39.7	3.3	88
NON METRO	21728	1310	23.6	6.0	96	1072	27.8	4.9	113	864	25.1	4.0	102	941	27.9	4.3	114
TOP 5 ADI'S	20847	1201	21.7	5.8	92	849	22.0	4.1	93	820	23.8	3.9	101	554	16.4	2.7	70
TOP 10 ADI'S	28719	1705	30.8	5.9	95	1065	27.6	3.7	85	1040	30.2	3.6	93	801	23.8	2.8	73
TOP 20 ADI'S	40904	2327	42.0	5.7	91	1512	39.2	3.7	85	1445	41.9	3.5	91	1284	38.1	3.1	82
HSMDL INC. \$50,000 OR MORE	7931	*373	6.7	4.7	75	*413	10.7	5.2	119	*302	8.8	3.8	98	*255	7.6	3.2	84
\$40,000 OR MORE	15233	907	16.4	6.0	95	*889	23.1	5.8	134	*667	19.4	4.4	112	*447	13.3	2.9	77
\$30,000 OR MORE	28333	1715	30.9	6.1	97	1461	37.9	5.2	118	1179	34.2	4.2	107	816	24.2	2.9	76
\$25,000 OR MORE	36417	2297	41.4	6.3	101	1950	50.6	5.4	123	1429	41.5	3.9	101	1122	33.3	3.1	81
\$20,000 - \$24,999	9943	*531	9.6	5.3	85	*525	13.6	5.3	121	*399	11.6	4.0	103	*346	10.3	3.5	91
\$15,000 - \$19,999	9211	705	12.7	7.7	122	*363	9.4	3.9	90	*360	10.4	3.9	100	*247	7.3	2.7	70
\$10,000 - \$14,999	13477	837	15.1	6.2	99	*502	13.0	3.7	85	651	18.9	4.8	124	627	18.6	4.7	122
UNDER \$10,000	19418	1172	21.1	6.0	96	517	13.4	2.7	61	609	17.7	3.1	81	1028	30.5	5.3	139
HOUSEHOLD OF 1 PERSON	11987	768	13.9	6.4	102	317	8.2	2.6	61	315	9.1	2.6	67	505	15.0	4.2	111
2 PEOPLE	27046	1320	23.8	4.9	78	1148	29.8	4.2	97	756	21.9	2.8	72	1034	30.7	3.8	100
3 OR 4 PEOPLE	34251	2426	43.8	7.1	113	1658	43.0	4.8	111	1448	42.0	4.2	109	1198	35.6	3.5	92
5 OR MORE PEOPLE	15180	1029	18.6	6.8	108	*733	19.0	4.8	111	*927	26.9	6.1	157	*632	18.8	4.2	109
NO CHILD IN HSHLD	49819	2748	49.6	5.5	88	1808	46.9	3.6	83	1497	43.4	3.0	77	2050	60.8	4.1	108
CHILD(REN) UNDER 2 YRS	6045	*523	9.4	8.7	138	*294	7.6	4.9	112	*373	10.8	6.2	158	*167	5.0	2.8	73
2 - 5 YEARS	15233	1186	21.4	7.8	124	870	22.6	5.7	131	859	24.9	5.6	145	*361	10.7	2.4	62
6 - 11 YEARS	16260	1016	18.3	6.2	100	636	16.5	3.9	90	789	22.9	4.9	125	741	22.0	4.6	120
12 - 17 YEARS	19173	1268	22.9	6.6	106	1070	27.7	5.6	128	1021	29.6	5.3	137	734	21.8	3.8	101
RESIDENCE OWNED	61371	3935	71.0	6.4	102	2841	73.7	4.6	106	2364	68.6	3.9	99	2260	67.1	3.7	97
VALUE: \$50,000 OR MORE	35355	2173	39.2	6.1	98	1626	42.2	4.6	106	1388	40.3	3.9	101	1204	35.7	3.4	89
VALUE: UNDER \$50,000	26016	1762	31.8	6.8	108	1214	31.5	4.7	107	976	28.3	3.8	96	1056	31.3	4.1	107

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

			TOTAL	SURE ROLL-ON				SURE SOLID				SURE SPRAY				TUSSY			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	5543	100.0	6.3	100	3856	100.0	4.4	100	3446	100.0	3.9	100	3369	100.0	3.8	100
MAGAZINES	QUINTILE 1	17988	1392	25.1	7.7	124	1001	26.0	5.6	128	779	22.6	4.3	111	675	20.0	3.8	99	
	QUINTILE 2	19446	1349	24.3	6.9	111	896	23.2	4.6	106	740	21.5	3.8	98	771	22.9	4.0	104	
	QUINTILE 3	14626	707	12.8	4.8	77	633	16.4	4.3	99	*542	15.7	3.7	95	683	20.3	4.7	123	
	QUINTILE 4	16014	919	16.6	5.7	92	713	18.5	4.5	102	640	18.6	4.0	103	618	18.3	3.9	101	
	QUINTILE 5	20389	1176	21.2	5.8	92	613	15.9	3.0	69	745	21.6	3.7	94	622	18.5	3.1	80	
NEWSPAPERS	QUINTILE 1	13830	727	13.1	5.3	84	674	17.5	4.9	112	*463	13.4	3.3	86	*424	12.6	3.1	81	
	QUINTILE 2	26350	1551	28.0	5.9	94	1241	32.2	4.7	108	1010	29.3	3.8	98	939	27.9	3.6	94	
	QUINTILE 3	12415	987	17.8	8.0	127	*412	10.7	3.3	76	*560	16.3	4.5	116	549	16.3	4.4	118	
	QUINTILE 4	21911	1308	23.6	6.0	95	1026	26.6	4.7	107	822	23.9	3.8	96	748	22.2	3.4	90	
	QUINTILE 5	13960	969	17.5	6.9	111	*504	13.1	3.6	83	*592	17.2	4.2	109	709	21.0	5.1	133	
OUTDOOR	QUINTILE 1	16810	1116	20.1	6.6	106	821	21.3	4.9	112	662	19.2	3.9	101	*480	14.2	2.9	75	
	QUINTILE 2	17101	1092	19.7	6.4	102	718	18.6	4.2	96	702	20.4	4.1	105	589	17.5	3.4	90	
	QUINTILE 3	17579	1298	23.4	7.4	118	751	19.5	4.3	98	631	18.3	3.6	92	576	17.1	3.3	86	
	QUINTILE 4	18343	1035	18.7	5.6	90	802	20.8	4.4	100	724	21.0	3.9	101	796	23.6	4.3	114	
	QUINTILE 5	18631	1002	18.1	5.4	86	764	19.8	4.1	94	727	21.1	3.9	100	928	27.5	5.0	131	
RADIO-DRIVE TIME	QUINTILE 1	17390	1110	20.0	6.4	102	1011	26.2	5.8	133	664	19.3	3.8	98	756	22.4	4.3	114	
	QUINTILE 2	16591	912	16.5	5.5	88	627	16.3	3.8	87	677	19.6	4.1	105	628	18.6	3.8	99	
	QUINTILE 3	16910	1118	20.2	6.6	106	723	18.8	4.3	98	742	21.5	4.4	113	675	20.0	4.0	105	
	QUINTILE 4	18002	1271	22.9	7.1	113	787	20.4	4.4	100	696	20.2	3.9	99	631	18.7	3.5	92	
	QUINTILE 5	19572	1131	20.4	5.8	92	708	18.4	3.6	83	667	19.4	3.4	87	679	20.2	3.5	91	
RADIO-MID- DAY	TERCILE 1	23248	1484	26.8	6.4	102	1328	34.4	5.7	131	1054	30.6	4.5	116	995	29.5	4.3	112	
	TERCILE 2	23667	1402	25.3	5.9	95	862	22.4	3.6	84	857	24.9	3.6	93	839	24.9	3.5	93	
	TERCILE 3	41549	2657	47.9	6.4	102	1666	43.2	4.0	92	1535	44.5	3.7	95	1534	45.5	3.7	97	
RADIO-TOTAL	QUINTILE 1	17786	1176	21.2	6.6	106	1004	26.0	5.6	130	621	18.0	3.5	90	787	23.4	4.4	116	
	QUINTILE 2	17316	1063	19.2	6.1	98	695	18.0	4.0	92	855	24.8	4.9	127	705	20.9	4.1	107	
	QUINTILE 3	18428	1189	21.5	6.5	103	673	17.5	3.7	84	838	24.3	4.5	117	565	16.8	3.1	81	
	QUINTILE 4	17669	1144	20.6	6.5	103	837	21.7	4.7	109	*519	15.1	2.9	75	701	20.8	4.0	104	
	QUINTILE 5	17265	971	17.5	5.6	90	646	16.8	3.7	86	613	17.8	3.6	91	611	18.1	3.5	93	
TV-PRIME TIME	QUINTILE 1	17416	961	17.3	5.5	88	638	16.5	3.7	84	525	15.2	3.0	77	843	25.0	4.8	127	
	QUINTILE 2	17413	1131	20.4	6.5	104	756	19.6	4.3	100	895	26.0	5.1	132	600	17.8	3.4	90	
	QUINTILE 3	17943	1270	22.9	7.1	113	756	19.6	4.2	97	804	23.3	4.5	115	670	19.9	3.7	98	
	QUINTILE 4	18442	1144	20.6	6.2	99	883	22.9	4.8	110	797	23.1	4.3	111	633	18.8	3.4	90	
	QUINTILE 5	17250	1037	18.7	6.0	96	824	21.4	4.8	110	*424	12.3	2.5	63	*623	18.5	3.6	95	
TV-DAYTIME	TERCILE 1	29966	1995	36.0	6.7	106	1145	29.7	3.8	88	1188	34.5	4.0	102	1346	40.0	4.5	118	
	TERCILE 2	29480	1654	29.8	5.6	90	1328	34.4	4.5	103	1154	33.5	3.9	100	1088	32.3	3.7	97	
	TERCILE 3	29018	1893	34.2	6.5	104	1383	35.9	4.8	109	1104	32.0	3.8	98	935	27.8	3.2	85	
TV-TOTAL	QUINTILE 1	17740	1254	22.6	7.1	113	474	12.3	2.7	61	714	20.7	4.0	103	813	24.1	4.6	120	
	QUINTILE 2	17674	920	16.6	5.2	83	864	22.4	4.9	112	763	22.1	4.3	111	800	23.7	4.5	119	
	QUINTILE 3	17730	1008	18.2	5.7	91	713	18.5	4.0	92	586	17.0	3.3	85	654	19.4	3.7	97	
	QUINTILE 4	17563	978	17.6	5.6	89	888	23.0	5.1	116	780	22.6	4.4	114	*492	14.6	2.8	74	
	QUINTILE 5	17757	1382	24.9	7.8	124	918	23.8	5.2	119	604	17.5	3.4	87	610	18.1	3.4	90	
MAGAZINES-NEWSPAPERS: DUAL			23278	1496	27.0	6.4	103	1245	32.3	5.3	123	829	24.1	3.6	91	853	25.3	3.7	96
MAGAZINE IMPERATIVE			21634	1651	29.8	7.6	122	1013	26.3	4.7	107	961	27.9	4.4	114	1001	29.7	4.6	121
NEWSPAPER IMPERATIVE			23455	1243	22.4	5.3	85	866	22.5	3.7	85	859	24.9	3.7	94	761	22.6	3.2	85
MAGAZINES-OUTDOOR: DUAL			17482	1338	24.1	7.7	122	991	25.7	5.7	130	768	22.3	4.4	113	541	16.1	3.1	81
MAGAZINE IMPERATIVE			28830	1880	33.9	6.5	104	1318	34.2	4.6	105	1080	31.3	3.7	96	1343	39.9	4.7	122
OUTDOOR IMPERATIVE			26119	1557	28.1	6.0	95	902	23.4	3.5	79	919	26.7	3.5	90	820	24.3	3.1	82
MAGAZINES-RADIO: DUAL			20162	1372	24.8	6.8	109	973	25.2	4.8	111	796	23.1	3.9	101	929	27.6	4.6	121
MAGAZINE IMPERATIVE			26292	1802	32.5	6.9	109	1231	31.9	4.7	107	985	28.6	3.7	96	965	28.6	3.7	96
RADIO IMPERATIVE			25308	1444	26.1	5.7	91	1107	28.7	4.4	100	1161	33.7	4.6	118	931	27.6	3.7	97
MAGAZINES-TELEVISION: DUAL			17312	1053	19.0	6.1	97	743	19.3	4.3	98	651	18.9	3.8	97	778	23.1	4.5	118
MAGAZINE IMPERATIVE			29099	2066	37.3	7.1	113	1582	41.0	5.4	125	1182	34.3	4.1	104	983	29.2	3.4	89
TELEVISION IMPERATIVE			27505	1510	27.2	5.5	88	927	24.0	3.4	77	1098	31.9	4.0	102	1128	33.5	4.1	108
NEWSPAPERS-OUTDOOR: DUAL			18628	1254	22.6	6.7	107	982	25.5	5.3	121	615	17.8	3.3	85	679	20.2	3.6	96
NEWSPAPER IMPERATIVE			29178	1664	30.0	5.7	91	1214	31.5	4.2	95	1127	32.7	3.9	99	1126	33.4	3.9	101
OUTDOOR IMPERATIVE			25260	1833	33.1	7.3	116	1014	26.3	4.0	92	1134	32.9	4.5	115	747	22.2	3.0	78
NEWSPAPERS-RADIO: DUAL			19246	1199	21.6	6.2	99	801	20.8	4.2	95	917	26.6	4.8	122	807	24.0	4.2	110
NEWSPAPER IMPERATIVE			28155	1646	29.7	5.8	93	1312	34.0	4.7	107	889	25.8	3.2	81	798	23.7	2.8	74
RADIO IMPERATIVE			25308	1628	29.4	6.4	103	1193	30.9	4.7	108	1116	32.4	4.4	113	1009	29.9	4.0	105
NEWSPAPERS-TELEVISION: DUAL			18615	1159	20.9	6.2	99	768	19.9	4.1	95	788	22.9	4.2	109	781	23.2	4.2	110
NEWSPAPER IMPERATIVE			29207	1775	32.0	6.1	97	1437	37.3	4.9	113	1072	31.1	3.7	94	913	27.1	3.1	82
TELEVISION IMPERATIVE			25472	1624	29.3	6.4	102	951	24.7	3.7	86	1040	30.2	4.1	105	1154	34.3	4.5	119
OUTDOOR-RADIO: DUAL			17292	1168	21.1	6.8	108	814	21.1	4.7	108	698	20.3	4.0	104	622	18.5	3.6	94
OUTDOOR IMPERATIVE			26915	1782	32.1	6.6	106	1140	29.6	4.2	97	1043	30.3	3.9	99	760	22.6	2.8	74
RADIO IMPERATIVE			28938	1665	30.0	5.8	92	1246	32.3	4.3	99	1292	37.5	4.5	115	1296	38.5	4.5	118
OUTDOOR-TELEVISION: DUAL			16112	1141	20.6	7.1	113	<											

	TOTAL U.S. '000	SURE ROLL-ON				SURE SOLID				SURE SPRAY				TUSSY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	5543	100.0	6.3	100	3856	100.0	4.4	100	3446	100.0	3.9	100	3369	100.0	3.8	100
ATLANTIC MONTHLY	415	**21	0.4	5.1	81	**18	0.5	4.3	100	**12	0.3	2.9	74	**12	0.4	2.9	76
BARRON'S	522	**24	0.4	4.6	73	**23	0.6	4.4	101	**27	0.8	5.2	133	**7	0.2	1.3	35
BETTER HOMES & GARDENS	17429	1085	19.6	6.2	99	1013	26.3	5.8	133	634	18.4	3.6	93	642	19.1	3.7	97
BON APPETIT	2772	**140	2.5	5.1	81	**150	3.9	5.4	124	**127	3.7	4.6	118	**78	2.3	2.8	74
BUSINESS WEEK	1469	**141	2.5	9.6	153	**82	2.1	5.6	128	**40	1.2	2.7	70	**49	1.5	3.3	88
CAR AND DRIVER	397	**3	0.1	0.8	12	**12	0.3	3.0	69	**11	0.3	2.8	71	**1	0.0	0.3	7
CBS MAGAZINE NETWORK (GROSS)	1633	**40	0.7	2.4	39	**153	4.0	9.4	215	**64	1.9	3.9	101	**63	1.9	3.9	101
CHANGING TIMES	1554	**91	1.6	5.9	93	**77	2.0	5.0	114	**42	1.2	2.7	69	**128	3.8	8.2	216
COLONIAL HOMES	1304	**173	3.1	13.3	212	**63	1.6	4.8	111	**24	0.7	1.8	47	**47	1.4	3.6	95
CONDE NAST MAG. PKG. (GROSS)	17858	1443	26.0	8.1	129	963	25.0	5.4	124	846	24.6	4.7	122	714	21.2	4.0	105
CONSUMERS DIGEST	1406	**81	1.5	5.8	92	**148	3.8	10.5	241	**67	1.9	4.8	122	**38	1.1	2.7	71
COSMOPOLITAN	8815	754	13.6	8.6	137	512	13.3	5.8	133	403	11.7	4.6	117	307	9.1	3.5	91
COUNTRY LIVING	2636	**194	3.5	7.4	117	**132	3.4	5.0	115	**66	1.9	2.5	64	**134	4.0	5.1	133
CUISINE	1554	**46	0.8	3.0	47	**45	1.2	2.9	66	**12	0.3	0.8	20	**35	1.0	2.3	59
CYCLE WORLD	469	**14	0.3	3.0	48	**26	0.7	5.5	127	**18	0.5	3.8	99	**21	0.6	4.5	118
DCI:CREATIVE IDEAS FOR LIV	2631	**195	3.5	7.4	118	**191	5.0	7.3	167	**62	1.8	2.4	60	**142	4.2	5.4	142
DCI:GREAT IDEA/SO.LIV(GROSS)	7065	527	9.5	7.5	119	403	10.5	5.7	131	**28	6.6	3.2	83	449	13.3	6.4	167
DISCOVER	998	**68	1.2	6.8	109	**73	1.9	7.3	168	**58	1.7	5.8	149	**17	0.5	1.7	45
EBONY	4289	473	8.5	11.0	176	**60	6.7	6.1	139	232	6.7	5.4	139	372	11.0	8.7	228
ESQUIRE	1176	**101	1.8	8.6	137	**45	1.2	3.8	88	**23	0.7	2.0	50	**86	2.6	7.3	192
ESSENCE	2392	**342	6.2	14.3	228	**163	4.2	6.8	156	**161	4.7	6.7	173	**221	6.6	9.2	243
FAMILY CIRCLE	17209	1173	21.2	6.8	109	965	25.0	5.6	129	569	16.5	3.3	85	723	21.5	4.2	110
THE FAMILY HANDYMAN	1184	**77	1.4	6.5	104	**70	1.8	5.9	136	**27	0.8	2.3	59	**100	3.0	8.4	222
FAMILY WEEKLY	12391	642	11.6	5.2	83	460	11.9	3.7	85	425	12.3	3.4	88	467	13.9	3.8	99
FIELD & STREAM	2438	**122	2.2	5.0	80	**168	4.4	6.9	158	**90	2.6	3.7	95	**57	1.7	2.3	61
FOOD & WINE	614	**45	0.8	7.3	117	**34	0.9	5.5	127	**67	1.9	10.9	280	**11	0.3	1.8	47
FORBES	813	**57	1.0	7.0	112	**39	1.0	4.8	110	**33	1.0	4.1	104	**17	0.5	2.1	55
FORTUNE	1083	**77	1.4	7.1	113	**84	2.2	7.8	178	**51	1.5	4.7	121	**9	0.3	0.8	22
GENTLEMEN'S QUARTERLY	1197	**64	1.2	5.3	85	**59	1.5	4.9	113	**30	0.9	2.5	64	**89	2.6	7.4	195
GLAMOUR	6625	515	9.3	7.8	124	389	10.1	5.9	135	354	10.3	5.3	137	**304	9.0	4.6	120
GOLF DIGEST	707	**74	1.3	10.5	167	**26	0.7	3.7	84	**0	0.0	0.0	0	**15	0.4	2.1	56
GOLF DIGEST/TENNIS (GROSS)	1316	**101	1.8	7.7	122	**28	0.7	2.1	49	**17	0.5	1.3	33	**66	2.0	5.0	132
GOLF MAGAZINE	469	**51	0.9	10.9	174	**4	0.1	0.9	20	**6	0.2	1.3	33	**14	0.4	3.0	78
GOLF MAGAZINE/SKI (GROSS)	1060	**81	1.5	7.6	122	**18	0.5	1.7	39	**31	0.9	2.9	75	**23	0.7	2.2	57
GOOD HOUSEKEEPING	17784	978	17.6	5.5	88	989	25.6	5.6	128	617	17.9	3.5	89	676	20.1	3.8	100
HARPER'S BAZAAR	2931	**279	5.0	9.5	152	**146	3.8	5.0	114	**144	4.2	4.9	126	**95	2.8	3.2	85
HEALTH	2199	**161	2.9	7.3	117	**140	3.6	6.4	146	**137	4.0	6.2	160	**91	2.7	4.1	109
HEARST MAG CORP. BUY (GROSS)	49148	3525	63.6	7.2	114	2574	66.8	5.2	120	1856	53.9	3.8	97	1925	57.1	3.9	103
HEARST MAN POWER (GROSS)	2113	**118	2.1	5.6	89	**83	2.2	3.9	90	**105	3.0	5.0	128	**89	2.6	4.2	111
HEARST WOMAN POWER (GROSS)	35062	2252	40.6	6.4	103	1992	51.7	5.7	130	1301	37.8	3.7	95	1282	38.1	3.7	96
HOUSE BEAUTIFUL	3865	343	6.2	8.9	142	**129	3.3	3.3	77	**169	4.9	4.4	112	**191	5.7	4.9	130
INC.	315	**27	0.5	8.6	137	**17	0.4	5.4	124	**9	0.3	2.9	73	**13	0.4	4.1	108
JET	3690	359	6.5	9.7	155	**169	4.4	4.6	105	**216	6.3	5.9	150	278	8.3	7.5	198
LADIES' HOME JOURNAL	12930	712	12.8	5.5	88	656	17.0	5.1	116	431	12.5	3.3	86	533	15.8	4.1	108
LHJ FAMILY GRP COMBO(GROSS)	18161	1108	20.0	6.1	97	1024	26.6	5.6	129	758	22.0	4.2	107	768	22.8	4.2	111
LIFE	5065	334	6.0	6.6	105	**259	6.7	5.1	117	**228	6.6	4.5	116	**257	7.6	5.1	133
L.A. TIMES HOME MAGAZINE	1310	**95	1.7	7.3	116	**90	2.3	6.9	158	**32	0.9	2.4	63	**34	1.0	2.6	68
MADAMEELLE	3759	**301	5.4	8.0	128	**209	5.4	5.6	128	**168	4.9	4.5	115	**145	4.3	3.9	101
MC CALL'S	14658	896	16.2	6.1	98	654	17.0	4.5	102	631	18.3	4.3	111	478	14.2	3.3	86
MC CALL'S/WRK MOTHER (GROSS)	15857	1004	18.1	6.3	101	725	18.8	4.6	105	694	20.1	4.4	112	514	15.3	3.2	85
MECHANIX ILLUSTRATED	809	**44	0.8	5.4	87	**25	0.6	3.1	71	**36	1.0	4.4	114	**59	1.8	7.3	191
METROPOLITAN HOME	1009	**85	1.5	8.4	134	**15	0.4	1.5	34	**24	0.7	2.4	61	**37	1.1	3.7	96
MONEY	1707	**125	2.3	7.3	117	**77	2.0	4.5	103	**55	1.6	3.2	83	**46	1.4	2.7	71
MOTHER EARTH NEWS	1123	**30	0.5	2.7	43	**44	1.1	3.9	90	**55	1.6	4.9	126	**74	2.2	6.6	173
MS.	932	**59	1.1	6.3	101	**40	1.0	4.3	98	**56	1.6	6.0	154	**26	0.8	2.8	73
NATIONAL ENQUIRER	11971	825	14.9	6.9	110	561	14.5	4.7	108	504	14.6	4.2	108	554	16.4	4.6	122
NATIONAL GEOGRAPHIC	10503	646	11.7	6.2	98	579	15.0	5.5	126	348	10.1	3.3	85	361	10.7	3.4	90
NATIONAL SUNDAY MAGAZINE PKG	54325	3209	57.9	5.9	94	2394	62.1	4.4	101	1991	57.8	3.7	94	1901	56.4	3.5	92
NATURAL HISTORY	626	**15	0.3	2.4	38	**27	0.7	4.3	99	**24	0.7	3.8	98	**20	0.6	3.2	84
NEW WOMAN	1992	**256	4.6	12.9	205	**110	2.9	5.5	127	**85	2.5	4.3	110	**87	2.6	4.4	115
NEW YORK INCLUDING CUE	547	**43	0.8	7.9	125	**2	0.1	0.4	8	**55	1.6	10.1	258	**24	0.7	4.4	115
THE NEW YORKER	1380	**78	1.4	5.7	90	**47	1.2	3.4	78	**51	1.5	3.7	95	**64	1.9	4.6	122
NEWSWEEK	6925	579	10.4	8.4	133	336	8.7	4.9	111	**347	10.1	5.0	129	**152	4.5	2.2	58
THE N.Y. TIMES DAILY EDITION	1363	**63	1.1	4.6	74	**33	0.9	2.4	56	**53	1.5	3.9	100	**47	1.4	3.4	91
THE N.Y. TIMES MAGAZINE	2333	**103	1.9	4.4	70	**54	1.4	2.3	53	**58	1.7	2.5	64	**122	3.6	5.2	137
OMNI	872	**42	0.8	4.8	77	**117	3.0	13.4	308	**75	2.2	8.6	221	**40	1.2	4.6	120
ON CABLE	1298	**72	1.3	5.5	89	**117	3.0	9.0	207	**103	3.0	7.9	204	**47	1.4	3.6	95
1001 HOME IDEAS	3032	**235	4.2	7.8	124	**228	5.9	7.5	173	**190	5.5	6.3	161	**143	4.2	4.7	124
ORGANIC GARDENING	1680	**84	1.5	5.0	80	**107	2.8	6.4	146	**34	1.0	2.0	52	**86	2.6	5.1	134
OUTDOOR LIFE	960	**18	0.3	1.9	30	**34	0.9	3.5	81	**61	1.8	6.4	163	**31	0.9	3.2	85
PARADE MAGAZINE	26755	1563	28.2	5.8	93	1194	31.0	4.5	102	822	23.9	3.1	79	1036	30.8	3.9	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SURE ROLL-ON				SURE SOLID				SURE SPRAY				TUSSY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	5543	100.0	6.3	100	3856	100.0	4.4	100	3446	100.0	3.9	100	3369	100.0	3.8	100
PARENTS	4173	373	6.7	8.9	143	*214	5.5	5.1	118	270	7.8	6.5	166	**103	3.1	2.5	65
PENTHOUSE	973	**30	0.5	3.1	49	**15	0.4	1.5	35	**72	2.1	7.4	190	**28	0.8	2.9	76
PEOPLE	13479	1003	18.1	7.4	119	731	19.0	5.4	124	587	17.0	4.4	112	476	14.1	3.5	93
PLAYBOY	2183	*204	3.7	9.3	149	**69	1.8	3.2	73	**92	2.7	4.2	108	**104	3.1	4.8	125
POPULAR HOT RODDING	388	**10	0.2	2.6	41	**27	0.7	7.0	160	**22	0.6	5.7	146	**6	0.2	1.5	41
POPULAR MECHANICS	1037	**56	1.0	5.4	86	**27	0.7	2.6	60	**58	1.7	5.6	144	**48	1.4	4.6	122
POPULAR SCIENCE	920	**63	1.1	6.8	109	**30	0.8	3.3	75	**36	1.0	3.9	100	**28	0.8	3.0	80
PREVENTION	4071	289	5.2	7.1	113	*190	4.9	4.7	107	**99	2.9	2.4	62	*177	5.3	4.3	114
PSYCHOLOGY TODAY	1940	**200	3.6	10.3	165	**72	1.9	3.7	85	**21	0.6	1.1	28	**46	1.4	2.4	62
READER'S DIGEST	24031	1404	25.3	5.8	93	908	23.5	3.8	87	803	23.3	3.3	86	962	28.6	4.0	105
REDBOOK	8464	519	9.4	6.1	98	491	12.7	5.8	133	281	8.2	3.3	85	299	8.9	3.5	93
ROAD & TRACK	429	**6	0.1	1.4	22	**22	0.6	5.1	118	**29	0.8	6.8	174	**0	0.0	0.0	0
ROLLING STONE	1355	**146	2.6	10.8	172	**38	1.0	2.8	64	**43	1.2	3.2	81	**33	1.0	2.4	64
RUNNER'S WORLD	329	**33	0.6	10.0	160	**23	0.6	7.0	160	**4	0.1	1.2	31	**0	0.0	0.0	0
SATURDAY EVENING POST	1268	*87	1.6	6.9	110	**80	2.1	6.3	145	**40	1.2	3.2	81	**39	1.2	3.1	81
SCIENCE 84	702	**58	1.0	8.3	132	**53	1.4	7.5	173	**11	0.3	1.6	40	**3	0.1	0.4	11
SCIENCE DIGEST	553	**39	0.7	7.1	113	**29	0.8	5.2	120	**25	0.7	4.5	116	**34	1.0	6.1	161
SCIENTIFIC AMERICAN	615	**39	0.7	6.3	101	**48	1.2	7.8	179	**9	0.3	1.5	38	**43	1.3	7.0	184
SELF	2683	**255	4.6	9.5	152	*146	3.8	5.4	125	*136	3.9	5.1	130	**50	1.5	1.9	49
SEVENTEEN	3309	*241	4.3	7.3	116	**144	3.7	4.4	100	*166	4.8	5.0	129	**172	5.1	5.2	136
SKI	591	**30	0.5	5.1	81	**14	0.4	2.4	54	**25	0.7	4.2	109	**9	0.3	1.5	40
SMITHSONIAN	3039	*161	2.9	5.3	85	*177	4.6	5.8	134	**68	2.0	2.2	57	**52	1.5	1.7	45
SOAP OPERA DIGEST	3683	356	6.4	9.7	154	*254	6.6	6.9	158	*253	7.3	6.9	176	*142	4.2	3.9	101
SOUTHERN LIVING	4434	332	6.0	7.5	119	*212	5.5	4.8	110	*165	4.8	3.7	96	*307	9.1	6.9	182
SPORT	701	**62	1.1	8.8	141	**30	0.8	4.3	98	**20	0.6	2.9	73	**26	0.8	3.7	97
THE SPORTING NEWS	518	**59	1.1	11.4	182	**36	0.9	6.9	159	**38	1.1	7.3	188	**9	0.3	1.7	46
SPORTS AFIELD	523	**23	0.4	4.4	70	**28	0.7	5.4	123	**22	0.6	4.2	108	**7	0.2	1.3	35
SPORTS ILLUSTRATED	3325	*359	6.5	10.8	172	*156	4.0	4.7	108	*177	5.1	5.3	137	**126	3.7	3.8	100
STAR	8567	510	9.2	6.0	95	379	9.8	4.4	101	393	11.4	4.6	118	520	15.4	6.1	159
SUNDAY	27630	1637	29.5	5.9	95	1317	34.2	4.8	109	1120	32.5	4.1	104	906	26.9	3.3	86
SUNSET	2219	**54	1.0	2.4	39	*187	4.8	8.4	193	**32	0.9	1.4	37	**113	3.4	5.1	134
TV GUIDE	24258	1534	27.7	6.3	101	993	25.8	4.1	94	1084	31.5	4.5	115	943	28.0	3.9	102
TENNIS	609	**27	0.5	4.4	71	**3	0.1	0.5	11	*17	0.5	2.8	72	**51	1.5	8.4	220
TIME	9929	586	10.6	5.9	94	453	11.7	4.6	105	403	11.7	4.1	104	325	9.6	3.3	86
TOWN & COUNTRY	1062	**141	2.5	13.3	212	**25	0.6	2.4	54	**40	1.2	3.8	97	**86	2.6	8.1	213
TRAVEL & LEISURE	1051	**94	1.7	8.9	143	**22	0.6	2.1	48	**26	0.8	2.5	64	**53	1.6	5.0	132
TRUE STORY	3946	*305	5.5	7.7	123	*185	4.8	4.7	108	*211	6.1	5.3	137	*119	3.5	3.0	79
U.S. NEWS & WORLD REPORT	3782	*306	5.5	8.1	129	**118	3.1	3.1	72	**110	3.2	2.9	75	*144	4.3	3.8	100
USA TODAY	1874	*164	3.0	8.8	140	**95	2.5	5.1	116	**132	3.8	7.0	181	*39	1.2	2.1	55
USE	2213	**182	3.3	8.2	131	*133	3.4	6.0	138	**92	2.7	4.2	107	**78	2.3	3.5	93
VOGUE	4792	372	6.7	7.8	124	*220	5.7	4.6	105	*188	5.5	3.9	101	*215	6.4	4.5	118
WALL STREET JOURNAL	2045	*149	2.7	7.3	116	**149	3.9	7.3	167	**35	1.0	1.7	44	**51	1.5	2.5	65
WEIGHT WATCHERS	2364	*124	2.2	5.2	84	**78	2.0	3.3	76	**94	2.7	4.0	102	**82	2.4	3.5	91
WOMAN'S DAY	15182	852	15.4	5.6	90	735	19.1	4.8	111	517	15.0	3.4	87	568	16.9	3.7	98
WORKING MOTHER	1198	**108	1.9	9.0	144	**70	1.8	5.8	134	**63	1.8	5.3	135	**36	1.1	3.0	79
WORKING WOMAN	1523	*183	3.3	12.0	192	**118	3.1	7.7	178	**94	2.7	6.2	158	**47	1.4	3.1	81
WORLD TENNIS	*183	**2	0.0	1.1	17	**6	0.2	3.3	75	**2	0.1	1.1	28	**2	0.1	1.1	29
ZIFF-DAVIS MAG NETHK (GROSS)	2776	**152	2.7	5.5	87	*138	3.6	5.0	114	**87	2.5	3.1	80	**71	2.1	2.6	67
BLAIR INSERTS	47909	2854	51.5	6.0	95	2158	56.0	4.5	103	1743	50.6	3.6	93	1705	50.6	3.6	93
DAILY NEWSPAPERS																	
READ ANY	56731	3465	62.5	6.1	97	2618	67.9	4.6	106	2152	62.4	3.8	97	1947	57.8	3.4	90
READ ONE	47696	2943	53.1	6.2	98	2156	55.9	4.5	104	1868	54.2	3.9	101	1601	47.5	3.4	88
READ TWO OR MORE	9034	522	9.4	5.8	92	462	12.0	5.1	117	*284	8.2	3.1	81	346	10.3	3.8	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3418	61.7	5.9	94	2581	66.9	4.5	103	2188	63.5	3.8	97	2049	60.8	3.5	93
READ ONE	50513	3071	55.4	6.1	97	2156	55.9	4.3	98	1977	57.4	3.9	100	1762	52.3	3.5	92
READ TWO OR MORE	7219	347	6.3	4.8	77	426	11.0	5.9	135	*211	6.1	2.9	75	*287	8.5	4.0	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.15				29.49				32.30				23.84			
30 DAY REACH	78184	5021	90.6	6.4	102	3462	89.8	4.4	102	3095	89.8	4.0	102	2856	84.8	3.7	96
50 SHWG - 30 DAY AV FREQ	14.80	15.83				16.05				17.61				13.08			
30 DAY REACH	74239	4804	86.7	6.5	103	3180	82.5	4.3	98	2842	82.5	3.8	98	2596	77.1	3.5	92
25 SHWG - 30 DAY AV FREQ	8.05	8.52				8.46				9.46				7.16			
30 DAY REACH	68254	4473	80.7	6.6	105	3030	78.6	4.4	102	2667	77.4	3.9	100	2370	70.3	3.5	91
CABLE TV: HOME WIRED	35215	2178	39.3	6.2	99	1744	45.2	5.0	114	1738	50.4	4.9	127	1226	36.4	3.5	91
HOME NOT WIRED	53250	3365	60.7	6.3	101	2112	54.8	4.0	91	1708	49.6	3.2	82	2143	63.6	4.0	106
HAVE PAY CABLE	17885	1276	23.0	7.1	114	973	25.2	5.4	125	1090	31.6	6.1	156	565	16.8	3.2	83

	TOTAL U.S. '000	SURE ROLL-ON				SURE SOLID				SURE SPRAY				TUSSY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5543	100.0	6.3	100	3856	100.0	4.4	100	3446	100.0	3.9	100	3369	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	3065	55.3	6.4	102	2155	55.9	4.5	103	1898	55.1	4.0	102	1782	52.9	3.7	97
10:00 AM - 3:00 PM	33674	2059	37.1	6.1	98	1580	41.0	4.7	108	1382	40.1	4.1	105	1280	38.0	3.8	100
3:00 PM - 7:00 PM	34431	2271	41.0	6.6	105	1781	46.2	5.2	119	1415	41.1	4.1	106	1318	39.1	3.6	101
7:00 PM - MIDNIGHT	17761	1087	19.6	6.1	98	805	20.9	4.5	104	669	19.4	3.8	97	725	21.5	4.1	107
MIDNIGHT - 6:00 AM	10087	726	13.1	7.2	115	487	12.6	4.8	111	403	11.7	4.0	103	483	14.3	4.8	126
6:00 AM - MIDNIGHT	64318	4098	73.9	6.4	102	2900	75.2	4.5	103	2602	75.5	4.0	104	2379	70.6	3.7	97
ENTIRE DAY	65181	4166	75.2	6.4	102	2949	76.5	4.5	104	2638	76.6	4.0	104	2420	71.8	3.7	97
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	17411	1184	21.4	6.8	109	802	20.8	4.6	106	705	20.5	4.0	104	543	16.1	3.1	82
ALL NEWS	2520	*91	1.6	3.6	58	*82	2.1	3.3	75	*55	1.6	2.2	56	*53	1.6	2.1	55
AOR/PROGRESSIVE	4419	*253	4.6	5.7	91	*129	3.3	2.9	67	*184	5.3	4.2	107	*150	4.5	3.4	89
BEAUTIFUL MUSIC	6119	365	6.6	6.0	95	307	8.0	5.0	115	*138	4.0	2.3	58	*258	7.7	4.2	111
BLACK	2623	*162	2.9	6.2	99	*117	3.0	4.5	102	*144	4.2	5.5	141	184	5.5	7.0	184
CLASSICAL	1553	*93	1.7	6.0	96	*47	1.2	3.0	69	*69	2.0	4.4	114	*30	0.9	1.9	51
CHR/ROCK	11282	788	14.2	7.0	111	615	15.9	5.5	125	445	12.9	3.9	101	366	10.9	3.2	85
COUNTRY	13343	808	14.6	6.1	97	592	15.4	4.4	102	528	15.3	4.0	102	502	14.9	3.8	99
GOLDEN OLDIES	1299	*131	2.4	10.1	161	*83	2.2	6.4	147	*107	3.1	8.2	211	*58	1.7	4.5	117
MOR/NOSTALGIA	5241	340	6.1	6.5	104	*231	6.0	4.4	101	*203	5.9	3.9	99	*199	5.9	3.8	100
NEWS/TALK	4165	*234	4.2	5.6	90	*250	6.5	6.0	138	*112	3.3	2.7	69	*116	3.4	2.8	73
RELIGIOUS	3324	*261	4.7	7.9	125	*173	4.5	5.2	119	*167	4.8	5.0	129	*208	6.2	6.3	164
SOFT ROCK	609	*88	1.6	14.4	231	*15	0.4	2.5	57	*20	0.6	3.3	84	*17	0.5	2.8	73
URBAN CONTEMPORARY	1853	*114	2.1	6.2	98	*34	0.9	1.8	42	*127	3.7	6.9	176	*136	4.0	7.3	193
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*274	4.9	7.4	117	*186	4.8	5.0	115	*160	4.6	4.3	110	*121	3.6	3.2	85
ABC DIRECTION	2488	*169	3.0	6.8	108	*88	2.3	3.5	81	*63	1.8	2.5	65	*73	2.2	2.9	77
ABC ENTERTAINMENT	5129	*218	3.9	4.3	68	*280	7.3	5.5	125	*162	4.7	3.2	81	*166	4.9	3.2	85
ABC FM	2498	*238	4.3	9.5	152	*109	2.8	4.4	100	*104	3.0	4.2	107	*144	4.3	5.8	151
ABC INFORMATION	5721	451	8.1	7.9	126	*286	7.4	5.0	115	*177	5.1	3.1	79	*176	5.2	3.1	81
ABC ROCK	2021	*153	2.8	7.6	121	*48	1.2	2.4	54	*65	1.9	3.2	83	*61	1.8	3.0	79
CBS	4756	295	5.3	6.2	99	*193	5.0	4.1	93	*151	4.4	3.2	82	*176	5.2	3.7	97
MUTUAL	5272	452	8.2	8.6	137	374	9.7	7.1	163	*245	7.1	4.6	119	*236	7.0	4.5	118
NBC	4964	269	4.9	5.4	86	*202	5.2	4.1	93	*249	7.2	5.0	129	*102	3.0	2.1	54
RADIORADIO	2218	*132	2.4	6.0	95	*119	3.1	5.4	123	*124	3.6	5.6	144	*136	4.0	6.1	161
RKO ONE	2565	*189	3.4	7.4	118	*130	3.4	5.1	116	*80	2.3	3.1	80	*120	3.6	4.7	123
RKO TWO	3640	*230	4.1	6.3	101	*137	3.6	3.8	86	*149	4.3	4.1	105	*166	4.9	4.6	120
THE SOURCE	2467	*103	1.9	4.2	67	*114	3.0	4.6	106	*118	3.4	4.8	123	*138	4.1	5.6	147
NON-WIRED: BLAIR	9466	600	10.8	6.3	101	453	11.7	4.8	110	331	9.6	3.5	90	310	9.2	3.3	86
INTERNET	13616	932	16.8	6.8	109	758	19.7	5.6	128	560	16.3	4.1	106	631	18.7	4.6	122
KATZ RADIO GROUP	16998	1113	20.1	6.5	105	844	21.9	5.0	114	706	20.5	4.2	107	658	19.5	3.9	102
SUPERNET	11622	526	9.5	4.5	72	467	12.1	4.0	92	458	13.3	3.9	101	408	12.1	3.5	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	585	10.6	6.2	99	326	8.5	3.5	79	354	10.3	3.8	96	436	12.9	4.6	121
WKDAY 9:00 AM - 1:00 PM	13304	869	15.7	6.5	104	453	11.7	3.4	78	540	15.7	4.1	104	616	18.3	4.6	122
WKDAY 1:00 PM - 4:30 PM	17591	1118	20.2	6.4	101	656	17.0	3.7	86	694	20.1	3.9	101	738	21.9	4.2	110
WKDAY 4:30 PM - 7:30 PM	24418	1437	25.9	5.9	94	888	23.0	3.6	83	911	26.4	3.7	96	964	28.6	3.9	104
WKDAY 7:30 PM - 8:00 PM	34400	1973	35.6	5.7	92	1283	33.3	3.7	86	1345	39.0	3.9	100	1273	37.8	3.7	97
WKDAY 11:00 PM - 11:30 PM	26120	1690	30.5	6.5	103	1186	30.8	4.5	104	1112	32.3	4.3	109	1112	33.0	4.3	112
WKDAY 11:30 PM - 1:00 AM	8402	647	11.7	7.7	123	399	10.3	4.7	109	386	11.2	4.6	118	423	12.6	5.0	132
M-SAT 8-11 PM-SUN 7-11 PM	36828	2274	41.0	6.2	99	1518	39.4	4.1	95	1497	43.4	4.1	104	1478	43.9	4.0	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	469	8.5	6.5	104	153	4.0	2.1	49	360	10.4	5.0	128	307	9.1	4.3	112
ANOTHER WORLD	N 4924	379	6.8	7.7	123	141	3.7	2.9	66	*119	3.5	2.4	62	143	4.2	2.9	76
AS THE WORLD TURNS	C 5966	374	6.7	6.3	100	290	7.5	4.9	112	277	8.0	4.6	119	302	9.0	5.1	133
CAPITOL	C 3672	240	4.3	6.5	104	*150	3.9	4.1	94	166	4.8	4.5	116	224	6.6	6.1	160
CBS MORN. NEWS 1	C 1590	*98	1.8	6.2	98	*73	1.9	4.6	105	*45	1.3	2.8	73	*72	2.1	4.5	119
CBS MORN. NEWS 2	C 1298	*102	1.8	7.9	125	*62	1.6	4.8	110	*55	1.6	4.2	109	*70	2.1	5.4	142
DAYS OF OUR LIVES	N 6389	428	7.7	6.7	107	216	5.6	3.4	78	*111	3.2	1.7	45	308	9.1	4.8	127
FACTS OF LIFE - DAYTIME	N 2526	214	3.9	8.5	135	*100	2.6	4.0	91	*125	3.6	4.9	127	132	3.9	5.2	137
FAMILY FEUD	A 3427	182	3.3	5.3	85	105	2.7	3.1	70	165	4.8	4.8	124	101	3.0	2.9	77
GENERAL HOSPITAL	A 6870	487	8.8	7.1	113	325	8.4	4.7	109	312	9.1	4.5	117	294	8.7	4.3	112
GOOD MORNING, AMERICA-730	A 3767	295	5.3	7.8	125	137	3.6	3.6	83	138	4.0	3.7	94	172	5.1	4.6	120
GOOD MORNING, AMERICA-830	A 3076	203	3.7	6.6	105	120	3.1	3.9	90	155	4.5	5.0	129	143	4.2	4.6	122
GUIDING LIGHT	C 5789	339	6.1	5.9	93	269	7.0	4.6	107	306	8.9	5.3	136	266	7.9	4.6	121
ONE LIFE TO LIVE	A 4918	281	5.1	5.7	91	172	4.5	3.5	80	191	5.5	3.9	100	204	6.1	4.1	109
PRESS YOUR LUCK	C 2367	122	2.2	5.2	82	*123	3.2	5.2	119	*69	2.0	2.9	75	*87	2.6	3.7	97
PRICE IS RIGHT 1	C 4727	308	5.6	6.5	104	160	4.1	3.4	78	254	7.4	5.4	138	239	7.1	5.1	133
PRICE IS RIGHT 2	C 5511	386	7.0	7.0	112	164	4.3	3.0	68	279	8.1	5.1	130	271	8.0	4.9	129
RYAN'S HOPE	A 3479	271	4.9	7.8	124	101	2.6	2.9	67	190	5.5	5.5	140	194	5.		

	TOTAL U.S. '000	SURE ROLL-ON				SURE SOLID				SURE SPRAY				TUSSY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	5543	100.0	6.3	100	3856	100.0	4.4	100	3446	100.0	3.9	100	3369	100.0	3.8	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1637	29.5	5.9	93	1032	26.8	3.7	85	999	29.0	3.6	92	1088	32.3	3.9	102
NETWORK AFFILIATES - LATE	21966	1424	25.7	6.5	103	1019	26.4	4.6	106	924	26.8	4.2	108	885	26.3	4.0	106
INDEPENDENTS - LATE	2247	*80	1.4	3.6	57	*66	1.7	2.9	67	*76	2.2	3.4	87	*61	1.8	2.7	71
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	707	12.8	6.1	98	422	10.9	3.7	84	355	10.3	3.1	79	594	17.6	5.2	135
ABC MONDAY NIGHT MOVIE	A 6879	515	9.3	7.5	119	323	8.4	4.7	108	291	8.4	4.2	109	278	8.3	4.0	106
ABC SUNDAY NIGHT MOVIE	A 13690	1010	18.2	7.4	118	608	15.8	4.4	102	538	15.6	3.9	101	596	17.7	4.4	114
ABC WORLD NEWS TONIGHT	A 6589	318	5.7	4.8	77	334	8.7	5.1	116	232	6.7	3.5	90	300	8.9	4.6	120
AFTERMASH	C 6391	*351	6.3	5.5	88	*273	7.1	4.3	98	*283	8.2	4.4	114	*339	10.1	5.3	139
ALICE	C 10273	604	10.9	5.9	94	441	11.4	4.3	98	486	14.1	4.7	121	496	14.7	4.8	127
AMERICAN PARADE	C 7130	452	8.2	6.3	101	284	7.4	4.0	91	*232	6.7	3.3	84	232	6.9	3.3	85
BENSON	A 11665	761	13.7	6.5	104	605	15.7	5.2	119	492	14.3	4.2	108	416	12.3	3.6	94
BLUE THUNDER	A 5442	271	4.9	5.0	79	*205	5.3	3.8	86	*240	7.0	4.4	113	*222	6.6	4.1	107
CAGNEY & LACEY	C 10565	694	12.5	6.6	105	438	11.4	4.1	95	443	12.9	4.2	108	417	12.4	3.9	104
CBS EVENING NEWS-DEAN	C 3668	*212	3.8	5.8	92	**172	4.5	4.7	108	*62	1.8	1.7	43	*117	3.5	3.2	84
CBS EVENING NEWS-RATHER	C 7561	568	10.2	7.5	120	294	7.6	3.9	89	290	8.4	3.8	98	284	8.4	3.8	99
CBS SAT. NEWS-SCHIEFFER	C 3948	202	3.6	5.1	82	209	5.4	5.3	121	*121	3.5	3.1	79	252	7.5	6.4	168
CBS SATURDAY NIGHT MOVIE	C 5966	463	8.4	7.8	124	290	7.5	4.9	112	286	8.3	4.8	123	368	10.9	6.2	162
CBS WEDNESDAY NIGHT MOVIE	C 6529	488	8.8	7.5	119	334	8.7	5.1	117	305	8.9	4.7	120	285	8.5	4.4	115
CHEERS	N 9842	692	12.5	7.0	112	403	10.5	4.1	94	347	10.1	3.5	91	310	9.2	3.1	83
DALLAS	C 23935	1332	24.0	5.6	89	1054	27.3	4.4	101	904	26.2	3.8	97	984	29.2	4.1	108
DIFF'RENT STROKES	N 7574	538	9.7	7.1	113	*270	7.0	3.6	82	317	9.2	4.2	107	298	8.8	3.9	103
DOUBLE TROUBLE	N 7786	488	8.8	6.3	100	288	7.5	3.7	85	334	9.7	4.3	110	329	9.8	4.2	111
DUCK FACTORY	N 6290	493	8.9	7.8	125	*212	5.5	3.4	77	*238	6.9	3.8	97	*230	6.8	3.7	96
DUKES OF HAZZARD	C 6402	403	7.3	6.3	100	197	5.1	3.1	71	*272	7.9	4.2	109	*267	7.9	4.2	110
DYNASTY	A 21955	1291	23.3	5.9	94	976	25.3	4.4	102	1065	30.9	4.9	125	937	27.8	4.3	112
FACTS OF LIFE	N 8898	650	11.7	7.3	117	320	8.3	3.6	83	410	11.9	4.6	118	250	7.4	2.8	74
FALCON CREST	C 21877	1227	22.1	5.6	90	1006	26.1	4.6	105	788	22.9	3.6	92	863	25.6	3.9	104
FALL GUY	A 10045	578	10.4	5.8	92	463	12.0	4.6	106	362	10.5	3.6	93	402	11.9	4.0	105
FAMILY TIES	N 8922	533	9.6	6.0	95	*255	6.6	2.9	66	330	9.6	3.7	95	342	10.2	3.8	101
FANTASY ISLAND	A 8288	426	7.7	5.1	82	337	8.7	4.1	93	314	9.1	3.8	97	334	9.9	4.0	106
FOULUPS, BLEEPs & BLUNDERS	A 9891	379	6.8	3.8	61	457	11.9	4.6	106	349	10.1	3.5	91	352	10.4	3.6	93
FOUR SEASONS	C 5429	354	6.4	6.5	104	*231	6.0	4.3	98	*242	7.0	4.5	114	*310	9.2	5.7	150
GIMME A BREAK	N 9646	594	10.7	6.2	98	299	7.8	3.1	71	356	10.3	3.7	95	485	14.4	5.0	132
HART TO HART	A 9983	575	10.4	5.8	92	406	10.5	4.1	93	518	15.0	5.2	133	459	13.6	4.6	121
HILL STREET BLUES	N 9688	698	12.6	7.2	115	451	11.7	4.7	107	399	11.6	4.1	106	306	9.1	3.2	83
HOTEL	A 15435	1037	18.7	6.7	107	676	17.5	4.4	100	594	17.2	3.8	99	687	20.4	4.5	117
JEFFERSONS	C 10031	646	11.7	6.4	103	370	9.6	3.7	85	465	13.5	4.6	119	490	14.5	4.9	128
JENNIFER SLEPT HERE	N 6376	468	8.4	7.3	117	*255	6.6	4.0	92	255	7.4	4.0	103	*194	5.8	3.0	80
KATE & ALLIE	C 9951	605	10.9	6.1	97	438	11.4	4.4	101	480	13.9	4.8	124	452	13.4	4.5	119
KNIGHT RIDER	N 7908	428	7.7	5.4	86	278	7.2	3.5	81	270	7.8	3.4	88	331	9.8	4.2	110
LOVE BOAT	A 13226	680	12.3	5.1	82	585	15.2	4.4	101	601	17.4	4.5	117	469	13.9	3.5	93
MAGNUM PI	C 12105	742	13.4	6.1	98	542	14.1	4.5	103	596	17.3	4.9	126	563	16.7	4.7	122
MAMA'S FAMILY	N 6364	387	7.0	6.1	97	236	6.1	3.7	85	*225	6.5	3.5	91	270	8.0	4.2	111
MASTER, THE	N 3955	302	5.4	7.6	122	*148	3.8	3.7	86	*97	2.8	2.5	63	*179	5.3	4.5	119
MATT HOUSTON	A 6903	415	7.5	6.0	96	334	8.7	4.8	111	314	9.1	4.5	117	328	9.7	4.8	125
NBC MONDAY NIGHT MOVIE	N 13443	828	14.9	6.2	98	536	13.9	4.0	91	469	13.6	3.5	90	478	14.2	3.6	93
NBC NIGHTLY NEWS	N 5585	322	5.8	5.8	92	178	4.6	3.2	73	154	4.5	2.8	71	225	6.7	4.0	106
NBC NIGHTLY NEWS-SAT	N 3688	*210	3.8	5.7	91	*143	3.7	3.9	89	*103	3.0	2.8	72	*80	2.4	2.2	57
NBC NIGHTLY NEWS-SUN	N 3310	*137	2.5	4.1	66	*176	4.6	5.3	122	*90	2.6	2.7	70	*114	3.4	3.4	90
NBC SUNDAY NIGHT MOVIE	N 9238	676	12.2	7.3	117	*389	10.1	4.2	97	*322	9.3	3.5	89	*399	11.8	4.3	113
NEWMART	C 9876	575	10.4	5.8	93	496	12.9	5.0	115	448	13.0	4.5	116	480	14.2	4.9	128
ONE DAY AT A TIME	C 7954	366	6.6	4.6	73	244	6.3	3.1	70	435	12.6	5.5	140	309	9.2	3.9	102
PEOPLE ARE FUNNY	N 5182	333	6.0	6.4	103	*190	4.9	3.7	84	*198	5.7	3.8	98	*167	5.0	3.2	85
REAL PEOPLE	N 9674	584	10.5	6.0	96	353	9.2	3.6	84	383	11.1	4.0	102	294	8.7	3.0	80
REMINGTON STEELE	N 8511	565	10.2	6.6	106	399	10.3	4.7	108	378	11.0	4.4	114	365	10.8	4.3	113
RIPLY'S BELIEVE IT - NOT	A 5656	350	6.3	6.2	99	*250	6.5	4.4	101	*247	7.2	4.4	112	*157	4.7	2.8	73
RIPIDE	N 7718	480	8.7	6.2	99	412	10.7	5.3	122	383	11.1	5.0	127	319	9.5	4.1	109
SCARECROW & MRS. KING	C 11058	600	10.8	5.4	87	560	14.5	5.1	116	427	12.4	3.9	99	406	12.1	3.7	96
SIMON & SIMON	C 11615	737	13.3	6.3	101	523	13.6	4.5	103	549	15.9	4.7	121	521	15.5	4.5	118
60 MINUTES	C 14326	797	14.4	5.6	89	587	15.2	4.1	94	456	13.2	3.2	82	596	17.7	4.2	109
ST. ELSEWHERE	N 7670	383	6.9	5.0	80	365	9.5	4.8	109	331	9.6	4.3	111	291	8.6	3.8	100
THREE'S COMPANY	A 12068	684	12.3	5.7	90	577	15.0	4.8	110	506	14.7	4.2	108	521	15.5	4.3	113
T.J. HOOKER	A 9735	485	8.7	5.0	80	454	11.8	4.7	107	471	13.7	4.8	124	445	13.2	4.6	120
TONIGHT SHOW	N 2531	171	3.1	6.8	108												

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	5221	100.0	5.9	100	14373	100.0	16.2	100	19231	100.0	21.7	100	8627	100.0	9.8	100
FEMALE HOMEMAKERS	80986	4803	92.0	5.9	100	13252	92.2	16.4	101	17747	92.3	21.9	101	7816	90.6	9.7	99
EMPLOYED MOTHERS	18702	1115	21.4	6.0	101	3229	22.5	17.3	106	4171	21.7	22.3	103	1835	21.3	9.8	101
18 - 24	14726	1026	19.7	7.0	118	2259	15.7	15.3	94	3129	16.3	21.2	98	1416	16.4	9.6	99
25 - 34	20202	1128	21.6	5.6	95	3323	23.1	16.4	101	4298	22.3	21.3	98	1625	18.8	8.0	82
35 - 44	14781	985	18.9	6.7	113	2536	17.6	17.2	106	3386	17.6	22.9	105	1580	18.3	10.7	110
45 - 54	11449	606	11.6	5.3	90	1828	12.7	16.0	98	2549	13.3	22.3	102	1319	15.3	11.5	118
55 - 64	11846	765	14.7	6.5	109	1875	13.0	15.8	97	2619	13.6	22.1	102	1317	15.3	11.1	114
65 OR OLDER	15459	710	13.6	4.6	78	2552	17.8	16.5	102	3251	16.9	21.0	97	1370	15.9	8.9	91
18 - 34	34928	2154	41.3	6.2	104	5582	38.8	16.0	98	7427	38.6	21.3	98	3040	35.2	8.7	89
18 - 49	55154	3402	65.2	6.2	105	9070	63.1	16.4	101	12049	62.7	21.8	100	5307	61.5	9.6	99
25 - 54	46433	2719	52.1	5.9	99	7688	53.5	16.6	102	10232	53.2	22.0	101	4524	52.4	9.7	100
35 - 49	20226	1248	23.9	6.2	105	3488	24.3	17.2	106	4622	24.0	22.9	105	2266	26.3	11.2	115
50 OR OLDER	33310	1819	34.8	5.5	93	5303	36.9	15.9	98	7182	37.3	21.6	99	3320	38.5	10.0	102
GRADUATED COLLEGE	12110	672	12.9	5.5	94	2009	14.0	16.6	102	2638	13.7	21.8	100	754	8.7	6.2	64
ATTENDED COLLEGE	15309	960	18.4	6.3	106	2348	16.3	15.3	94	3235	16.8	21.1	97	1438	16.7	9.4	96
GRADUATED HIGH SCHOOL	36912	2183	41.8	5.9	100	6085	42.3	16.5	101	8052	41.9	21.8	100	3516	40.8	9.5	98
DID NOT GRADUATE HIGH SCHOOL	24134	1407	26.9	5.8	99	3932	27.4	16.3	100	5307	27.6	22.0	101	2919	33.8	12.1	124
EMPLOYED FULL-TIME	35457	1964	37.6	5.5	94	5621	39.1	15.9	98	7473	38.9	21.1	97	3000	34.8	8.5	87
EMPLOYED PART-TIME	8514	*570	10.9	6.7	113	1306	9.1	15.3	94	1731	9.0	20.3	94	744	8.6	8.7	90
NOT EMPLOYED	44494	2687	51.5	6.0	102	7446	51.8	16.7	103	10028	52.1	22.5	104	4882	56.6	11.0	113
PROFESSIONAL/MANAGER	10811	*505	9.7	4.7	79	1850	12.9	17.1	105	2257	11.7	20.9	96	732	8.5	6.8	69
TECH/CLERICAL/SALES	19640	1320	25.3	6.7	114	2979	20.7	15.2	93	4305	22.4	21.9	101	1601	18.6	8.2	84
PRECISION/CRAFT	1023	*446	0.9	4.5	76	*167	1.2	16.3	100	*193	1.0	18.9	87	*665	0.8	6.4	65
OTHER EMPLOYED	12498	663	12.7	5.3	90	1931	13.4	15.5	95	2448	12.7	19.6	90	1346	15.6	10.8	110
SINGLE	15995	923	17.7	5.8	98	2606	18.1	16.3	100	3442	17.9	21.5	99	1404	16.3	8.8	90
MARRIED	51689	3255	62.3	6.3	107	8520	59.3	16.5	101	11557	60.1	22.4	103	5052	58.6	9.8	100
DIVORCED/SEPARATED/WIDOWED	20780	1043	20.0	5.0	85	3247	22.6	15.6	96	4233	22.0	20.4	94	2171	25.2	10.4	107
PARENTS	33922	2174	41.6	6.4	109	6058	42.1	17.9	110	7992	41.6	23.6	108	3720	43.1	11.0	112
WHITE	76422	4672	89.5	6.1	104	12355	86.0	16.2	100	16571	86.2	21.7	100	6840	79.3	9.0	92
BLACK	10066	485	9.3	4.8	82	1824	12.7	18.1	112	2401	12.5	23.9	110	1543	17.9	15.3	157
OTHER	1976	*64	1.2	3.2	55	*194	1.3	9.8	60	*259	1.3	13.1	60	*244	2.8	12.3	127
NORTHEAST-CENSUS	19803	1086	20.8	5.5	93	3100	21.6	15.7	96	4038	21.0	20.4	94	1754	20.3	8.9	91
NORTH CENTRAL	22181	1550	29.7	7.0	118	3802	26.5	17.1	105	5267	27.4	23.7	109	2637	30.6	11.9	122
SOUTH	30082	1531	29.3	5.1	86	5161	35.9	17.2	106	6600	34.3	21.9	101	3011	34.9	10.0	103
WEST	16398	1054	20.2	6.4	109	2311	16.1	14.1	87	3327	17.3	20.3	93	1224	14.2	7.5	77
NORTHEAST-MKTG.	20163	1117	21.4	5.5	94	3256	22.7	16.1	99	4238	22.0	21.0	97	1741	20.2	8.6	89
EAST CENTRAL	13054	922	17.7	7.1	120	2216	15.4	17.0	104	2958	15.4	22.7	104	1394	16.2	10.7	110
WEST CENTRAL	14993	946	18.1	6.3	107	2518	17.5	16.8	103	3492	18.2	23.3	107	1828	21.2	12.2	125
SOUTH	25785	1286	24.6	5.0	85	4352	30.3	16.9	104	5565	28.9	21.6	99	2598	30.1	10.1	103
PACIFIC	14470	950	18.2	6.6	111	2033	14.1	14.0	86	2979	15.5	20.6	95	1065	12.3	7.4	75
COUNTY SIZE A	36705	2211	42.3	6.0	102	5611	39.0	15.3	94	7847	40.8	21.4	98	2962	34.3	8.1	83
COUNTY SIZE B	26819	1549	29.7	5.8	98	4581	31.9	17.1	105	5861	30.5	21.9	101	2724	31.6	10.2	104
COUNTY SIZE C	13597	799	15.3	5.9	100	2071	14.4	15.2	94	2877	15.0	21.2	97	1433	16.6	10.5	108
COUNTY SIZE D	11344	662	12.7	5.8	99	2110	14.7	18.6	114	2647	13.8	23.3	107	1507	17.5	13.3	136
METRO CENTRAL CITY	26825	1541	29.5	5.7	97	4617	32.1	17.2	106	5985	31.1	22.3	103	2871	33.3	10.7	110
METRO SUBURBAN	39912	2317	44.4	5.8	98	5809	40.4	14.6	90	8155	42.4	20.4	94	3060	35.5	7.7	79
NON METRO	21728	1363	26.1	6.3	106	3947	27.5	18.2	112	5091	26.5	23.4	108	2695	31.2	12.4	127
TOP 5 ADI'S	20847	1144	21.9	5.5	93	3028	21.1	14.5	89	4248	22.1	20.4	94	1995	23.1	9.6	98
TOP 10 ADI'S	28719	1641	31.4	5.7	97	4537	31.6	15.8	97	6291	32.7	21.9	101	2351	27.3	8.2	84
TOP 20 ADI'S	40904	2331	44.6	5.7	97	6285	43.7	15.4	95	8679	45.1	21.2	98	3224	37.4	7.9	81
MSHLD INC. \$50,000 OR MORE	7931	*443	8.5	5.6	95	1233	8.6	15.5	96	1696	8.8	21.4	98	*437	5.1	5.5	57
\$40,000 OR MORE	15233	776	14.9	5.1	86	2454	17.1	16.1	99	3239	16.8	21.3	98	890	10.3	5.8	60
\$30,000 OR MORE	28333	1845	35.3	6.5	110	4706	32.7	16.6	102	6457	33.6	22.8	105	2166	25.1	7.6	78
\$25,000 OR MORE	36417	2278	43.6	6.3	106	5864	40.8	16.1	99	8032	41.8	22.1	101	2983	34.6	8.2	84
\$20,000 - \$24,999	9943	*500	9.6	5.0	85	1569	10.9	15.8	97	2003	10.4	20.1	93	930	10.8	9.4	96
\$15,000 - \$19,999	9211	*542	10.4	5.9	100	1380	9.6	15.0	92	1863	9.7	20.2	93	1123	13.0	12.2	125
\$10,000 - \$14,999	13477	777	14.9	5.8	98	2503	17.4	18.6	114	3170	16.5	23.5	108	1322	15.3	9.8	101
UNDER \$10,000	19418	1124	21.5	5.8	98	3058	21.3	15.7	97	4164	21.7	21.4	99	2269	26.3	11.7	120
HOUSEHOLD OF 1 PERSON	11987	656	12.6	5.5	93	1826	12.7	15.2	94	2475	12.9	20.6	95	869	10.1	7.2	74
2 PEOPLE	27046	1699	32.5	6.3	106	4176	29.1	15.4	95	5743	29.9	21.2	98	2357	27.3	8.7	89
3 OR 4 PEOPLE	34251	2064	39.5	6.0	102	5847	40.7	17.1	105	7744	40.3	22.6	104	3200	37.1	9.3	96
5 OR MORE PEOPLE	15180	802	15.4	5.3	90	2525	17.6	16.6	102	3269	17.0	21.5	99	2201	25.5	14.5	149
NO CHILD IN MSHLD	49819	2704	51.8	5.4	92	7660	53.3	15.4	95	10261	53.4	20.6	95	4189	48.6	8.4	86
CHILD(REN) UNDER 2 YRS	6045	*401	7.7	6.6	112	1162	8.1	19.2	118	1557	8.1	25.8	118	*546	6.3	9.0	93
2 - 5 YEARS	15233	765	14.7	5.0	85	2702	18.8	17.7	109	3489	18.1	22.9	105	1793	20.8	11.8	121
6 - 11 YEARS	16260	1151	22.0	7.1	120	2747	19.1	16.9	104	3778	19.6	23.2	107	1856	21.5	11.4	117
12 - 17 YEARS	19173	1267	24.3	6.6	112	3311	23.0	17.3	106	4392	22.8	22.9	105	2500	29.0	13.0	134
RESIDENCE OWNED	61371	3417	65.4	5.6	94	9822	68.3	16.0	99	12971	67.4	21.1	97	6442	74.7	10.5	108
VALUE: \$50,000 OR MORE	35355	1995	38.2	5.6	96	5419	37.7	15.3	94	7304	38.0	20.7	95	3103	36.0	8.8	90
VALUE: UNDER \$50,000	26016	1422	27.2	5.5	93	4402	30.6	16.9	104	5667	29.5	21.8	100	3339	38.7	12.8	132

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

			ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID				ALL AVON				
			TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES			88464	5221	100.0	5.9	100	14373	100.0	16.2	100	19231	100.0	21.7	100	8627	100.0	9.8	100
MAGAZINES	QUINTILE 1	17988	1136	21.8	6.3	107	2964	20.6	16.5	101	3959	20.6	22.0	101	1957	22.7	10.9	112	
	QUINTILE 2	19446	1175	22.5	6.0	102	3148	21.9	16.2	100	4188	21.8	21.5	99	1803	20.9	9.3	95	
	QUINTILE 3	14626	1056	20.2	7.2	122	2699	18.8	18.5	114	3686	19.2	25.2	116	1236	14.3	8.5	87	
	QUINTILE 4	16014	896	17.2	5.6	95	2653	18.5	16.6	102	3473	18.1	21.7	100	1479	17.1	9.2	95	
	QUINTILE 5	20389	958	18.3	4.7	80	2910	20.2	14.3	88	3925	20.4	19.3	89	2153	25.0	10.6	108	
NEWSPAPERS	QUINTILE 1	13830	936	17.9	6.8	115	2250	15.7	16.3	100	3126	16.3	22.6	104	1263	14.6	9.1	94	
	QUINTILE 2	26350	1714	32.8	6.5	110	4414	30.7	16.8	103	5934	30.8	22.5	104	2531	29.3	9.6	99	
	QUINTILE 3	12415	769	14.7	6.2	105	2024	14.1	16.3	100	2746	14.3	22.1	102	1273	14.8	10.3	105	
	QUINTILE 4	21911	1128	21.6	5.1	87	3327	23.1	15.2	93	4455	23.2	20.3	94	2159	25.0	9.9	101	
	QUINTILE 5	13960	674	12.9	4.8	82	2358	16.4	16.9	104	2974	15.5	21.3	98	1401	16.2	10.0	103	
OUTDOOR	QUINTILE 1	16810	999	19.1	5.9	101	2564	17.8	15.3	94	3462	18.0	20.6	95	1210	14.0	7.2	74	
	QUINTILE 2	17101	894	17.1	5.2	89	3054	21.2	17.9	110	3899	20.3	22.8	105	1675	19.4	9.8	100	
	QUINTILE 3	17579	1105	21.2	6.3	107	2965	20.6	16.9	104	3882	20.2	22.1	102	1847	21.4	10.5	108	
	QUINTILE 4	18343	1108	21.2	6.0	102	2609	18.2	14.2	88	3626	18.9	19.8	91	1882	21.8	10.3	105	
	QUINTILE 5	18631	1115	21.4	6.0	101	3180	22.1	17.1	105	4363	22.7	23.4	108	2013	23.3	10.8	111	
RADIO-DRIVE TIME	QUINTILE 1	17390	1162	22.3	6.7	113	2905	20.2	16.7	103	3968	20.6	22.8	105	1972	22.9	11.3	116	
	QUINTILE 2	16591	912	17.5	5.5	93	2610	18.2	15.7	97	3445	17.9	20.8	96	1761	20.4	10.6	109	
	QUINTILE 3	16910	1015	19.4	6.0	102	2877	20.0	17.0	105	3703	19.3	21.9	101	1322	15.3	7.8	80	
	QUINTILE 4	18002	1037	19.9	5.8	98	3093	21.5	17.2	106	4043	21.0	22.5	103	1825	21.2	10.1	104	
	QUINTILE 5	19572	1094	21.0	5.6	95	2888	20.1	14.8	91	4071	21.2	20.8	96	1747	20.3	8.9	92	
RADIO-MID- DAY	TERCILE 1	23248	1434	27.5	6.2	105	4093	28.5	17.6	108	5537	28.8	23.8	110	2321	26.9	10.0	102	
	TERCILE 2	23667	1455	27.9	6.1	104	3924	27.3	16.6	102	5118	26.6	21.6	99	2690	31.2	11.4	117	
	TERCILE 3	41549	2332	44.7	5.6	95	6356	44.2	15.3	94	8576	44.6	20.6	95	3616	41.9	8.7	89	
RADIO-TOTAL	QUINTILE 1	17786	1051	20.1	5.9	100	3011	20.9	16.9	104	3914	20.4	22.0	101	1834	21.3	10.3	106	
	QUINTILE 2	17316	1055	20.2	6.1	103	2850	19.8	16.5	101	3979	20.7	23.0	106	1935	22.4	11.2	115	
	QUINTILE 3	18428	1030	19.7	5.6	95	3066	21.3	16.6	102	3950	20.5	21.4	99	1663	19.3	9.0	93	
	QUINTILE 4	17669	1109	21.2	6.3	106	2831	19.7	16.0	99	3792	19.7	21.5	99	1698	19.7	9.6	99	
	QUINTILE 5	17265	976	18.7	5.7	96	2616	18.2	15.2	93	3596	18.7	20.8	96	1495	17.3	8.7	89	
TV-PRIME TIME	QUINTILE 1	17416	1183	22.7	6.8	115	2820	19.6	16.2	100	3909	20.3	22.4	103	1872	21.7	10.7	110	
	QUINTILE 2	17413	845	16.2	4.9	82	3165	22.0	18.2	112	3920	20.4	22.5	104	1876	21.7	10.8	110	
	QUINTILE 3	17943	1128	21.6	6.3	107	3025	21.0	16.9	104	4010	20.9	22.3	103	1532	17.8	8.5	98	
	QUINTILE 4	18442	1137	21.8	6.2	104	2728	19.0	14.8	91	3756	19.5	20.4	94	1812	21.0	9.8	101	
	QUINTILE 5	17250	928	17.8	5.4	91	2635	18.3	15.3	94	3637	18.9	21.1	97	1535	17.8	8.9	91	
TV-DAYTIME	TERCILE 1	29966	1869	35.8	6.2	106	5304	36.9	17.7	109	6950	36.1	23.2	107	3457	40.1	11.5	118	
	TERCILE 2	29480	1833	35.1	6.2	105	4542	31.6	15.4	95	6419	33.4	21.8	100	2900	33.6	9.8	101	
	TERCILE 3	29018	1520	29.1	5.2	89	4527	31.5	15.6	96	5862	30.5	20.2	93	2270	26.3	7.8	80	
TV-TOTAL	QUINTILE 1	17740	1094	21.0	6.2	104	3036	21.1	17.1	105	4113	21.4	23.2	107	1994	23.1	11.2	115	
	QUINTILE 2	17674	1072	20.5	6.1	103	2851	19.8	16.1	99	3839	20.0	21.7	100	1963	22.8	11.1	114	
	QUINTILE 3	17730	1063	20.4	6.0	102	2986	20.8	16.8	104	3899	20.3	22.0	101	1808	21.0	10.2	105	
	QUINTILE 4	17563	1103	21.1	6.3	106	2998	20.9	17.1	105	3953	20.6	22.5	104	1416	16.4	8.1	83	
	QUINTILE 5	17757	889	17.0	5.0	85	2503	17.4	14.1	87	3427	17.8	19.3	89	1445	16.7	8.1	83	
MAGAZINES-NEWSPAPERS: DUAL			23278	1489	28.5	6.4	108	3702	25.8	15.9	98	5053	26.3	21.7	100	2167	25.1	9.3	95
MAGAZINE IMPERATIVE			12834	1294	24.8	6.0	101	3665	25.5	16.9	104	4838	25.2	22.4	103	2369	27.5	11.0	112
NEWSPAPER IMPERATIVE			23455	1551	29.7	6.6	112	4022	28.0	17.1	106	5410	28.1	23.1	106	2198	25.5	9.4	96
MAGAZINES-OUTDOOR: DUAL			17482	1051	20.1	6.0	102	2966	20.6	17.0	104	3891	20.2	22.3	102	1311	15.2	7.5	77
MAGAZINE IMPERATIVE			26830	1861	35.6	6.5	109	4727	32.9	16.4	101	6467	33.6	22.4	103	3214	37.3	11.1	114
OUTDOOR IMPERATIVE			26119	1455	27.9	5.6	94	4224	29.4	16.2	100	5585	29.0	21.4	98	2450	28.4	9.4	96
MAGAZINES-RADIO: DUAL			20162	1224	23.4	6.1	103	3366	23.4	16.7	103	4463	23.2	22.1	102	1957	22.7	9.7	100
MAGAZINE IMPERATIVE			26292	1745	33.4	6.6	112	4403	30.6	16.7	103	5902	30.7	22.4	103	2441	28.3	9.3	95
RADIO IMPERATIVE			25308	1460	28.0	5.8	98	4199	29.2	16.6	102	5650	29.4	22.3	103	2700	31.3	10.7	109
MAGAZINES-TELEVISION: DUAL			17312	1125	21.5	6.5	110	2820	19.6	16.3	100	3829	19.9	22.1	102	1962	22.7	11.3	116
MAGAZINE IMPERATIVE			29099	1783	34.2	6.1	104	4817	33.5	16.6	102	6445	33.5	22.1	102	2567	29.8	8.8	90
TELEVISION IMPERATIVE			27505	1591	30.5	5.8	98	4600	32.0	16.7	103	6169	32.1	22.4	103	2868	33.2	10.4	107
NEWSPAPERS-OUTDOOR: DUAL			18628	1108	21.2	5.9	101	3275	22.8	17.6	108	4259	22.1	22.9	105	1552	18.0	8.3	85
NEWSPAPER IMPERATIVE			29178	2055	39.4	7.0	119	4705	32.7	16.1	99	6607	34.4	22.6	104	3052	35.4	10.5	107
OUTDOOR IMPERATIVE			25260	1256	24.1	5.0	84	4093	28.5	16.2	100	5272	27.4	20.9	96	2403	27.9	9.5	98
NEWSPAPERS-RADIO: DUAL			19246	1231	23.6	6.4	108	3388	23.6	17.6	108	4500	23.4	23.4	108	1913	22.2	9.9	102
NEWSPAPER IMPERATIVE			24155	1852	35.5	6.6	111	4569	31.8	16.2	100	6244	32.5	22.2	102	2541	29.5	9.0	93
RADIO IMPERATIVE			23308	1362	26.1	5.4	91	4086	28.4	16.1	99	5445	28.3	21.5	99	2731	31.7	10.8	111
NEWSPAPERS-TELEVISION: DUAL			18615	1458	27.9	7.8	133	3012	21.0	16.2	100	4325	22.5	23.2	107	2114	24.5	11.4	116
NEWSPAPER IMPERATIVE			29207	1721	33.0	5.9	100	4821	33.5	16.5	102	6362	33.1	21.8	100	2430	28.2	8.3	85
TELEVISION IMPERATIVE			25472	1311	25.1	5.1	87	4256	29.6	16.7	103	5521	28.7	21.7	100	2714	31.5	10.7	109
OUTDOOR-RADIO: DUAL			17292	894	17.1	5.2	88	3061	21.3	17.7	109	3934	20.5	22.8	105	1838	21.3	10.6	109
OUTDOOR IMPERATIVE			26915	1567	30.0	5.8	99	4220	29.4	15.7	97	5650	29.4	21.0	97	2186	25.3	8.1	83
RADIO IMPERATIVE			28938	1860	35.6	6.4	109	4706	32.7	16.3	100	6439	33.5	22.3	102	3111	36.1	10.8	110

	TOTAL U.S. '000	ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5221	100.0	5.9	100	14373	100.0	16.2	100	19231	100.0	21.7	100	8627	100.0	9.8	100
ATLANTIC MONTHLY	415	**23	0.4	5.5	94	**75	0.5	18.1	111	**85	0.4	20.5	94	**13	0.2	3.1	32
BARRON'S	522	**12	0.2	2.3	39	**83	0.6	15.9	98	**114	0.6	21.8	100	**56	0.6	10.7	110
BETTER HOMES & GARDENS	17429	992	19.0	5.7	96	2870	20.0	16.5	101	3849	20.0	22.1	102	1843	21.4	10.6	108
BON APPETIT	2772	*109	2.1	3.9	67	517	3.6	18.1	115	594	3.1	21.4	99	*216	2.5	7.8	80
BUSINESS WEEK	1469	**34	0.7	2.3	39	*245	1.7	16.7	103	283	1.5	19.3	89	**145	1.7	9.9	103
CAR AND DRIVER	397	**0	0.0	0.0	0	**78	0.5	19.6	121	**78	0.4	19.6	90	**38	0.4	9.6	100
CBS MAGAZINE NETWORK (GROSS)	1633	**66	1.3	4.0	68	372	2.6	22.8	140	415	2.2	25.4	117	*172	2.0	10.5	101
CHANGING TIMES	1554	**113	2.2	7.3	123	*244	1.7	15.7	97	314	1.6	20.2	93	**143	1.7	9.2	94
COLONIAL HOMES	1304	**116	2.2	8.9	151	*222	1.5	17.0	105	286	1.5	21.9	101	*187	2.2	14.3	147
CONDE NAST MAG. PKG. (GROSS)	17858	1177	22.5	6.6	112	2793	19.4	15.6	96	3726	19.4	20.9	96	1229	14.2	6.9	73
CONSUMERS DIGEST	1406	**72	1.4	5.1	87	*266	1.9	18.9	116	*330	1.7	23.5	108	**175	2.0	12.4	121
COSMOPOLITAN	8815	559	10.7	6.3	107	1384	9.6	15.7	97	1857	9.7	21.1	97	685	7.9	7.8	80
COUNTRY LIVING	2636	*233	4.5	8.8	150	529	3.7	20.1	124	750	3.9	28.5	131	*185	2.1	7.0	73
CUISINE	1554	**135	2.6	8.7	147	*242	1.7	15.6	96	368	1.9	23.7	109	**117	1.4	7.5	77
CYCLE WORLD	469	**13	0.2	2.8	47	**56	0.4	11.9	73	**73	0.4	15.6	72	**75	0.9	16.0	164
DCI:CREATIVE IDEAS FOR LIV	2631	**148	2.8	5.6	95	575	4.0	21.9	135	685	3.6	26.0	120	300	3.5	11.4	117
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	374	7.2	5.3	90	1326	9.2	18.8	116	1603	8.3	22.7	104	733	8.5	10.4	100
DISCOVER	998	**44	0.8	4.4	75	*179	1.2	17.9	110	*215	1.1	21.5	99	**73	0.8	7.3	75
EBONY	4289	288	5.5	6.7	114	836	5.8	19.5	120	1130	5.9	26.3	121	764	8.9	17.8	183
ESQUIRE	1176	**59	1.1	5.0	85	*241	1.7	20.5	126	307	1.6	26.1	120	**118	1.4	10.0	103
ESSENCE	2392	*131	2.5	5.5	93	355	2.5	14.8	91	479	2.5	20.0	92	422	4.9	17.6	183
FAMILY CIRCLE	17209	1167	22.4	6.8	115	2972	20.7	17.3	106	3917	20.4	22.8	105	1736	20.1	10.1	103
THE FAMILY HANDYMAN	1184	**65	1.2	5.5	93	*196	1.4	16.6	102	*221	1.1	18.7	86	**112	1.3	9.5	97
FAMILY WEEKLY	12391	719	13.8	5.8	98	2048	14.2	16.5	102	2731	14.2	22.0	101	1161	13.5	9.4	96
FIELD & STREAM	2438	*216	4.1	8.9	150	425	3.0	17.4	107	596	3.1	24.4	112	*233	2.7	9.6	98
FOOD & WINE	614	**32	0.6	5.2	88	**142	1.0	23.1	142	*161	0.8	26.2	121	**42	0.5	6.8	70
FORBES	813	**15	0.3	1.8	31	**111	0.8	13.7	84	**122	0.6	15.0	69	**54	0.6	6.6	68
FORTUNE	1083	**52	1.0	4.8	81	*163	1.1	15.1	93	*226	1.2	20.9	96	**94	1.1	8.7	89
GENTLEMEN'S QUARTERLY	1197	**126	2.4	10.5	178	*160	1.1	13.4	82	*276	1.4	23.1	106	**77	0.9	6.4	66
GLAMOUR	6625	397	7.6	6.0	102	1136	7.9	17.1	106	1423	7.4	21.5	99	480	5.6	7.2	74
GOLF DIGEST	707	**73	1.4	10.3	175	**136	0.9	19.2	118	*175	0.9	24.8	114	**84	1.0	11.9	123
GOLF DIGEST/TENNIS (GROSS)	1316	**93	1.8	7.1	120	*242	1.7	18.4	113	*287	1.5	21.8	100	*171	2.0	13.0	131
GOLF MAGAZINE	469	**62	1.2	13.2	224	**61	0.4	13.0	80	*995	0.5	20.3	93	**48	0.6	10.2	100
GOLF MAGAZINE/SKI (GROSS)	1060	**96	1.8	9.1	153	**133	0.9	12.5	77	*192	1.0	18.1	83	**68	0.8	6.4	66
GOOD HOUSEKEEPING	17784	1167	22.4	6.6	111	2858	19.9	16.1	99	3876	20.2	21.8	100	1748	20.3	9.8	101
HARPER'S BAZAAR	2931	*228	4.4	7.8	132	408	2.8	13.9	86	587	3.1	20.0	92	*257	3.0	8.8	90
HEALTH	2199	**197	3.8	9.0	152	361	2.5	16.4	101	558	2.9	25.4	117	*294	3.4	13.4	133
HEARST MAG CORP. BUY (GROSS)	49148	3240	62.1	6.6	112	7999	55.7	16.3	100	10767	56.0	21.9	101	4449	51.6	9.1	93
HEARST MAN POWER (GROSS)	2113	**161	3.1	7.6	129	318	2.2	15.0	93	443	2.3	21.0	96	*181	2.1	8.6	88
HEARST WOMAN POWER (GROSS)	35062	2249	43.1	6.4	109	5622	39.1	16.0	99	7571	39.4	21.6	99	3284	38.1	9.4	90
HOUSE BEAUTIFUL	3865	*228	4.4	5.9	100	715	5.0	18.5	114	921	4.8	23.8	110	276	3.2	7.1	73
INC.	315	**9	0.2	2.9	48	**68	0.5	21.6	133	**74	0.4	23.5	108	**44	0.5	14.0	141
JET	3690	206	3.9	5.6	95	615	4.3	16.7	103	791	4.1	21.4	99	596	6.9	16.2	160
LADIES' HOME JOURNAL	12930	837	16.0	6.5	110	2096	14.6	16.2	100	2801	14.6	21.7	100	1132	13.1	8.8	90
LHJ FAMILY GRP COMBO(GROSS)	18161	1180	22.6	6.5	110	2981	20.7	16.4	101	3995	20.8	22.0	101	1827	21.2	10.1	103
LIFE	5065	290	5.6	5.7	97	810	5.6	16.0	98	1084	5.6	21.4	98	485	5.6	9.6	97
L.A. TIMES HOME MAGAZINE	1310	**69	1.3	5.3	89	*151	1.1	11.5	71	*215	1.1	16.4	75	**131	1.5	10.0	103
MADemoiselle	3759	*257	4.9	6.8	116	622	4.3	16.5	102	817	4.2	21.7	100	*259	3.0	6.9	73
MC CALL'S	14658	753	14.4	5.1	87	2217	15.4	15.1	93	2917	15.2	19.9	92	1369	15.9	9.3	90
MC CALL'S/MRK MOTHER (GROSS)	15857	797	15.3	5.0	85	2541	17.7	16.0	99	3275	17.0	20.7	95	1448	16.8	9.1	90
MECHANIX ILLUSTRATED	809	**21	0.4	2.6	44	**112	0.8	13.8	85	*132	0.7	16.3	75	**119	1.4	14.7	151
METROPOLITAN HOME	1009	**44	0.8	4.4	74	*208	1.4	20.6	127	*247	1.3	24.5	113	**50	0.6	5.0	50
MONEY	1707	**70	1.3	4.1	69	329	2.3	19.3	119	375	1.9	22.0	101	**128	1.5	7.5	77
MOTHER EARTH NEWS	1123	**102	2.0	9.1	154	**138	1.0	12.3	76	*229	1.2	20.4	94	**38	0.4	3.4	33
MS.	932	**70	1.3	7.5	127	*213	1.5	22.9	141	*247	1.3	26.5	122	**81	0.9	8.7	88
NATIONAL ENQUIRER	11971	847	16.2	7.1	120	2059	14.3	17.2	106	2811	14.6	23.5	108	1351	15.7	11.3	111
NATIONAL GEOGRAPHIC	10503	584	11.2	5.6	94	1657	11.5	15.8	97	2183	11.4	20.8	96	850	9.9	8.1	83
NATIONAL SUNDAY MAGAZINE PKG	54325	3428	65.7	6.3	107	9189	63.9	16.9	104	12324	64.1	22.7	104	5236	60.7	9.6	90
NATURAL HISTORY	626	**6	0.1	1.0	16	*103	0.7	16.5	101	*105	0.5	16.8	77	**56	0.6	8.9	90
NEW WOMAN	1992	**149	2.9	7.5	127	401	2.8	20.1	124	545	2.8	27.4	126	*196	2.3	9.8	100
NEW YORK INCLUDING CUE	547	**51	1.0	9.3	158	**125	0.9	22.9	141	*161	0.8	29.4	135	**17	0.2	3.1	33
THE NEW YORKER	1380	**59	1.1	4.3	72	*256	1.8	18.6	114	315	1.6	22.8	105	**75	0.9	5.4	55
NEWSWEEK	6925	387	7.4	5.6	95	1127	7.8	16.3	100	1463	7.6	21.1	97	535	6.2	7.7	77
THE N.Y. TIMES DAILY EDITION	1363	**66	1.3	4.8	82	*248	1.7	18.2	112	332	1.7	24.4	112	**93	1.1	6.8	73
THE N.Y. TIMES MAGAZINE	2333	*92	1.8	3.9	67	379	2.6	16.2	100	483	2.5	20.7	95	*144	1.7	6.2	66
OMNI	872	**86	1.6	9.9	167	*141	1.0	16.2	100	*207	1.1	23.7	109	**91	1.1	10.4	103
ON CABLE	1298	**93	1.8	7.2	121	*237	1.6	18.3	112	*344	1.8	26.5	122	**136	1.6	10.5	103
1001 HOME IDEAS	3032	*147	2.8	4.8	82	524	3.6	17.3	106	636	3.3	21.0	96	401	4.6	13.2	133
ORGANIC GARDENING	1680	**85	1.6	5.1	86	*322	2.2	19.2	118	398	2.1	23.7	109	*165	1.9	9.8	100
OUTDOOR LIFE	960	**59	1.1	6.1	104	*205	1.4	21.4	131	*278	1.4	29.0	133	**107	1.2	11.1	111
PARADE MAGAZINE	26755	1781	34.1	6.7	113	5006	34.8	18.7	115	6621	34.4	24.7	114	2739	31.7	10.2	103

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID				ALL AVON			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	5221	100.0	5.9	100	14373	100.0	16.2	100	19231	100.0	21.7	100	8627	100.0	9.8	100
PARENTS	4173	*219	4.2	5.2	89	935	6.5	22.4	138	1097	5.7	26.3	121	418	4.8	10.0	103
PENTHOUSE	973	*53	1.0	5.4	92	*123	0.9	12.6	78	*169	0.9	17.4	80	*60	0.7	6.2	63
PEOPLE	13479	750	14.4	5.6	94	2230	15.5	16.5	102	2890	15.0	21.4	99	1173	13.6	8.7	89
PLAYBOY	2183	*107	2.0	4.9	83	200	1.9	12.3	76	393	2.0	18.0	83	*256	3.0	11.7	120
POPULAR HOT RODDING	388	*38	0.7	9.8	166	*103	0.7	26.5	163	*125	0.6	32.2	148	*39	0.5	10.1	103
POPULAR MECHANICS	1037	*83	1.6	8.0	136	*147	1.0	14.2	87	*211	1.1	20.3	94	*108	1.3	10.4	107
POPULAR SCIENCE	920	*0	0.0	0.0	0	*141	1.0	15.3	94	*141	0.7	15.3	71	*55	0.6	6.0	61
PREVENTION	4071	*202	3.9	5.0	84	729	5.1	17.9	110	860	4.5	21.1	97	450	5.2	11.1	113
PSYCHOLOGY TODAY	1940	*101	1.9	5.2	88	355	2.5	18.3	113	437	2.3	22.5	104	*130	1.5	6.7	69
READER'S DIGEST	24031	1276	24.4	5.3	90	4173	29.0	17.4	107	5446	28.3	22.7	104	2388	27.7	9.9	102
REDBOOK	8464	523	10.0	6.2	105	1380	9.6	16.3	100	1838	9.6	21.7	100	851	9.9	10.1	103
ROAD & TRACK	429	*26	0.5	6.1	103	*74	0.5	17.2	106	*84	0.4	19.6	90	*55	0.6	12.8	131
ROLLING STONE	1355	*76	1.5	5.6	95	*309	2.1	22.8	140	385	2.0	28.4	131	*75	0.9	5.5	57
RUNNER'S WORLD	329	*28	0.5	8.5	144	*43	0.3	13.1	80	*53	0.3	16.1	74	*30	0.3	9.1	94
SATURDAY EVENING POST	1268	*72	1.4	5.7	96	*203	1.4	16.0	99	*241	1.3	19.0	87	*126	1.5	9.9	102
SCIENCE 84	702	*56	1.1	8.0	135	*98	0.7	14.0	86	*155	0.8	22.1	102	*101	1.2	14.4	148
SCIENCE DIGEST	553	*54	1.0	9.8	165	*71	0.5	12.8	79	*116	0.6	21.0	96	*50	0.6	9.0	93
SCIENTIFIC AMERICAN	615	*10	0.2	1.6	28	*101	0.7	16.4	101	*108	0.6	17.6	81	*31	0.4	5.0	52
SELF	2683	*206	3.9	7.7	130	398	2.8	14.8	91	566	2.9	21.1	97	*156	1.8	5.8	60
SEVENTEEN	3309	*313	6.0	9.5	160	608	4.2	18.4	113	836	4.3	25.3	116	410	4.8	12.4	127
SKI	591	*34	0.7	5.8	97	*72	0.5	12.2	75	*96	0.5	16.2	75	*19	0.2	3.2	33
SMITHSONIAN	3039	*228	4.4	7.5	127	441	3.1	14.5	89	655	3.4	21.6	99	*204	2.4	6.7	69
SOAP OPERA DIGEST	3683	*272	5.2	7.4	125	695	4.8	18.9	116	897	4.7	24.4	112	505	5.9	13.7	141
SOUTHERN LIVING	4434	*225	4.3	5.1	86	751	5.2	16.9	104	918	4.8	20.7	95	433	5.0	9.8	100
SPORT	701	*20	0.4	2.9	48	*115	0.8	16.4	101	*129	0.7	18.4	85	*86	1.0	12.3	126
THE SPORTING NEWS	518	*9	0.2	1.7	29	*106	0.7	20.5	126	*109	0.6	21.0	97	*24	0.3	4.6	48
SPORTS AFIELD	523	*24	0.5	4.6	78	*99	0.7	18.9	117	*117	0.6	22.4	103	*22	0.3	4.2	43
SPORTS ILLUSTRATED	3325	*160	3.1	4.8	82	490	3.4	14.7	91	616	3.2	18.5	85	*303	3.5	9.1	93
STAR	8567	495	9.5	5.8	98	1632	11.4	19.0	117	2141	11.1	25.0	115	977	11.3	11.4	117
SUNDAY	27630	1818	34.8	6.6	111	4600	32.0	16.6	102	6283	32.7	22.7	105	2305	26.7	8.3	86
SUNSET	2219	*151	2.9	6.8	115	292	2.0	13.2	81	439	2.3	19.8	91	*180	2.1	8.1	83
TV GUIDE	24258	1637	31.4	6.7	114	4412	30.7	18.2	112	5881	30.6	24.2	112	2590	30.0	10.7	109
TENNIS	609	*20	0.4	3.3	56	*106	0.7	17.4	107	*112	0.6	18.4	85	*87	1.0	14.3	146
TIME	9929	525	10.1	5.3	90	1565	10.9	15.8	97	2056	10.7	20.7	95	778	9.0	7.8	80
TOWN & COUNTRY	1062	*25	0.5	2.4	40	*143	1.0	13.5	83	*165	0.9	15.5	71	*55	0.6	5.2	53
TRAVEL & LEISURE	1051	*46	0.9	4.4	74	*157	1.1	14.9	92	202	1.1	19.2	88	*54	0.6	5.1	53
TRUE STORY	3946	256	4.9	6.5	110	727	5.1	18.4	113	953	5.0	24.2	111	563	6.5	14.3	146
U.S. NEWS & WORLD REPORT	3782	*173	3.3	4.6	78	702	4.9	18.6	114	853	4.4	22.6	104	434	5.0	11.5	118
USA TODAY	1874	*106	2.0	5.7	96	235	1.6	12.5	77	339	1.8	18.1	83	*148	1.7	7.9	81
US	2213	*174	3.3	7.9	133	447	3.1	20.2	124	592	3.1	26.8	123	*260	3.0	11.7	120
VOGUE	4792	316	6.1	6.6	112	637	4.4	13.3	82	920	4.8	19.2	88	334	3.9	7.0	71
MALL STREET JOURNAL	2045	*84	1.6	4.1	70	292	2.0	14.3	88	368	1.9	18.0	83	*129	1.5	6.3	65
WEIGHT WATCHERS	2364	*156	3.0	6.6	112	435	3.0	18.4	113	563	2.9	23.8	110	*265	3.1	11.2	115
WOMAN'S DAY	15182	1001	19.2	6.6	112	2487	17.3	16.4	101	3394	17.6	22.4	103	1677	19.4	11.0	113
WORKING MOTHER	1198	*44	0.8	3.7	62	324	2.3	27.0	166	358	1.9	29.9	137	*79	0.9	6.6	68
WORKING WOMAN	1523	*56	1.1	3.7	62	326	2.3	21.4	132	383	2.0	25.1	116	*130	1.5	8.5	88
WORLD TENNIS	*183	*7	0.1	3.8	65	*36	0.3	19.7	121	*449	0.3	26.8	123	*137	0.2	9.3	95
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*55	1.1	2.0	34	454	3.2	16.4	101	484	2.5	17.4	80	*243	2.8	8.8	90
BLAIR INSERTS	47909	3112	59.6	6.5	110	8199	57.0	17.1	105	11006	57.2	23.0	106	4614	53.5	9.6	99
DAILY NEWSPAPERS																	
READ ANY	56731	3596	68.9	6.3	107	9134	63.5	16.1	99	12458	64.8	22.0	101	5508	63.8	9.7	100
READ ONE	47696	2945	56.4	6.2	105	7757	54.0	16.3	100	10464	54.4	21.9	101	4691	54.4	9.8	101
READ TWO OR MORE	9034	651	12.5	7.2	122	1377	9.6	15.2	94	1993	10.4	22.1	101	817	9.5	9.0	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3650	69.9	6.3	107	9642	67.1	16.7	103	13006	67.6	22.5	104	5535	64.2	9.6	98
READ ONE	50513	3141	60.2	6.2	105	8436	58.7	16.7	103	11337	59.0	22.4	103	4972	57.6	9.8	101
READ TWO OR MORE	7219	509	9.7	7.1	119	1205	8.4	16.7	103	1669	8.7	23.1	106	563	6.5	7.8	80
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.84				27.69				28.01				24.76			
30 DAY REACH	78184	4584	87.8	5.9	99	12625	87.8	16.1	99	16753	87.1	21.4	99	7326	84.9	9.4	96
50 SHWG - 30 DAY AV FREQ	14.80	15.14				14.64				14.79				13.02			
30 DAY REACH	74239	4371	83.7	5.9	100	11954	83.2	16.1	99	15878	82.6	21.4	98	6984	81.0	9.4	96
25 SHWG - 30 DAY AV FREQ	8.05	8.28				7.99				8.09				6.98			
30 DAY REACH	68254	3964	75.9	5.8	98	10962	76.3	16.1	99	14502	75.4	21.2	98	6517	75.5	9.5	98
CABLE TV: HOME WIRED	35215	2349	45.0	6.7	113	5895	41.0	16.7	103	7933	41.3	22.5	104	3603	41.8	10.2	105
HOME NOT WIRED	53250	2872	55.0	5.4	91	8478	59.0	15.9	98	11298	58.7	21.2	98	5024	58.2	9.4	97
HAVE PAY CABLE	17885	1205	23.1	6.7	114	3078	21.4	17.2	106	4089	21.3	22.9	105	1832	21.2	10.2	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5221	100.0	5.9	100	14373	100.0	16.2	100	19231	100.0	21.7	100	8627	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2842	54.4	5.9	100	8067	56.1	16.8	103	10613	55.2	22.1	102	4653	53.9	9.7	99
10:00 AM - 3:00 PM	33674	1989	38.1	5.9	100	5606	39.0	16.6	102	7418	38.6	22.0	101	3559	41.3	10.6	108
3:00 PM - 7:00 PM	34431	2071	39.7	6.0	102	5711	39.7	16.6	102	7524	39.1	21.9	101	3555	41.2	10.3	106
7:00 PM - MIDNIGHT	17761	887	17.0	5.0	85	2805	19.5	15.8	97	3650	19.0	20.6	95	1729	20.0	9.7	100
MIDNIGHT - 6:00 AM	10087	407	7.8	4.0	68	1715	11.9	17.0	105	2096	10.9	20.8	96	963	11.2	9.5	98
6:00 AM - MIDNIGHT	64318	3759	72.0	5.8	99	10598	73.7	16.5	101	14045	73.0	21.8	100	6564	76.1	10.2	105
ENTIRE DAY	65181	3789	72.6	5.8	98	10780	75.0	16.5	102	14253	74.1	21.9	101	6630	76.9	10.2	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1085	20.8	6.2	106	3035	21.1	17.4	107	3910	20.3	22.5	103	1662	19.3	9.5	98
ALL NEWS	2520	*156	3.0	6.2	105	486	3.4	19.3	119	632	3.3	25.1	115	*127	1.5	5.0	52
AOR/PROGRESSIVE	4419	*230	4.4	5.2	88	592	4.1	13.4	82	813	4.2	18.4	85	444	5.1	10.0	103
BEAUTIFUL MUSIC	6119	329	6.3	5.4	91	878	6.1	14.3	88	1212	6.3	19.8	91	437	5.1	7.1	73
BLACK	2623	*205	3.9	7.8	132	634	4.4	24.2	149	819	4.3	31.2	144	499	5.8	19.0	195
CLASSICAL	1553	*777	1.5	5.0	84	*246	1.7	15.8	97	310	1.6	20.0	92	*135	1.6	8.7	89
CHR/ROCK	11282	640	12.3	5.7	96	1785	12.4	15.8	97	2382	12.4	21.1	97	1137	13.2	10.1	103
COUNTRY	13343	828	15.9	6.2	105	2354	16.4	17.6	109	3145	16.4	23.6	108	1352	15.7	10.1	104
GOLDEN OLDIES	1299	*669	1.3	5.3	90	*183	1.3	14.1	87	*235	1.2	18.1	83	*85	1.0	6.5	67
MOR/NOSTALGIA	5241	*256	4.9	4.9	83	887	6.2	16.9	104	1077	5.6	20.5	95	459	5.3	8.8	90
NEWS/TALK	4165	*181	3.5	4.3	74	666	4.6	16.0	98	843	4.4	20.2	93	358	4.1	8.6	88
RELIGIOUS	3324	*168	3.2	5.1	86	564	3.9	17.0	104	721	3.7	21.7	100	414	4.8	12.5	128
SOFT ROCK	609	*333	0.6	5.4	92	*96	0.7	15.8	97	*125	0.6	20.5	94	*96	1.1	15.8	162
URBAN CONTEMPORARY	1853	*131	2.5	7.1	120	238	1.7	12.8	79	377	2.0	20.3	94	330	3.8	17.8	183
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*211	4.0	5.7	96	695	4.8	18.7	115	923	4.8	24.8	114	519	6.0	13.9	143
ABC DIRECTION	2488	*125	2.4	5.0	85	417	2.9	16.8	103	525	2.7	21.1	97	414	4.8	16.6	171
ABC ENTERTAINMENT	5129	353	6.8	6.9	117	891	6.2	17.4	107	1170	6.1	22.8	105	508	5.9	9.9	102
ABC FM	2498	*251	4.8	10.0	170	463	3.2	18.5	114	653	3.4	26.1	120	386	4.5	15.5	158
ABC INFORMATION	5721	320	6.1	5.6	95	868	6.0	15.2	93	1189	6.2	20.8	96	492	5.7	8.6	88
ABC ROCK	2021	*146	2.8	7.2	122	461	3.2	22.8	140	583	3.0	28.8	133	*176	2.0	8.7	89
CBS	4756	*220	4.2	4.6	78	774	5.4	16.3	100	971	5.0	20.4	94	412	4.8	8.7	89
MUTUAL	5272	377	7.2	7.2	121	908	6.3	17.2	106	1204	6.3	22.8	105	416	4.8	7.9	81
NBC	4964	*236	4.5	4.8	81	860	6.0	17.3	107	1054	5.5	21.2	98	571	6.6	11.5	118
RADIO RADIO	2218	*167	3.2	7.5	128	356	2.5	16.1	99	506	2.6	22.8	105	*242	2.8	10.9	112
RKO ONE	2565	*107	2.0	4.2	71	350	2.4	13.6	84	461	2.4	18.0	83	*280	3.2	10.9	112
RKO TWO	3640	*222	4.3	6.1	103	617	4.3	17.0	104	783	4.1	21.5	99	390	4.5	10.7	110
THE SOURCE	2467	*129	2.5	5.2	89	*199	1.4	8.1	50	372	1.9	15.1	69	*283	3.3	11.5	118
NON-WIRED: BLAIR	9466	491	9.4	5.2	88	1814	12.6	19.2	118	2212	11.5	23.4	107	797	9.2	8.4	86
INTERNET	13616	709	13.6	5.2	88	2125	14.8	15.6	96	2818	14.7	20.7	95	1458	16.9	10.7	110
KATZ RADIO GROUP	16998	998	19.1	5.9	99	2734	19.0	16.1	99	3567	18.5	21.0	97	1712	19.8	10.1	103
SUPERNET	11622	833	16.0	7.2	121	1914	13.3	16.5	101	2642	13.7	22.7	105	1278	14.8	11.0	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	542	10.4	5.8	97	1556	10.8	16.5	102	2077	10.8	22.0	101	828	9.6	8.8	90
MKDAY 9:00 AM - 1:00 PM	13304	860	16.5	6.5	110	2321	16.1	17.4	107	3122	16.2	23.5	108	1604	18.6	12.1	124
MKDAY 1:00 PM - 4:30 PM	17591	1109	21.2	6.3	107	3192	22.2	18.1	112	4239	22.0	24.1	111	2047	23.7	11.6	119
MKDAY 4:30 PM - 7:30 PM	24418	1475	28.3	6.0	102	4021	28.0	16.5	101	5425	28.2	22.2	102	2620	30.4	10.7	110
MKDAY 7:30 PM - 8:00 PM	34400	2018	38.7	5.9	99	5597	38.9	16.3	100	7452	38.7	21.7	100	3493	40.5	10.2	104
MKDAY 11:00 PM - 11:30 PM	26120	1664	31.9	6.4	108	4235	29.5	16.2	100	5767	30.0	22.1	102	2877	33.3	11.0	113
MKDAY 11:30 PM - 1:00 AM	8402	599	11.5	7.1	121	1350	9.4	16.1	99	1902	9.9	22.6	104	1098	12.7	13.1	134
M-SAT 8-11 PM+SUN 7-11 PM	36828	2212	42.4	6.0	102	6120	42.6	16.6	102	8113	42.2	22.0	101	3707	43.0	10.1	103
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	534	10.2	7.4	125	1307	9.1	18.1	111	1754	9.1	24.3	112	881	10.2	12.2	125
ANOTHER WORLD	N 4924	314	6.0	6.4	108	1015	7.1	20.6	127	1276	6.6	25.9	119	443	5.1	9.0	92
AS THE WORLD TURNS	C 5966	363	7.0	6.1	103	1022	7.1	17.1	105	1396	7.3	23.4	108	862	10.0	14.4	148
CAPITOL	C 3672	235	4.5	6.4	108	714	5.0	19.4	120	979	5.1	26.7	123	648	7.5	17.6	181
CBS MORN. NEWS 1	C 1590	*78	1.5	4.9	83	233	1.6	14.7	90	310	1.6	19.5	90	103	1.2	6.5	66
CBS MORN. NEWS 2	C 1298	*114	2.2	8.8	149	182	1.3	14.0	86	281	1.5	21.6	100	107	1.2	8.2	85
DAYS OF OUR LIVES	N 6389	423	8.1	6.6	112	1233	8.6	19.3	119	1563	8.1	24.5	113	536	6.2	8.4	86
FACTS OF LIFE - DAYTIME	N 2526	124	2.4	4.9	83	426	3.0	16.9	104	567	2.9	22.4	103	296	3.4	11.7	120
FAMILY FEUD	A 3427	210	4.0	6.1	104	597	4.2	17.4	107	856	4.5	25.0	115	402	4.7	11.7	120
GENERAL HOSPITAL	A 6870	422	8.1	6.1	104	1270	8.8	18.5	114	1652	8.6	24.0	111	827	9.6	12.0	123
GOOD MORNING, AMERICA-730A	A 3767	224	4.3	5.9	101	571	4.0	15.2	93	792	4.1	21.0	97	290	3.4	7.7	79
GOOD MORNING, AMERICA-830A	A 3076	138	2.6	4.5	76	497	3.5	16.2	99	631	3.3	20.5	94	262	3.0	8.5	87
GUIDING LIGHT	C 5789	385	7.4	6.7	113	1077	7.5	18.6	115	1466	7.6	25.3	116	706	8.2	12.2	125
ONE LIFE TO LIVE	A 4918	315	6.0	6.4	109	900	6.3	18.3	113	1169							

	TOTAL U.S. '000	ALL ARRID DOUBLE XX				ALL ARRID EXTRA DRY				TOTAL ARRID				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5221	100.0	5.9	100	14373	100.0	16.2	100	19231	100.0	21.7	100	8627	100.0	9.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1593	30.5	5.7	97	4467	31.1	16.0	98	5990	31.1	21.4	99	2912	33.8	10.4	107
NETWORK AFFILIATES - LATE	21966	1372	26.3	6.2	106	3643	25.3	16.6	102	4926	25.6	22.4	103	2470	28.6	11.2	115
INDEPENDENTS - LATE	2247	120	2.3	5.3	90	298	2.1	13.3	82	410	2.1	18.2	84	196	2.3	8.7	89
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	N 11524	717	13.7	6.2	105	1869	13.0	16.2	100	2590	13.5	22.5	103	1391	16.1	12.1	124
ABC MONDAY NIGHT MOVIE	A 6879	323	6.2	4.7	80	1172	8.2	17.0	105	1486	7.7	21.6	99	739	8.6	10.7	110
ABC SUNDAY NIGHT MOVIE	A 13690	841	16.1	6.1	104	2271	15.8	16.6	102	3083	16.0	22.5	104	1309	15.2	9.6	98
ABC WORLD NEWS TONIGHT	A 6589	390	7.5	5.9	100	1038	7.2	15.8	97	1410	7.3	21.4	98	823	9.5	12.5	128
AFTERMASH	C 6391	391	7.5	6.1	104	1064	7.4	16.6	102	1414	7.4	22.1	102	516	6.0	8.1	83
ALICE	C 10273	583	11.2	5.7	96	1737	12.1	16.9	104	2277	11.8	22.2	102	1035	12.0	10.1	103
AMERICAN PARADE	C 7130	431	8.3	6.0	102	1216	8.5	17.1	105	1641	8.5	23.0	106	558	6.5	7.8	80
BENSON	A 11665	650	12.4	5.6	94	1876	13.1	16.1	99	2525	13.1	21.6	100	1250	14.5	10.7	110
BLUE THUNDER	A 5442	*276	5.3	5.1	86	769	5.4	14.1	87	1097	5.7	20.2	93	741	8.6	13.6	140
CAGNEY & LACEY	C 10565	612	11.7	5.8	98	1892	13.2	17.9	110	2412	12.5	22.8	105	1065	12.3	10.1	103
CBS EVENING NEWS-DEAN	C 3668	*218	4.2	5.9	101	585	4.1	15.9	98	811	4.2	22.1	102	396	4.6	10.8	111
CBS EVENING NEWS-RATHER	C 7561	446	8.5	5.9	100	1112	7.7	14.7	91	1500	7.8	19.8	91	690	8.0	9.1	94
CBS SAT. NEWS-SCHIEFFER	C 3948	231	4.4	5.9	99	609	4.2	15.4	95	851	4.4	21.6	99	346	4.0	8.8	90
CBS SATURDAY NIGHT MOVIE	C 5966	291	5.6	4.9	83	1077	7.5	18.1	111	1308	6.8	21.9	101	558	6.5	9.4	96
CBS WEDNESDAY NIGHT MOVIE	C 6529	450	8.6	6.9	117	1099	7.6	16.8	104	1468	7.6	22.5	103	714	8.3	10.9	112
CHEERS	N 9842	612	11.7	6.2	105	1730	12.0	17.6	108	2272	11.8	23.1	106	659	7.6	6.7	69
DALLAS	C 23935	1607	30.8	6.7	114	4442	30.9	18.6	114	5802	30.2	24.2	112	2534	29.4	10.6	109
DIFF'RENT STROKES	N 7574	433	8.3	5.7	97	1331	9.3	17.6	108	1768	9.2	23.3	107	776	9.0	10.2	105
DOUBLE TROUBLE	N 7786	500	9.6	6.4	109	1244	8.7	16.0	98	1753	9.1	22.5	104	954	11.1	12.3	126
DUCK FACTORY	N 6290	448	8.6	7.1	121	1127	7.8	17.9	110	1492	7.8	23.7	109	477	5.5	7.6	78
DUKES OF HAZZARD	C 6402	412	7.9	6.4	109	1227	8.5	19.2	118	1601	8.3	25.0	115	566	6.6	8.8	91
DYNASTY	A 21955	1308	25.1	6.0	101	3839	26.7	17.5	108	4963	25.8	22.6	104	2190	25.4	10.0	102
FACTS OF LIFE	N 8898	444	8.5	5.0	85	1515	10.5	17.0	105	2019	10.5	22.7	104	1083	12.6	12.2	125
FALCON CREST	C 21877	1386	26.5	6.3	107	3933	27.4	18.0	111	5124	26.6	23.4	108	2248	26.1	10.3	105
FALL GUY	A 10045	616	11.8	6.1	104	1511	10.5	15.0	93	2133	11.1	21.2	98	1156	13.4	11.5	118
FAMILY TIES	N 8922	502	9.6	5.6	95	1553	10.8	17.4	107	2064	10.7	23.1	106	879	10.2	9.9	101
FANTASY ISLAND	A 8288	454	8.7	5.5	93	1238	8.6	14.9	92	1735	9.0	20.9	96	1029	11.9	12.4	127
FOULUPS, BLEEPERS & BLUNDERS	A 9891	465	8.9	4.7	80	1721	12.0	17.4	107	2158	11.2	21.8	100	1136	13.2	11.5	118
FOUR SEASONS	C 5429	309	5.9	5.7	96	914	6.4	16.8	104	1199	6.2	22.1	102	377	4.4	6.9	71
GIMME A BREAK	N 9646	567	10.9	5.9	100	1664	11.6	17.3	106	2218	11.5	23.0	106	974	11.3	10.1	104
HART TO HART	A 9983	587	11.2	5.9	100	1756	12.2	17.6	108	2231	11.6	22.3	103	1166	13.5	11.7	120
HILL STREET BLUES	N 9688	703	13.5	7.3	123	1768	12.3	18.2	112	2323	12.1	24.0	110	1025	11.9	10.6	108
HOTEL	A 15435	888	17.0	5.8	97	2919	20.3	18.9	116	3663	19.0	23.7	109	1730	20.1	11.2	115
JEFFERSONS	C 10031	559	10.7	5.6	94	1750	12.2	17.4	107	2286	11.9	22.8	105	1002	11.6	10.0	102
JENNIFER SLEPT HERE	N 6376	322	6.2	5.1	86	1065	7.4	16.7	103	1404	7.3	22.0	101	683	7.9	10.7	110
KATE & ALLIE	C 9951	638	12.2	6.4	109	1718	12.0	17.3	106	2238	11.6	22.5	103	952	11.0	9.6	98
KNIGHT RIDER	N 7908	438	8.4	5.5	94	1336	9.3	16.9	104	1751	9.1	22.1	102	869	10.1	11.0	113
LOVE BOAT	A 13226	823	15.8	6.2	105	1995	13.9	15.1	93	2829	14.7	21.4	98	1562	18.1	11.8	121
MAGNUM PI	C 12105	722	13.8	6.0	101	1879	13.1	15.5	96	2503	13.0	20.7	95	1314	15.2	10.9	111
MAMA'S FAMILY	N 6364	424	8.1	6.7	113	1156	8.0	18.2	112	1512	7.9	23.8	109	544	6.3	8.5	88
MASTER, THE	N 3955	236	4.5	6.0	101	678	4.7	17.1	106	922	4.8	23.3	107	433	5.0	10.9	112
MATT HOUSTON	A 6903	467	8.9	6.8	115	975	6.8	14.1	87	1412	7.3	20.5	94	767	8.9	11.1	114
NBC MONDAY NIGHT MOVIE	N 13443	788	15.1	5.9	99	2220	15.4	16.5	102	2939	15.3	21.9	101	1397	16.2	10.4	107
NBC NIGHTLY NEWS	N 5585	263	5.0	4.7	80	918	6.4	16.4	101	1164	6.1	20.8	96	568	6.6	10.2	104
NBC NIGHTLY NEWS-SAT	N 3688	*181	3.5	4.9	83	702	4.9	19.0	117	900	4.7	24.4	112	487	5.6	13.2	135
NBC NIGHTLY NEWS-SUN	N 3310	*198	3.6	6.0	101	610	4.2	18.4	113	766	4.0	23.1	106	349	4.0	10.5	108
NBC SUNDAY NIGHT MOVIE	N 9238	576	11.0	6.2	106	1421	9.9	15.4	95	1901	9.9	20.6	95	870	10.1	9.4	97
NEWMART	C 9876	607	11.6	6.1	104	1726	12.0	17.5	108	2284	11.9	23.1	106	1040	12.1	10.5	108
ONE DAY AT A TIME	C 7954	467	8.9	5.9	99	1503	10.5	18.9	116	1920	10.0	24.1	111	822	9.5	10.3	106
PEOPLE ARE FUNNY	N 5182	318	6.1	6.1	104	970	6.7	18.7	115	1252	6.5	24.2	111	422	4.9	8.1	84
REAL PEOPLE	N 9674	473	9.1	4.9	83	1696	11.8	17.5	108	2103	9.9	21.7	100	980	11.4	10.1	104
REMINOTING STEELE	N 8511	541	10.4	6.4	108	1418	9.9	16.7	103	1910	9.9	22.4	103	972	11.3	11.4	117
RIPLEY'S BELIEVE IT - NOT	A 5656	390	7.5	6.9	117	888	6.2	15.7	97	1273	6.6	22.5	104	669	7.8	11.8	121
RIPIDE	N 7718	549	10.5	7.1	121	1250	8.7	16.2	100	1741	9.1	22.6	104	951	11.0	12.3	126
SCARECROW & MRS. KING	C 11058	680	13.0	6.1	104	1796	12.5	16.2	100	2375	12.3	21.5	99	992	11.5	9.0	92
SIMON & SIMON	C 11615	633	12.1	5.4	92	1983	13.8	17.1	105	2497	13.0	21.5	99	1328	15.4	11.4	117
60 MINUTES	C 14326	881	16.9	6.1	104	2396	16.7	16.7	103	3146	16.4	22.0	101	1445	16.7	10.1	103
ST. ELSEWHERE	N 7670	472	9.0	6.2	104	1325	9.2	17.3	106	1878	9.8	24.5	113	795	9.2	10.4	106
THREE'S COMPANY	A 12068	646	12.4	5.4	91	2116	14.7	17.5	108	2755	14.3	22.8	105	1358	15.7	11.3	115
T.J. HOOKER	A 9735	654	12.5	6.7	114	1471	10.2	15.1	93	2059	10.7	21.2	97	1007	11.7	10.3	106
TONIGHT SHOW	N 2531	174	3.3	6.9	116	399	2.8	15.8	97	550	2.9	21.7	100	254	2.9	10.0	103
TRAPPER JOHN, M.D.	C 10374	624	12.0	6.0	102	1647	11.5	15.9	98	2229	11.6	21.5	99	1080	12.5	10.4	107
TV BLOOPERS & PRAC. JOKES	N 9795	506	9.7	5.2	88	1637	11.4	16.7	103	2087	10.9	21.3	98	872	10.1	8.9	91
20/20	A 10009	590	11.3	5.9	100	1525	10.6	15.2	94	2124	11.0	21.2	98	901	10.4	9.0	92
WEBSTER	A 11934	601	11.5	5.0	85	1903	13.2	15.9	98	2524	13.1	21.1	97	1222	14.2	10.2	105
WORLD NEWS - SUN	A 3291	*177	3.4	5.4	91	540	3.8	16.4	101	695	3.6	21.1	97	299	3.5	9.1	93
YELLOW ROSE	N 5196	384	7.4	7.4	125	994	6.9	19.1	118	1297	6.7	25.0	115	498	5.8	9.6	98
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	803	15.4	8.4	142	1388	9.7	14.5	89	2158	11.2	22.6	104	809	9.4	8.5	87

	TOTAL U.S. '000	A '000	ALL BAN B % DOWN	C % ACROSS	D % INDX	A '000	ALL ULTRA BAN B % DOWN	C % ACROSS	D % INDX	A '000	TOTAL BAN B % DOWN	C % ACROSS	D % INDX	A '000	ALL DIAL B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16377	100.0	18.5	100	5028	100.0	5.7	100	20043	100.0	22.7	100	5874	100.0	6.6	100
FEMALE HOMEOWNERS	80986	14916	91.1	18.4	99	4517	89.8	5.6	98	18233	91.0	22.5	99	5397	91.9	6.7	100
EMPLOYED MOTHERS	18702	3495	21.3	18.7	101	1242	24.7	6.6	117	4313	21.5	23.1	102	1286	21.9	6.9	104
18 - 24	14726	2534	15.5	17.2	93	*787	15.7	5.3	94	3017	15.1	20.5	90	1141	19.4	7.7	117
25 - 34	20202	3573	21.8	17.7	96	1209	24.0	6.0	105	4387	21.9	21.7	96	1575	26.8	7.8	117
35 - 44	14781	2568	15.7	17.4	94	811	16.1	5.5	97	3171	15.8	21.5	95	902	15.4	6.1	92
45 - 54	11449	2400	14.7	21.0	113	736	14.6	6.4	113	2936	14.6	25.6	113	707	12.0	6.2	93
55 - 64	11846	2267	13.8	19.1	103	595	11.8	5.0	88	2808	14.0	23.7	105	708	12.1	6.0	90
65 OR OLDER	15459	3036	18.5	19.6	106	890	17.7	5.8	101	3725	18.6	24.1	106	842	14.3	5.4	82
18 - 34	34928	6107	37.3	17.5	94	1996	39.7	5.7	101	7404	36.9	21.2	94	2715	46.2	7.8	117
18 - 49	55154	9936	60.7	18.0	97	3213	63.9	5.8	102	12072	60.2	21.9	97	4023	68.5	7.3	110
25 - 54	46433	8541	52.2	18.4	99	2756	54.8	5.9	104	10493	52.4	22.6	100	3183	54.2	6.9	103
35 - 49	20226	3829	23.4	18.9	102	1217	24.2	6.0	106	4669	23.3	23.1	102	1308	22.3	6.5	97
50 OR OLDER	33310	6441	39.3	19.3	104	1815	36.1	5.4	96	7971	39.8	23.9	106	1850	31.5	5.6	84
GRADUATED COLLEGE	12110	2496	15.2	20.6	111	682	13.6	5.6	99	2985	14.9	24.6	109	926	15.8	7.6	115
ATTENDED COLLEGE	15309	2899	17.7	18.9	102	975	19.4	6.4	112	3538	17.7	23.1	102	1172	20.0	7.7	115
GRADUATED HIGH SCHOOL	36912	6857	41.9	18.6	100	1861	37.0	5.0	89	8274	41.3	22.4	99	2283	38.9	6.2	93
DID NOT GRADUATE HIGH SCHOOL	24134	4126	25.2	17.1	92	1510	30.0	6.3	110	5247	26.2	21.7	96	1493	25.4	6.2	93
EMPLOYED FULL-TIME	35457	6308	38.5	17.8	96	2038	40.5	5.7	101	7890	39.4	22.3	98	2203	37.5	6.2	94
EMPLOYED PART-TIME	8514	1818	11.1	21.4	115	*518	10.3	6.1	107	2098	10.5	24.6	109	683	11.6	8.0	121
NOT EMPLOYED	44494	8252	50.4	18.5	100	2472	49.2	5.6	98	10056	50.2	22.6	100	2988	50.9	6.7	101
PROFESSIONAL/MANAGER	10811	2468	15.1	22.8	123	673	13.4	6.2	110	2960	14.8	27.4	121	839	14.3	7.8	117
TECH/CLERICAL/SALES	19640	3410	20.8	17.4	94	1099	21.9	5.6	98	4147	20.7	21.1	93	1210	20.6	6.2	93
PRECISION/CRAFT	1023	**133	0.8	13.0	70	**56	1.1	5.5	96	**186	0.9	18.2	80	**28	0.5	2.7	41
OTHER EMPLOYED	12498	2114	12.9	16.9	91	728	14.5	5.8	102	2694	13.4	21.6	95	808	13.8	6.5	97
SINGLE	15995	2977	18.2	18.6	101	862	17.1	5.4	95	3507	17.5	21.9	97	1158	19.7	7.2	109
MARRIED	51689	9359	57.1	18.1	98	3203	63.7	6.2	109	11811	58.9	22.9	101	3366	57.3	6.5	98
DIVORCED/SEPARATED/WIDOWED	20780	4042	24.7	19.5	105	963	19.2	4.6	82	4726	23.6	22.7	100	1350	23.0	6.5	98
PARENTS	33922	6127	37.4	18.1	98	2028	40.3	6.0	105	7461	37.2	22.0	97	2359	40.2	7.0	105
WHITE	76422	14291	87.3	18.7	101	4316	85.8	5.6	99	17456	87.1	22.8	101	4944	84.2	6.5	97
BLACK	10066	1949	11.9	19.4	105	586	11.7	5.8	102	2368	11.8	23.5	104	873	14.9	8.7	131
OTHER	1976	**137	0.8	6.9	37	**127	2.5	6.4	113	**219	1.1	11.1	49	**57	1.0	2.9	43
NORTHEAST-CENSUS	19803	4234	25.9	21.4	115	1293	25.7	6.5	115	5174	25.8	26.1	115	1370	23.3	6.9	104
NORTH CENTRAL	22181	4384	26.8	19.8	107	1141	22.7	5.1	91	5179	25.8	23.3	103	1629	27.7	7.3	111
SOUTH	30082	5121	31.3	17.0	92	1665	33.1	5.5	97	6308	31.5	21.0	93	1942	33.1	6.5	97
WEST	16398	2639	16.1	16.1	87	929	18.5	5.7	100	3382	16.9	20.6	91	932	15.9	5.7	86
NORTHEAST-MKTG.	20163	4060	24.8	20.1	109	1232	24.5	6.1	108	4997	24.9	24.8	109	1343	22.9	6.7	100
EAST CENTRAL	13054	2654	16.2	20.3	110	739	14.7	5.7	100	3075	15.3	23.6	104	892	15.2	6.8	103
WEST CENTRAL	14993	2824	17.2	18.8	102	913	18.2	6.1	107	3500	17.5	23.3	103	1120	19.1	7.5	113
SOUTH	25785	4528	27.6	17.6	95	1413	28.1	5.5	96	5565	27.8	21.6	95	1716	29.2	6.7	100
PACIFIC	14470	2313	14.1	16.0	86	730	14.5	5.0	89	2906	14.5	20.1	89	802	13.7	5.5	83
COUNTY SIZE A	36705	6332	38.7	17.3	93	2094	41.6	5.7	100	7931	39.6	21.6	95	2523	43.0	6.9	104
COUNTY SIZE B	26819	5432	33.2	20.3	109	1730	34.4	6.5	113	6653	33.2	24.8	109	1902	32.4	7.1	107
COUNTY SIZE C	13597	2500	15.3	18.4	99	683	13.6	5.0	88	2994	14.9	22.0	97	751	12.8	5.5	83
COUNTY SIZE D	11344	2114	12.9	18.6	101	*521	10.4	4.6	81	2465	12.3	21.7	96	698	11.9	6.2	93
METRO CENTRAL CITY	26825	4966	30.3	18.5	100	1618	32.2	6.0	106	6159	30.7	23.0	101	1956	33.3	7.3	110
METRO SUBURBAN	39912	7246	44.2	18.2	98	2276	45.3	5.7	100	8994	44.9	22.5	99	2508	42.7	6.3	95
NON METRO	21728	4166	25.4	19.2	104	1134	22.6	5.2	92	4890	24.4	22.5	99	1409	24.0	6.5	98
TOP 5 ADI'S	20847	3973	24.3	19.1	103	1234	24.5	5.9	104	4957	24.7	23.8	105	1510	25.7	7.2	109
TOP 10 ADI'S	28719	5214	31.8	18.2	98	1658	33.0	5.8	102	6543	32.6	22.8	101	2050	34.9	7.1	108
TOP 20 ADI'S	40904	7187	43.9	17.6	95	2289	45.5	5.6	98	8996	44.9	22.0	97	2663	45.3	6.5	98
MSHLD INC. \$50,000 OR MORE	7931	1379	8.4	17.4	94	*428	8.5	5.4	95	1763	8.8	22.2	98	*395	6.7	5.0	75
\$40,000 OR MORE	15233	3054	18.6	20.0	108	770	15.3	5.1	89	3690	18.4	24.2	107	773	13.2	5.1	76
\$30,000 OR MORE	28333	5528	33.8	19.5	105	1572	31.3	5.5	98	6725	33.6	23.7	105	1706	29.0	6.0	91
\$25,000 OR MORE	36417	6846	41.8	18.8	102	2138	42.5	5.9	103	8477	42.3	23.3	103	2297	39.1	6.3	95
\$20,000 - \$24,999	9943	1876	11.5	18.9	102	741	14.7	7.5	131	2445	12.2	24.6	109	707	12.0	7.1	107
\$15,000 - \$19,999	9211	1507	9.2	16.4	88	560	11.1	6.1	107	1902	9.5	20.6	91	585	10.0	6.4	96
\$10,000 - \$14,999	13477	2309	14.1	17.1	93	636	12.6	4.7	83	2723	13.6	20.2	89	925	15.7	6.9	103
UNDER \$10,000	19418	3840	23.4	19.8	107	953	19.0	4.9	86	4497	22.4	23.2	102	1360	23.2	7.0	105
HOUSEHOLD OF 1 PERSON	11987	2638	16.1	22.0	119	601	12.0	5.0	88	3025	15.1	25.2	111	695	11.8	5.8	87
2 PEOPLE	27046	4660	28.5	17.2	93	1353	26.9	5.0	88	5726	28.6	21.2	93	1821	31.0	6.7	101
3 OR 4 PEOPLE	34251	6079	37.1	17.7	96	2336	46.5	6.8	120	7791	38.9	22.7	100	2380	40.5	6.9	105
5 OR MORE PEOPLE	15180	3001	18.3	19.8	107	*738	14.7	4.9	86	3501	17.5	23.1	102	979	16.7	6.4	97
NO CHILD IN MSHLD	49819	9381	57.3	18.8	102	2882	57.3	5.8	102	11714	58.4	23.5	104	3147	53.6	6.3	95
CHILD(REN) UNDER 2 YRS	6045	1038	6.3	17.2	93	*350	7.0	5.8	102	1266	6.3	20.9	92	*399	6.8	6.6	99
2 - 5 YEARS	15233	2778	17.0	18.2	99	809	16.1	5.3	93	3301	16.5	21.7	96	1160	19.7	7.6	115
6 - 11 YEARS	16260	3144	19.2	19.3	104	901	17.9	5.5	97	3701	18.5	22.8	100	1040	17.7	6.4	96
12 - 17 YEARS	19173	3615	22.1	18.9	102	1113	22.1	5.8	102	4276	21.3	22.3	98	1199	20.4	6.3	94
RESIDENCE OWNED	61371	11760	71.8	19.2	104	3418	68.0	5.6	98	14265	71.2	23.2	103	3785	64.4	6.2	93
VALUE: \$50,000 OR MORE	35355	6840	41.8	19.3	105	2018	40.1	5.7	100	8355	41.7	23.6	104	2076	35.3	5.9	88
VALUE: UNDER \$50,000	26016	4920	30.0	18.9	102	1400	27.8	5.4	95	5910	29.5	22.7	100	1709	29.1	6.6	99

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

			TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES			88464	16377	100.0	18.5	100	5028	100.0	5.7	100	20043	100.0	22.7	100	5874	100.0	6.6	100
MAGAZINES	QUINTILE 1	17988	3736	22.8	20.8	112	1348	26.8	7.5	132	4681	23.4	26.0	115	1399	23.8	7.8	117	
	QUINTILE 2	19446	3697	22.6	19.0	103	1010	20.1	5.2	91	4323	21.6	22.2	98	1211	20.6	6.2	94	
	QUINTILE 3	14626	2745	16.8	18.8	101	852	16.9	5.8	102	3426	17.1	23.4	103	1077	18.3	7.4	111	
	QUINTILE 4	16014	3076	18.8	19.2	104	813	16.2	5.1	89	3719	18.6	23.2	103	974	16.6	6.1	92	
	QUINTILE 5	20389	3124	19.1	15.3	83	1005	20.0	4.9	87	3894	19.4	19.1	84	1213	20.7	5.9	90	
NEWSPAPERS	QUINTILE 1	13830	3137	19.2	22.7	123	982	19.5	7.1	125	3863	19.3	27.9	123	1182	20.1	8.5	129	
	QUINTILE 2	26350	4652	28.4	17.7	95	1509	30.0	5.7	101	5772	28.8	21.9	97	1618	27.5	6.1	92	
	QUINTILE 3	12415	2279	13.9	18.4	99	753	15.0	6.1	107	2862	14.3	23.1	102	880	15.0	7.1	107	
	QUINTILE 4	21911	4060	24.8	18.5	100	911	18.1	4.2	73	4795	23.9	21.9	97	1374	23.4	6.3	94	
	QUINTILE 5	13960	2248	13.7	16.1	87	873	17.4	6.3	110	2751	13.7	19.7	87	819	13.9	5.9	88	
OUTDOOR	QUINTILE 1	16810	2981	18.2	17.7	96	1009	20.1	6.0	106	3743	18.7	22.3	98	1201	20.4	7.1	108	
	QUINTILE 2	17101	2965	18.1	17.3	94	1125	22.4	6.6	116	3820	19.1	22.3	99	1288	21.9	7.5	113	
	QUINTILE 3	17579	3525	21.5	20.1	108	752	15.0	4.3	75	4029	20.1	22.9	101	1086	18.5	6.2	93	
	QUINTILE 4	18343	3389	20.7	18.5	100	1025	20.4	5.6	98	4151	20.7	22.6	100	1099	18.7	6.0	90	
	QUINTILE 5	18631	3518	21.5	18.9	102	1117	22.2	6.0	105	4301	21.5	23.1	102	1201	20.4	6.4	97	
RADIO-DRIVE TIME	QUINTILE 1	17390	3481	21.3	20.0	108	1078	21.4	6.2	109	4237	21.1	24.4	108	1292	22.0	7.4	112	
	QUINTILE 2	16591	3160	19.3	19.0	103	846	16.8	5.1	90	3685	18.4	22.2	98	1088	18.5	6.6	99	
	QUINTILE 3	16910	3187	19.5	18.8	102	1003	19.9	5.9	104	3934	19.6	23.3	103	1243	21.2	7.4	111	
	QUINTILE 4	18002	3145	19.2	17.5	94	1053	20.9	5.8	103	3933	19.6	21.8	96	1102	18.8	6.1	92	
	QUINTILE 5	19572	3405	20.8	17.4	94	1048	20.8	5.4	94	4255	21.2	21.7	96	1149	19.6	5.9	88	
RADIO-MID- DAY	TERCILE 1	23248	4400	26.9	18.9	102	1430	28.4	6.2	108	5439	27.1	23.4	103	1704	29.0	7.3	110	
	TERCILE 2	23667	4580	28.0	19.4	105	1260	25.1	5.3	94	5480	27.3	23.2	102	1913	32.6	8.1	122	
	TERCILE 3	41549	7398	45.2	17.8	96	2338	46.5	5.6	99	9125	45.5	22.0	97	2256	38.4	5.4	82	
RADIO-TOTAL	QUINTILE 1	17786	3427	20.9	19.3	104	1041	20.7	5.9	103	4129	20.6	23.2	102	1331	22.7	7.5	113	
	QUINTILE 2	17316	2976	18.2	17.2	93	1085	21.6	6.3	110	3851	19.2	22.2	98	1272	21.7	7.3	111	
	QUINTILE 3	18428	3635	22.2	19.7	107	990	19.7	5.4	95	4269	21.3	23.2	102	1265	21.5	6.9	103	
	QUINTILE 4	17669	3368	20.6	19.1	103	1065	21.2	6.0	106	4148	20.7	23.5	104	1151	19.6	6.5	98	
	QUINTILE 5	17265	2971	18.1	17.2	93	848	16.9	4.9	86	3646	18.2	21.1	93	854	14.5	4.9	74	
TV-PRIME TIME	QUINTILE 1	17416	3289	20.1	18.9	102	1235	24.6	7.1	125	4241	21.2	24.4	107	1308	22.3	7.5	113	
	QUINTILE 2	17413	3393	20.7	19.5	105	878	17.5	5.0	89	4041	20.2	23.2	102	1161	19.8	6.7	100	
	QUINTILE 3	17943	3529	21.5	19.7	106	1041	20.7	5.8	102	4291	21.4	23.9	106	1140	19.4	6.4	96	
	QUINTILE 4	18442	2923	17.8	15.8	86	939	18.7	5.1	90	3538	17.7	19.2	85	1237	21.1	6.7	101	
	QUINTILE 5	17250	3243	19.8	18.8	102	936	18.6	5.4	95	3933	19.6	22.8	101	1028	17.5	6.0	90	
TV-DAYTIME	TERCILE 1	29966	5970	36.5	19.9	108	1708	34.0	5.7	100	7164	35.7	23.9	106	2338	39.8	7.8	118	
	TERCILE 2	29480	5035	30.7	17.1	92	1750	34.8	5.9	104	6369	31.8	21.6	95	1516	25.8	5.1	77	
	TERCILE 3	29018	5372	32.8	18.5	100	1570	31.2	5.4	95	6509	32.5	22.4	99	2019	34.4	7.0	105	
TV-TOTAL	QUINTILE 1	17740	3458	21.1	19.5	105	1012	20.1	5.7	100	4215	21.0	23.8	105	1333	22.7	7.5	113	
	QUINTILE 2	17674	3134	19.1	17.7	96	1094	21.8	6.2	109	3972	19.8	22.5	99	1296	22.1	7.3	110	
	QUINTILE 3	17730	3470	21.2	19.6	106	1104	22.0	6.2	110	4241	21.2	23.9	106	1224	20.8	6.9	104	
	QUINTILE 4	17563	3212	19.6	18.3	99	973	19.4	5.5	97	3872	19.3	22.0	97	1062	18.1	6.0	91	
	QUINTILE 5	17757	3104	19.0	17.5	94	844	16.8	4.8	84	3744	18.7	21.1	93	959	16.3	5.4	81	
MAGAZINES-NEWSPAPERS: DUAL			23278	4971	30.4	21.4	115	1598	31.8	6.9	121	6061	30.2	26.0	115	1682	28.6	7.2	109
MAGAZINE IMPERATIVE			21634	3988	24.4	18.4	100	1172	23.3	5.4	95	4773	23.8	22.1	97	1431	24.4	6.6	100
NEWSPAPER IMPERATIVE			23455	4103	25.1	17.5	94	1193	23.7	5.1	89	5124	25.6	21.8	96	1643	28.0	7.0	105
MAGAZINES-OUTDOOR: DUAL			17482	3415	20.9	19.5	106	1077	21.4	6.2	108	4199	20.9	24.0	106	1330	22.6	7.6	115
MAGAZINE IMPERATIVE			28830	5700	34.8	19.8	107	1769	35.2	6.1	108	6915	34.5	24.0	106	1959	33.4	6.8	102
OUTDOOR IMPERATIVE			26119	4393	26.8	16.8	91	1444	28.7	5.5	97	5512	27.5	21.1	93	1782	30.3	6.8	103
MAGAZINES-RADIO: DUAL			20162	4012	24.5	19.9	107	1360	27.0	6.7	119	4967	24.8	24.6	109	1443	24.6	7.2	108
MAGAZINE IMPERATIVE			26292	5151	31.5	19.6	106	1532	30.5	5.8	103	6174	30.8	23.5	104	1863	31.7	7.1	107
RADIO IMPERATIVE			25308	4251	26.0	16.8	91	1330	26.5	5.3	92	5277	26.3	20.9	92	1853	31.5	7.3	110
MAGAZINES-TELEVISION: DUAL			17312	3291	20.1	19.0	103	1092	21.7	6.3	111	4135	20.6	23.9	105	1210	20.6	7.0	105
MAGAZINE IMPERATIVE			29099	5623	34.3	19.3	104	1791	35.6	6.2	108	6796	33.9	23.4	103	1793	30.5	6.2	95
TELEVISION IMPERATIVE			27505	5019	30.6	18.2	99	1471	29.3	5.3	94	6158	30.7	22.4	99	2009	34.2	7.3	110
NEWSPAPERS-OUTDOOR: DUAL			18628	3548	21.7	19.0	103	1242	24.7	6.7	117	4489	22.4	24.1	106	1236	21.0	6.6	100
NEWSPAPER IMPERATIVE			29178	5716	34.9	19.6	106	1699	33.8	5.8	102	6942	34.6	23.8	105	2045	34.8	7.0	106
OUTDOOR IMPERATIVE			25260	4237	25.9	16.8	91	1287	25.6	5.1	90	5171	25.8	20.5	90	1836	31.3	7.3	109
NEWSPAPERS-RADIO: DUAL			19246	3793	23.2	19.7	106	1203	23.9	6.3	110	4637	23.1	24.1	106	1254	21.3	6.5	98
NEWSPAPER IMPERATIVE			28155	5379	32.8	19.1	103	1650	32.8	5.9	103	6637	33.1	23.6	104	1987	33.8	7.1	106
RADIO IMPERATIVE			25308	4303	26.3	17.0	92	1385	27.5	5.5	96	5341	26.6	21.1	93	1812	30.8	7.2	108
NEWSPAPERS-TELEVISION: DUAL			18615	3542	21.6	19.0	103	1208	24.0	6.5	114	4527	22.6	24.3	107	1384	23.6	7.4	112
NEWSPAPER IMPERATIVE			29207	5471	33.4	18.7	101	1798	35.8	6.2	108	6747	33.7	23.1	102	1884	32.1	6.5	97
TELEVISION IMPERATIVE			25472	4718	28.8	18.5	100	1372	27.3	5.4	95	5647	28.2	22.2	98	1816	30.9	7.1	107
OUTDOOR-RADIO: DUAL			17292	3006	18.4	17.4	94	1044	20.8	6.0	106	3831	19.1	22.2	98	1448	24.7	8.4	126
OUTDOOR IMPERATIVE			26915	4977	30.														

	TOTAL U.S. '000	ALL BAN				ALL ULTRA BAN				TOTAL BAN				ALL DIAL			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16377	100.0	18.5	100	5028	100.0	5.7	100	20043	100.0	22.7	100	5874	100.0	6.6	100
ATLANTIC MONTHLY	415	**84	0.5	20.2	109	**36	0.7	8.7	153	*103	0.5	24.8	110	**41	0.7	9.9	149
BARRON'S	522	**128	0.8	24.5	132	**94	1.9	18.0	317	*180	0.9	34.5	152	**14	0.2	2.7	40
BETTER HOMES & GARDENS	17429	3369	20.6	19.3	104	1018	20.2	5.8	103	4124	20.6	23.7	104	1139	19.4	6.5	98
BON APPETIT	2772	538	3.3	19.4	105	*206	4.1	7.4	131	669	3.3	24.1	107	*181	3.1	6.5	98
BUSINESS WEEK	1469	**238	1.5	16.2	88	**131	2.6	8.9	157	362	1.8	24.6	109	**84	1.4	5.7	86
CAR AND DRIVER	397	**126	0.8	31.7	171	**22	0.4	5.5	97	**145	0.7	36.5	161	**12	0.2	3.0	46
CBS MAGAZINE NETWORK (GROSS)	1633	374	2.3	22.9	124	**78	1.6	4.8	84	415	2.1	25.4	112	*200	3.4	12.2	184
CHANGING TIMES	1554	358	2.2	23.0	124	*145	2.9	9.3	164	434	2.2	27.9	123	*117	2.0	7.5	113
COLONIAL HOMES	1304	306	1.9	23.5	127	**79	1.6	6.1	107	336	1.7	25.8	114	*111	1.9	8.5	128
CONDE NAST MAG. PKG. (GROSS)	17858	3245	19.8	18.2	98	1323	26.3	7.4	130	4002	20.0	22.4	99	1469	25.0	8.2	124
CONSUMERS DIGEST	1406	286	1.7	20.3	110	**101	2.0	7.2	126	369	1.8	26.2	116	**95	1.6	6.8	102
COSMOPOLITAN	8815	1536	9.4	17.4	94	462	9.2	5.2	92	1826	9.1	20.7	91	650	11.1	7.4	111
COUNTRY LIVING	2636	564	3.4	21.4	116	*122	2.4	4.6	81	650	3.2	24.7	109	*162	2.8	6.1	93
CUISINE	1554	*223	1.4	14.4	78	**133	2.6	8.6	151	347	1.7	22.3	99	**85	1.4	5.5	82
CYCLE WORLD	469	**139	0.8	29.6	160	**8	0.2	1.7	30	**146	0.7	31.1	137	**79	1.3	16.8	254
DCI:CREATIVE IDEAS FOR LIV	2631	561	3.4	21.3	115	*160	3.2	6.1	107	684	3.4	26.0	115	*233	4.0	8.9	133
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1584	9.7	22.4	121	308	6.1	4.4	77	1800	9.0	25.5	112	473	8.1	6.7	101
DISCOVER	998	*202	1.2	20.2	109	**74	1.5	7.4	130	*257	1.3	25.8	114	**115	2.0	11.5	174
EBONY	4289	851	5.2	19.8	107	235	4.7	5.5	96	1008	5.0	23.5	104	449	7.6	10.5	158
ESQUIRE	1176	*227	1.4	19.3	104	**92	1.8	7.8	138	300	1.5	25.5	113	*143	2.4	12.2	183
ESSENCE	2392	514	3.1	21.5	116	*176	3.5	7.4	129	625	3.1	26.1	115	234	4.0	9.8	147
FAMILY CIRCLE	17209	3488	21.3	20.3	109	1138	22.6	6.6	116	4229	21.1	24.6	108	1254	21.3	7.3	110
THE FAMILY HANDYMAN	1184	233	1.4	19.7	106	**100	2.0	8.4	149	284	1.4	24.0	106	**124	2.1	10.5	158
FAMILY WEEKLY	12391	2650	16.2	21.4	116	757	15.1	6.1	107	3227	16.1	26.0	115	834	14.2	6.7	101
FIELD & STREAM	2438	442	2.7	18.1	98	**94	1.9	3.9	68	504	2.5	20.7	91	*258	4.4	10.6	159
FOOD & WINE	614	**100	0.6	16.3	88	**9	0.2	1.5	26	*104	0.5	16.9	75	**45	0.8	7.3	110
FORBES	813	*156	1.0	19.2	104	**59	1.2	7.3	128	*213	1.1	26.2	116	**48	0.8	5.9	89
FORTUNE	1083	*218	1.3	20.1	109	**73	1.5	6.7	119	*274	1.4	25.3	112	**85	1.4	7.8	118
GENTLEMEN'S QUARTERLY	1197	*230	1.4	19.2	104	**103	2.0	8.6	151	*266	1.3	22.2	98	**122	2.1	10.2	153
GLAMOUR	6625	1165	7.1	17.6	95	403	8.0	6.1	107	1409	7.0	21.3	94	514	8.8	7.8	117
GOLF DIGEST	707	*215	1.3	30.4	164	**47	0.9	6.6	117	*249	1.2	35.2	155	**56	1.0	7.9	119
GOLF DIGEST/TENNIS (GROSS)	1316	395	2.4	30.0	162	**144	2.9	10.9	193	519	2.6	39.4	174	*107	1.8	8.1	122
GOLF MAGAZINE	469	**111	0.7	23.7	128	**21	0.4	4.5	79	**124	0.6	26.4	117	**42	0.7	9.0	135
GOLF MAGAZINE/SKI (GROSS)	1060	*245	1.5	23.1	125	**69	1.4	6.5	115	*278	1.4	26.2	116	**97	1.7	9.2	138
GOOD HOUSEKEEPING	17784	3792	23.2	21.3	115	1284	25.5	7.2	127	4742	23.7	26.7	118	1366	23.3	7.7	116
HARPER'S BAZAAR	2931	519	3.2	17.7	96	*189	3.8	6.4	113	629	3.1	21.5	95	*212	3.6	7.2	109
HEALTH	2199	408	2.5	18.6	100	*208	4.1	9.5	166	556	2.8	25.3	112	*157	2.7	7.1	108
HEARST MAG CORP. BUY (GROSS)	49148	9941	60.7	20.2	109	2999	59.6	6.1	107	12050	60.1	24.5	108	3674	62.5	7.5	113
HEARST MAN POWER (GROSS)	2113	339	2.1	16.0	87	*90	1.8	4.3	75	395	2.0	18.7	83	*146	2.5	6.9	104
HEARST WOMAN POWER (GROSS)	35062	7100	43.4	20.2	109	2260	44.9	6.4	113	8740	43.6	24.9	110	2743	46.7	7.8	118
HOUSE BEAUTIFUL	3865	842	5.1	21.8	118	*177	3.5	4.6	81	969	4.8	25.1	111	218	3.7	5.6	85
INC.	315	**90	0.5	28.6	154	**30	0.6	9.5	168	**115	0.6	36.5	161	**29	0.5	9.2	139
JET	3690	714	4.4	19.3	105	178	3.5	4.8	85	835	4.2	22.6	100	363	6.2	9.8	148
LADIES' HOME JOURNAL	12930	2562	15.6	19.8	107	831	16.5	6.4	113	3178	15.9	24.6	108	886	15.1	6.9	103
LHJ FAMILY GRP COMBO(GROSS)	18161	3574	21.8	19.7	106	1208	24.0	6.7	117	4447	22.2	24.5	108	1289	21.9	7.1	107
LIFE	5065	1023	6.2	20.2	109	370	7.4	7.3	129	1248	6.2	24.6	109	441	7.5	8.7	131
L.A. TIMES HOME MAGAZINE	1310	*125	0.8	9.5	52	**88	1.8	6.7	118	*211	1.1	16.1	71	**50	0.9	3.8	57
MADMOISELLE	3759	654	4.0	17.4	94	*358	7.1	9.5	168	843	4.2	22.4	99	348	5.9	9.3	139
MC CALL'S	14658	2822	17.2	19.3	104	952	18.9	6.5	114	3563	17.8	24.3	107	988	16.8	6.7	102
MC CALL'S/MRK MOTHER (GROSS)	15857	3028	18.5	19.1	103	1046	20.8	6.6	116	3822	19.1	24.1	106	1108	18.9	7.0	105
MECHANIX ILLUSTRATED	809	*180	1.1	22.2	120	**61	1.2	7.5	133	*237	1.2	29.3	129	**40	0.7	4.9	74
METROPOLITAN HOME	1009	*203	1.2	20.1	109	**54	1.1	5.4	94	245	1.2	24.3	107	**60	1.0	5.9	90
MONEY	1707	358	2.2	21.0	113	*131	2.6	7.7	135	467	2.3	27.4	121	*165	2.8	9.7	146
MOTHER EARTH NEWS	1123	*187	1.1	16.7	90	**25	0.5	2.2	39	*202	1.0	18.0	79	**173	2.9	15.4	232
MS.	932	*185	1.1	19.8	107	**83	1.7	8.9	157	207	1.0	22.2	98	**93	1.6	10.0	150
NATIONAL ENQUIRER	11971	2281	13.9	19.1	103	795	15.8	6.6	117	2865	14.3	23.9	106	908	15.5	7.6	114
NATIONAL GEOGRAPHIC	10503	2139	13.1	20.4	110	572	11.4	5.4	96	2595	12.9	24.7	109	823	14.0	7.8	118
NATIONAL SUNDAY MAGAZINE PKG	54325	10314	63.0	19.0	103	3177	63.2	5.8	103	12748	63.6	23.5	104	3710	63.2	6.8	103
NATURAL HISTORY	626	**110	0.7	17.6	95	**15	0.3	2.4	42	**118	0.6	18.8	83	**72	1.2	11.5	173
NEM WOMAN	1992	333	2.0	16.7	90	**93	1.8	4.7	82	394	2.0	19.8	87	*163	2.8	8.2	123
NEW YORK INCLUDING CUE	547	*101	0.6	18.5	100	**70	1.4	12.8	225	*138	0.7	25.2	111	**40	0.7	7.3	110
THE NEW YORKER	1380	233	1.4	16.9	91	*126	2.5	9.1	161	340	1.7	24.6	109	**82	1.4	5.9	89
NEWSWEEK	6925	1520	9.3	21.9	119	487	9.7	7.0	124	1808	9.0	26.1	115	508	8.6	7.3	110
THE N.Y. TIMES DAILY EDITION	1363	388	2.4	28.5	154	**92	1.8	6.7	119	464	2.3	34.0	150	**86	1.5	6.3	95
THE N.Y. TIMES MAGAZINE	2333	665	4.1	28.5	154	*162	3.2	6.9	122	803	4.0	34.4	152	*134	2.3	5.7	87
OMNI	872	*199	1.2	22.8	123	**112	2.2	12.8	226	*292	1.5	33.5	148	**95	1.6	10.9	164
ON CABLE	1298	*263	1.6	20.3	109	**98	1.9	7.6	133	350	1.7	27.0	119	**64	1.1	4.9	74
1001 HOME IDEAS	3032	605	3.7	20.0	108	*170	3.4	5.6	99	714	3.6	23.5	104	*246	4.2	8.1	122
ORGANIC GARDENING	1680	334	2.0	19.9	107	**114	2.3	6.8	119	378	1.9	22.5	99	**120	2.0	7.1	108
OUTDOOR LIFE	960	*201	1.2	20.9	113	**50	1.0	5.2	92	*229	1.1	23.9	105	**89	1.5	9.3	140
PARADE MAGAZINE	26755	5069	31.0	18.9	102	1727	34.3	6.5	114	6351	31.7	23.7	105	1910	32.5	7.1	108

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	A '000	ALL BAN B % ACROSS DOWN	C % ACROSS INDX	D	A '000	B % ACROSS DOWN	C % ACROSS INDX	D	A '000	B % ACROSS DOWN	C % ACROSS INDX	D	A '000	B % ACROSS DOWN	C % ACROSS INDX	D
TOTAL FEMALES	88464	16377	100.0	18.5	100	5028	100.0	5.7	100	20043	100.0	22.7	100	5874	100.0	6.6	100
PARENTS	4173	923	5.6	22.1	119	*165	3.3	4.0	70	1007	5.0	24.1	107	413	7.0	9.9	149
PENTHOUSE	973	*143	0.9	14.7	79	**34	0.7	3.5	61	*163	0.8	16.8	74	**31	0.5	3.2	48
PEOPLE	13479	2467	15.1	18.3	99	712	14.2	5.3	93	2950	14.7	21.9	97	1013	17.2	7.5	113
PLAYBOY	2183	390	2.4	17.9	97	*152	3.0	7.0	123	516	2.6	23.6	104	*137	2.3	6.3	95
POPULAR HOT RODDING	388	**90	0.5	23.2	125	**16	0.3	4.1	73	**102	0.5	26.3	116	**45	0.8	11.6	175
POPULAR MECHANICS	1037	*173	1.1	16.7	90	**20	0.4	1.9	34	*184	0.9	17.7	78	**69	1.2	6.7	100
POPULAR SCIENCE	920	*201	1.2	21.8	118	**19	0.4	2.1	36	*215	1.1	23.4	103	**48	0.8	5.2	79
PREVENTION	4071	947	5.8	23.3	126	*258	5.1	6.3	112	1132	5.6	27.8	123	297	5.1	7.3	110
PSYCHOLOGY TODAY	1940	423	2.6	21.8	118	**65	1.3	3.4	59	471	2.3	24.3	107	*136	2.3	7.0	106
READER'S DIGEST	24031	5042	30.8	21.0	113	1420	28.2	5.9	104	6158	30.7	25.6	113	1697	28.9	7.1	106
REDBOOK	8464	1772	10.8	20.9	113	514	10.2	6.1	107	2171	10.8	25.6	113	728	12.4	8.6	130
ROAD & TRACK	429	**82	0.5	19.1	103	**27	0.5	6.3	111	*92	0.5	21.4	95	**23	0.4	5.4	81
ROLLING STONE	1355	*163	1.0	12.0	65	**107	2.1	7.9	139	*243	1.2	17.9	79	**106	1.8	7.8	118
RUNNER'S WORLD	329	**62	0.4	18.8	102	**13	0.3	4.0	70	**71	0.4	21.6	95	**29	0.5	8.8	133
SATURDAY EVENING POST	1268	327	2.0	25.8	139	**106	2.1	8.4	147	426	2.1	33.6	148	*163	2.8	12.9	194
SCIENCE 84	702	**64	0.4	9.1	49	**109	2.2	15.5	273	*166	0.8	23.6	104	**28	0.5	4.0	60
SCIENCE DIGEST	553	**79	0.5	14.3	77	**41	0.8	7.4	130	*112	0.6	20.3	89	**34	0.6	6.1	93
SCIENTIFIC AMERICAN	615	**89	0.5	14.5	78	**48	1.0	7.8	137	**137	0.7	22.3	98	**36	0.6	5.9	88
SELF	2683	470	2.9	17.5	95	*178	3.5	6.6	117	568	2.8	21.2	93	*176	3.0	6.6	99
SEVENTEEN	3309	746	4.6	22.5	122	*241	4.8	7.3	128	866	4.3	26.2	116	352	6.0	10.6	160
SKI	591	**134	0.8	22.7	122	**48	1.0	8.1	143	*154	0.8	26.1	115	**56	1.0	9.5	143
SMITHSONIAN	3039	522	3.2	17.2	93	*108	2.1	3.6	63	610	3.0	20.1	89	*183	3.1	6.0	91
SOAP OPERA DIGEST	3683	738	4.5	20.0	108	*245	4.9	6.7	117	902	4.5	24.5	108	295	5.0	8.0	121
SOUTHERN LIVING	4434	1023	6.2	23.1	125	*148	2.9	3.3	59	1117	5.6	25.2	111	240	4.1	5.4	82
SPORT	701	*124	0.8	17.7	96	**19	0.4	2.7	48	*140	0.7	20.0	88	**56	1.0	8.0	120
THE SPORTING NEWS	518	**66	0.4	12.7	69	**83	1.7	16.0	282	**147	0.7	28.4	125	**40	0.7	7.7	116
SPORTS AFIELD	523	**87	0.5	16.6	90	**29	0.6	5.5	98	*99	0.5	18.9	84	**43	0.7	8.2	124
SPORTS ILLUSTRATED	3325	743	4.5	23.3	121	*245	4.9	7.4	130	905	4.5	27.2	120	*184	3.1	5.5	83
STAR	8567	1807	11.0	21.1	114	480	9.5	5.6	99	2150	10.7	25.1	111	626	10.7	7.3	110
SUNDAY	27630	4794	29.3	17.4	94	1550	30.8	5.6	99	5969	29.8	21.6	95	2086	35.5	7.5	114
SUNSET	2219	423	2.6	19.1	103	*158	3.1	7.1	125	530	2.6	23.9	105	*121	2.1	5.5	82
TV GUIDE	24258	4288	26.2	17.7	95	1496	29.8	6.2	109	5399	26.9	22.3	98	1803	30.7	7.4	112
TENNIS	609	*180	1.1	29.6	160	**98	1.9	16.1	283	*270	1.3	44.3	196	**52	0.9	8.5	129
TIME	9929	2049	12.5	20.6	111	769	15.3	7.7	136	2642	13.2	26.6	117	786	13.4	7.9	119
TOWN & COUNTRY	1062	*215	1.3	20.2	109	**66	1.3	6.2	109	265	1.3	25.0	110	**75	1.3	7.1	106
TRAVEL & LEISURE	1051	*206	1.3	19.6	106	**68	1.4	6.5	114	260	1.3	24.7	109	**85	1.4	8.1	122
TRUE STORY	3946	701	4.3	17.8	96	*181	3.6	4.6	81	819	4.1	20.8	92	344	5.9	8.7	131
U.S. NEWS & WORLD REPORT	3782	779	4.8	20.6	111	307	6.1	8.1	143	984	4.9	26.0	115	*237	4.0	6.3	94
USA TODAY	1874	369	2.3	19.7	106	**73	1.5	3.9	69	415	2.1	22.1	98	**104	1.8	5.5	84
US	2213	415	2.5	18.8	101	*171	3.4	7.7	136	531	2.6	24.0	106	*175	3.0	7.9	119
VOGUE	4792	956	5.8	19.9	108	384	7.6	8.0	141	1183	5.9	24.7	109	431	7.3	9.0	135
WALL STREET JOURNAL	2045	374	2.3	18.3	99	*151	3.0	7.4	130	503	2.5	24.6	109	*137	2.3	6.7	101
WEIGHT WATCHERS	2364	602	3.7	25.5	138	*154	3.1	6.5	115	702	3.5	29.7	131	**110	1.9	4.7	70
WOMAN'S DAY	15182	3325	20.3	21.9	118	879	17.5	5.8	102	3944	19.7	26.0	115	1236	21.0	8.1	123
WORKING MOTHER	1198	*206	1.3	17.2	93	**94	1.3	7.8	138	258	1.3	21.5	95	*120	2.0	10.0	151
WORKING WOMAN	1523	317	1.9	20.8	112	*147	2.9	9.7	170	414	2.1	27.2	120	*169	2.9	11.1	167
WORLD TENNIS	*183	**68	0.4	37.2	201	*18	0.4	9.8	173	**74	0.4	40.4	178	**25	0.4	13.7	206
ZIFF-DAVIS MAG NETWK (GROSS)	2776	663	4.0	23.9	129	*207	4.1	7.5	131	830	4.1	29.9	132	*153	2.6	5.5	83
BLAIR INSERTS	47909	9056	55.3	18.9	102	2878	57.2	6.0	106	11227	56.0	23.4	103	3341	56.9	7.0	105
DAILY NEWSPAPERS																	
READ ANY	56731	10850	66.3	19.1	103	3318	66.0	5.8	103	13335	66.5	23.5	104	3808	64.8	6.7	101
READ ONE	47696	8759	53.5	18.4	99	2660	52.9	5.6	98	10781	53.8	22.6	100	3044	51.8	6.4	96
READ TWO OR MORE	9034	2091	12.8	23.1	125	659	13.1	7.3	128	2555	12.7	28.3	125	764	13.0	8.5	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	10952	66.9	19.0	102	3371	67.0	5.8	103	13509	67.4	23.4	103	4020	68.4	7.0	105
READ ONE	50513	9383	57.3	18.6	100	2743	54.6	5.4	96	11456	57.2	22.7	100	3493	59.5	6.9	104
READ TWO OR MORE	7219	1568	9.6	21.7	117	628	12.5	8.7	153	2054	10.2	28.5	126	526	9.0	7.3	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	26.61				29.77				27.41				29.81			
30 DAY REACH	78184	14486	88.5	18.5	100	4384	87.2	5.6	99	17713	88.4	22.7	100	5159	87.8	6.6	99
50 SHWG - 30 DAY AV FREQ	14.80	14.10				15.82				14.54				15.52			
30 DAY REACH	74239	13698	83.6	18.5	100	4129	82.1	5.6	98	16725	83.4	22.5	99	4971	84.6	6.7	101
25 SHWG - 30 DAY AV FREQ	8.05	7.72				8.77				7.99				8.37			
30 DAY REACH	68254	12487	76.2	18.3	99	3758	74.7	5.5	97	15245	76.1	22.3	99	4616	78.6	6.8	102
CABLE TV: HOME WIRED	35215	6694	40.9	19.0	103	2115	42.1	6.0	106	8191	40.9	23.3	103	2495	42.5	7.1	107
HOME NOT WIRED	53250	9683	59.1	18.2	98	2913	57.9	5.5	96	11852	59.1	22.3	98	3379	57.5	6.3	96
HAVE PAY CABLE	17885	3330	20.3	18.6	101	993	19.7	5.6	98	4043	20.2	22.6	100	1255	21.4	7.0	106

	TOTAL U.S. '000	A '000	ALL B % DOWN	C % ACROSS	D % INDX	A '000	ALL B % DOWN	C % ACROSS	D % INDX	A '000	ALL B % DOWN	C % ACROSS	D % INDX	A '000	ALL B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16377	100.0	18.5	100	5028	100.0	5.7	100	20043	100.0	22.7	100	5874	100.0	6.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	5245	56.8	19.4	105	2966	59.0	6.2	109	11378	56.8	23.7	105	3369	57.4	7.0	106
10:00 AM - 3:00 PM	33674	6514	39.8	19.3	104	1965	39.1	5.8	103	7915	39.5	23.5	104	2563	43.6	7.6	115
3:00 PM - 7:00 PM	34431	6543	40.0	19.0	103	2001	39.8	5.8	102	7979	39.8	23.2	102	2570	43.8	7.5	112
7:00 PM - MIDNIGHT	17761	3030	18.5	17.1	92	970	19.3	5.5	96	3774	18.8	21.2	94	1413	24.1	8.0	120
MIDNIGHT - 6:00 AM	10087	1752	10.7	17.4	94	459	9.1	4.6	80	2103	10.5	20.8	92	599	10.2	5.9	89
6:00 AM - MIDNIGHT	64318	12233	74.7	19.0	103	3789	75.4	5.9	104	14921	74.4	23.2	102	4575	77.9	7.1	107
ENTIRE DAY	65181	12406	75.8	19.0	103	3834	76.3	5.9	103	15120	75.4	23.2	102	4612	78.5	7.1	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	3433	21.0	19.7	107	1041	20.7	6.0	105	4149	20.7	23.8	105	1237	21.1	7.1	107
ALL NEWS	2520	461	2.8	18.3	99	*157	3.1	6.2	110	597	3.0	23.7	105	*162	2.8	6.4	97
AOR/PROGRESSIVE	4419	648	4.0	14.7	79	*242	4.8	5.5	96	849	4.2	19.2	85	*418	7.1	9.5	142
BEAUTIFUL MUSIC	6119	1066	6.5	17.4	94	316	6.3	5.2	91	1306	6.5	21.3	94	348	5.9	5.7	86
BLACK	2623	587	3.6	22.4	121	*243	4.8	9.3	163	728	3.6	27.8	123	287	4.9	10.9	165
CLASSICAL	1553	*269	1.6	17.3	94	*94	1.9	6.1	106	349	1.7	22.5	99	*124	2.1	8.0	120
CHR/ROCK	11282	2301	14.1	20.4	110	895	17.8	7.9	140	2903	14.5	25.7	114	921	15.7	8.2	123
COUNTRY	13343	2373	14.5	17.8	96	625	12.4	4.7	82	2816	14.0	21.1	93	800	13.6	6.0	90
GOLDEN OLDIES	1299	*197	1.2	15.2	82	*89	1.8	6.9	121	*258	1.3	19.9	88	*111	1.9	8.5	129
MOR/NOSTALGIA	5241	1133	6.9	21.6	117	*333	6.6	6.4	112	1392	6.9	26.6	117	365	6.2	7.0	105
NEWS/TALK	4165	774	4.7	18.6	100	*197	3.9	4.7	83	918	4.6	22.0	97	*284	4.8	6.8	103
RELIGIOUS	3324	818	5.0	24.6	133	*175	3.5	5.3	93	917	4.6	27.6	122	*318	5.4	9.6	144
SOFT ROCK	609	*149	0.9	24.5	132	*69	1.4	11.3	199	*200	1.0	32.8	145	*97	1.7	15.9	240
URBAN CONTEMPORARY	1853	336	2.1	18.1	98	*108	2.1	5.8	103	401	2.0	21.6	96	*138	2.3	7.4	112
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	704	4.3	18.9	102	*191	3.8	5.1	90	833	4.2	22.4	99	363	6.2	9.7	147
ABC DIRECTON	3488	508	3.1	20.4	110	*187	3.7	7.5	132	673	3.4	27.0	119	*170	2.9	6.8	103
ABC ENTERTAINMENT	5129	887	5.4	17.3	93	*164	3.3	3.2	56	992	4.9	19.3	85	*194	3.3	3.8	57
ABC FM	3498	586	3.6	23.5	127	*212	4.2	8.5	149	702	3.5	28.1	124	315	5.4	12.6	190
ABC INFORMATION	5721	936	5.7	16.4	88	339	6.7	5.9	104	1210	6.0	21.2	93	324	5.5	5.7	85
ABC ROCK	2021	352	2.1	17.4	94	*154	3.1	7.6	134	433	2.2	21.4	95	*219	3.7	10.8	163
CBS	4756	943	5.8	19.8	107	235	4.7	4.9	87	1094	5.5	23.0	102	*279	4.7	5.9	88
MUTUAL	5272	1158	7.1	22.0	119	*335	6.7	6.4	112	1406	7.0	26.7	118	417	7.1	7.9	119
NBC	4964	1092	6.7	22.0	119	395	7.9	8.0	140	1366	6.8	27.5	121	434	7.4	8.7	132
RADIO RADIO	2218	354	2.2	16.0	86	*117	2.3	5.3	93	435	2.2	19.6	87	*210	3.6	9.5	143
RKO ONE	2545	470	2.9	18.3	99	*176	3.5	6.9	121	594	3.0	23.2	102	*207	3.5	8.1	122
RKO TWO	3640	708	4.3	19.5	105	*181	3.6	5.0	87	798	4.0	21.9	97	*215	3.7	5.9	89
THE SOURCE	2467	453	2.8	18.4	99	*244	4.9	9.9	174	635	3.2	25.7	114	*200	3.4	8.1	122
MON-HIRED : BLAIR	9466	1738	10.6	18.4	99	516	10.3	5.5	96	2057	10.3	21.7	96	721	12.3	7.6	115
INTERNET	13616	2677	16.3	19.7	106	1000	19.9	7.3	129	3414	17.0	25.1	111	1040	17.7	7.6	115
KATZ RADIO GROUP	16798	3099	18.9	18.2	98	823	16.4	4.8	85	3675	18.3	21.6	95	1142	19.4	6.7	101
SUPERNET	11622	2196	13.4	18.9	102	722	14.4	6.2	109	2712	13.5	23.3	103	939	16.0	8.1	122
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5425	1712	10.5	18.2	98	580	11.5	6.2	108	2115	10.6	22.4	99	748	12.7	7.9	120
MKDAY 9:00 AM - 1:00 PM	13304	2585	15.8	19.4	105	849	16.9	6.4	112	3198	16.0	24.0	106	1026	17.5	7.7	116
MKDAY 1:00 PM - 4:30 PM	17591	3393	20.7	19.3	104	1024	20.4	5.8	102	4133	20.6	23.5	104	1297	22.1	7.4	111
MKDAY 4:30 PM - 7:30 PM	24416	4622	28.2	18.9	102	1428	28.4	5.8	103	5679	28.3	23.3	103	1667	28.4	6.8	103
MKDAY 7:30 PM - 8:00 PM	34400	6543	40.0	19.0	103	2037	40.5	5.9	104	8073	40.3	23.5	104	2347	40.0	6.8	103
MKDAY 11:00 PM - 11:30 PM	26120	4927	30.1	18.9	102	1709	30.0	6.5	115	6246	31.2	23.9	106	1958	33.3	7.5	113
MKDAY 11:30 PM - 1:00 AM	8402	1658	10.1	19.7	107	628	12.5	7.5	132	2146	10.7	25.5	113	690	11.7	8.2	124
M-SAT 8-11 PM+SUN 7-11 PM	36828	6941	42.4	18.8	102	2204	43.8	6.0	105	8574	42.8	23.3	103	2556	43.5	6.9	105
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1412	8.6	19.6	106	524	10.4	7.3	128	1788	8.9	24.8	109	653	11.1	9.0	136
ANOTHER WORLD	N 4924	943	5.8	19.2	103	282	5.6	5.7	101	1132	5.6	23.0	101	339	5.8	6.9	104
AS THE WORLD TURNS	C 5966	1129	6.9	18.9	102	348	6.9	5.8	103	1369	6.8	22.9	101	347	5.9	5.8	88
CAPITOL	C 3672	673	4.1	18.3	99	153	3.0	4.2	73	783	3.9	21.3	94	260	4.4	7.1	107
CBS MORN. NEWS 1	C 1590	364	2.2	22.9	124	100	2.0	6.3	111	439	2.2	27.6	122	*87	1.5	5.5	82
CBS MORN. NEWS 2	C 1298	242	1.5	18.6	101	*93	1.8	7.2	126	310	1.5	23.9	105	*88	1.5	6.8	102
DAYS OF OUR LIVES	N 6389	1208	7.4	18.9	102	443	8.8	6.9	122	1493	7.4	23.4	103	508	8.6	8.0	120
FACTS OF LIFE - DAYTIME	N 2526	493	3.0	19.5	105	95	1.9	3.8	66	543	2.7	21.5	95	184	3.1	7.3	110
FAMILY FEUD	A 3427	613	3.7	17.9	97	219	4.4	6.4	112	793	4.0	23.1	102	254	4.3	7.4	112
GENERAL HOSPITAL	A 6870	1407	8.6	20.5	111	430	8.6	6.3	110	1745	8.7	25.4	112	612	10.4	8.9	134
GOOD MORNING, AMERICA-730	A 3767	601	3.7	16.0	86	270	5.4	7.2	126	837	4.2	22.2	98	339	5.8	9.0	136
GOOD MORNING, AMERICA-830	A 3074	602	3.7	19.6	106	216	4.3	7.0	124	786	3.9	25.6	113	253	4.3	8.2	124
GUIDING LIGHT	C 5789	1072	6.5	18.5	100	306	6.1	5.3	93	1280	6.4	22.1	98	356	6.1	6.1	93
ONE LIFE TO LIVE	A 4918	1049	6.4	21.3	115	300	6.0	6.1	107	1288	6.4	26.2	116	398	6.8	8.1	122
PRESS YOUR LUCK	C 2367	504	3.1	21.3	115	170	3.4	7.2	126	615	3.1	26.0	115	209	3.6	8.8	133
PRICE IS RIGHT 1	C 4727	992	6.1	21.0	113	309	6.1	6.5	115	1237	6.2	26.2	116	347	5.9	7.3	111
PRICE IS RIGHT 2	C 5511	1175	7.2	21.3	115	355	7.1	6.4	113	1449	7.2	26.3	116	387	6.6	7.0	106
RYAN'S HOPE	A 3479	754	4.6	21.7	117	295	5.9	8.5	149	945	4.7	27.2	120	363	6.2	10.4	157
SALE OF THE CENTURY	N 2823	601	3.7	21.3	115	135	2.7	4.8	84	691	3.4	24.5	108	193	3.3	6.8	103
SEARCH FOR TOMORROW	N 2525	387	2.4	15.3	83	*130	2.6	5.1	91	494	2.5	19.6	86	*146	2.5	5.8	87
TODAY SHOW 1	N 2979	559	3.4	18.8	101	131	2.6	4.4	77	648	3.2	21.8	96	203	3.5	6.8	103
TODAY SHOW 2	N 2792	525	3.2	18.8	102	137	2.7	4.9	86	619	3.1	22.2	98	147	2.5	5.3	79
\$25,000 PYRAMID	C 2899	636	3.9	21.9	119	197	3.9	6.8	120	802	4.0	27.7	122	212	3.6	7.3	110
WHEEL OF FORTUNE	N 4689	863	5.3	18.4	99	227	4.5	4.8	85	1040	5.2	22.2	98	374	6.4	8.0	120
YOUNG AND THE RESTLESS	C 6231	1186	7.2	19.0	103	408	8.1	6.5	115	1451	7.2	23.3	103	481	8.2	7.7	116
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	386	2.4	19.6	106	*76	1.5	3.9	68								

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	16377	100.0	18.5	100	5028	100.0	5.7	100	20043	100.0	22.7	100	5874	100.0	6.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	5397	33.0	19.3	104	1614	32.1	5.8	102	6610	33.0	23.6	104	1881	32.0	6.7	101
NETWORK AFFILIATES - LATE	21966	4059	24.8	18.5	100	1457	29.0	6.6	117	5184	25.9	23.6	104	1622	27.6	7.4	111
INDEPENDENTS - LATE	2247	433	2.6	19.3	104	123	2.4	5.5	96	523	2.6	23.3	103	129	2.2	5.7	86
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	N 11524	2207	13.5	19.2	103	626	12.5	5.4	96	2641	13.2	22.9	101	804	13.7	7.0	105
ABC MONDAY NIGHT MOVIE	A 6879	1311	8.0	19.1	103	280	5.6	4.1	72	1536	7.7	22.3	99	519	8.8	7.5	114
ABC SUNDAY NIGHT MOVIE	A 13690	2512	15.3	18.3	99	805	16.0	5.9	103	3118	15.6	22.8	101	1003	17.1	7.3	110
ABC WORLD NEWS TONIGHT	A 6589	1360	8.3	20.6	111	513	10.2	7.8	137	1757	8.8	26.7	118	431	7.3	6.5	99
AFTERMASH	C 6391	1342	8.2	21.0	113	376	7.5	5.9	104	1609	8.0	25.2	111	427	7.3	6.7	101
ALICE	C 10273	2014	12.3	19.6	106	485	9.6	4.7	83	2370	11.8	23.1	102	642	10.9	6.2	94
AMERICAN PARADE	C 7130	1403	8.6	19.7	106	370	7.4	5.2	91	1705	8.5	23.9	106	557	9.5	7.8	118
BENSON	A 11665	2138	13.1	18.3	99	646	12.8	5.5	97	2664	13.3	22.8	101	778	13.2	6.7	100
BLUE THUNDER	A 5442	1081	6.6	19.9	107	*227	4.5	4.2	73	1280	6.4	23.5	104	317	5.4	5.8	88
CAGNEY & LACEY	C 10565	2154	13.2	20.4	110	712	14.2	6.7	119	2649	13.2	25.1	111	786	13.4	7.4	112
CBS EVENING NEWS-DEAN	C 3668	635	3.9	17.3	94	*273	5.4	7.4	131	854	4.3	23.3	103	*274	4.7	7.5	113
CBS EVENING NEWS-RATHER	C 7561	1503	9.2	19.9	107	446	8.9	5.9	104	1809	9.0	23.9	106	632	10.8	8.4	126
CBS SAT. NEWS-SCHIEFFER	C 3948	656	4.0	16.6	90	223	4.4	5.6	99	843	4.2	21.4	94	308	5.2	7.8	117
CBS SATURDAY NIGHT MOVIE	C 5966	1234	7.5	20.7	112	399	7.9	6.7	118	1504	7.5	25.2	111	391	6.7	6.6	99
CBS WEDNESDAY NIGHT MOVIE	C 6529	1286	7.9	19.7	106	452	9.0	6.9	122	1639	8.2	25.1	111	436	7.4	6.7	101
CHEERS	N 9842	1819	11.1	18.5	100	649	12.9	6.6	116	2315	11.6	23.5	104	646	11.0	6.6	99
DALLAS	C 23935	4511	27.5	18.8	102	1565	31.1	6.5	115	5602	27.9	23.4	103	1813	30.9	7.6	114
DIFF'RENT STROKES	N 7574	1411	8.6	18.6	101	448	8.9	5.9	104	1700	8.5	22.4	99	428	7.3	5.7	85
DOUBLE TROUBLE	N 7786	1433	8.8	18.4	99	552	11.0	7.1	125	1852	9.2	23.8	105	537	9.1	6.9	104
DUCK FACTORY	N 6290	1156	7.1	18.4	99	434	8.6	6.9	121	1493	7.4	23.7	105	380	6.5	6.0	91
DUKES OF HAZZARD	C 6402	1146	7.0	17.9	97	387	7.7	6.0	106	1463	7.3	22.9	101	455	7.7	7.1	107
DYNASTY	A 21955	4143	25.3	18.9	102	1175	23.4	5.4	94	4983	24.9	22.7	100	1416	24.1	6.4	97
FACTS OF LIFE	N 8898	1553	9.5	17.5	94	584	11.6	6.6	115	1995	10.0	22.4	99	599	10.2	6.7	101
FALCON CREST	C 21877	3910	23.9	17.9	97	1407	28.0	6.4	113	4938	24.6	22.6	100	1579	26.9	7.2	109
FALL GUY	A 10045	1807	11.0	18.0	97	650	12.9	6.5	114	2275	11.4	22.6	100	680	11.6	6.8	102
FAMILY TIES	N 8922	1545	9.4	17.3	94	590	11.7	6.6	116	1996	10.0	22.4	99	480	8.2	5.4	81
FANTASY ISLAND	A 8288	1411	8.6	17.0	92	362	7.2	4.4	77	1665	8.3	20.1	89	597	10.2	7.2	108
FOULUPS, BLEEPES & BLUNDERS	A 9891	1881	11.5	19.0	103	575	11.4	5.8	102	2274	11.3	23.0	101	617	10.5	6.2	94
FOUR SEASONS	C 5429	1396	8.5	25.7	139	*273	5.4	5.0	88	1581	7.9	29.1	129	*274	5.6	6.0	91
GIMME A BREAK	N 9646	1814	11.1	18.8	102	689	13.7	7.1	126	2322	11.6	24.1	106	586	10.0	6.1	91
HART TO HART	A 9983	1821	11.1	18.2	99	588	11.7	5.9	104	2249	11.2	22.5	99	712	12.1	7.1	107
HILL STREET BLUES	N 9688	1687	10.3	17.4	94	668	13.3	6.9	121	2164	10.8	22.3	99	685	11.7	7.1	106
HOTEL	A 15435	2884	17.6	18.7	101	918	18.3	5.9	105	3612	18.0	23.4	103	1053	17.9	6.8	103
JEFFERSONS	C 10031	2316	14.1	23.1	125	422	8.4	4.2	74	2569	12.8	25.6	113	664	11.3	6.6	100
JENNIFER SLEPT HERE	C 6376	1157	7.1	18.1	98	367	7.3	5.8	101	1405	7.0	22.0	97	405	6.9	6.4	96
KATE & ALLIE	C 9951	2040	12.5	20.5	111	631	12.5	6.3	112	2459	12.3	24.7	109	568	9.7	5.7	86
KNIGHT RIDER	N 7908	1315	8.0	16.6	90	514	10.2	6.5	114	1668	8.3	21.1	93	407	6.9	5.1	78
LOVE BOAT	A 13226	2416	14.8	18.3	99	664	13.2	5.0	88	2891	14.4	21.9	96	1019	17.3	7.7	116
MAGNUM PI	C 12105	2166	13.2	17.9	97	723	14.4	6.0	105	2701	13.5	22.3	98	933	15.9	7.7	116
MAMA'S FAMILY	N 6364	1337	8.2	21.0	113	414	8.2	6.5	114	1661	8.3	26.1	115	391	6.7	6.1	93
MASTER, THE	N 3955	740	4.5	18.7	101	*221	4.4	5.6	98	904	4.5	22.9	101	*199	3.4	5.0	76
MATT HOUSTON	A 6903	1332	8.1	19.3	104	373	7.4	5.4	95	1617	8.1	23.4	103	513	8.7	7.4	112
NBC MONDAY NIGHT MOVIE	N 13443	2557	15.6	19.0	103	835	16.6	6.2	109	3213	16.0	23.9	105	974	16.6	7.2	109
NBC NIGHTLY NEWS	N 5585	926	5.7	16.6	90	244	4.9	4.4	77	1132	5.6	20.3	89	292	5.0	5.2	79
NBC NIGHTLY NEWS-SAT	N 3688	719	4.4	19.5	105	*231	4.6	6.3	110	870	4.3	23.6	104	*232	3.9	6.3	95
NBC NIGHTLY NEWS-SUN	N 3310	641	3.9	19.4	105	*171	3.4	5.2	91	714	3.6	21.6	95	*258	4.4	7.8	117
NBC SUNDAY NIGHT MOVIE	N 9238	1698	10.4	18.4	99	668	13.3	7.2	127	2129	10.6	23.0	102	630	10.7	6.8	103
NEWMART	C 9876	2004	12.2	20.3	110	690	13.7	7.0	123	2485	12.4	25.2	111	632	10.8	6.4	96
ONE DAY AT A TIME	C 7954	1472	9.0	18.5	100	491	9.8	6.2	109	1813	9.0	22.8	101	596	10.1	7.5	113
PEOPLE ARE FUNNY	N 5182	916	5.6	17.7	95	335	6.7	6.5	114	1175	5.9	22.7	100	288	4.9	5.6	84
REAL PEOPLE	N 9674	1918	11.7	19.8	107	555	11.0	5.7	101	2306	11.5	23.8	105	627	10.7	6.5	98
REMINGTON STEELE	N 8511	1728	10.6	20.3	110	551	11.0	6.5	114	2149	10.7	25.2	111	487	8.3	5.7	86
RIPLEY'S BELIEVE IT - NOT	A 5656	971	5.9	17.2	93	269	5.4	4.8	84	1197	6.0	21.2	93	364	6.2	6.4	97
RIPTIDE	N 7718	1581	9.7	20.5	111	424	8.4	5.5	97	1866	9.3	24.2	107	546	9.3	7.1	107
SCARECROW & MRS. KING	C 11058	2030	12.4	18.4	99	623	12.4	5.6	99	2432	12.1	22.0	97	832	14.2	7.5	113
SIMON & SIMON	C 11615	2156	13.2	18.6	100	620	12.3	5.3	94	2616	13.1	22.5	99	859	14.6	7.4	111
60 MINUTES	C 14326	2976	18.2	20.8	112	850	16.9	5.9	104	3563	17.8	24.9	110	960	16.3	6.7	101
ST. ELSEWHERE	N 7670	1641	10.0	21.4	116	603	12.0	7.9	138	2100	10.5	27.4	121	768	13.1	10.0	151
THREE'S COMPANY	A 12068	2298	14.0	19.0	103	576	11.5	4.8	84	2738	13.7	22.7	100	731	12.4	6.1	91
T.J. HOOKER	A 9735	1703	10.4	17.5	94	592	11.8	6.1	107	2157	10.8	22.2	98	687	11.7	7.1	106
TONIGHT SHOW	N 2531	518	3.2	20.5	111	230	4.6	9.1	160	698	3.5	27.6	122	200	3.4	7.9	119
TRAPPER JOHN, M.D.	C 10374	2009	12.3	19.4	105	642	12.8	6.2	109	2518	12.6	24.3	107	608	10.4	5.9	88
TV BLOOPERS & PRAC. JOKES	N 9795	1752	10.7	17.9	97	478	9.5	4.9	86	2132	10.6	21.8	96	629	10.7	6.4	97
20/20	A 10009	1876	11.5	18.7	101	679	13.5	6.8	119	2425	12.1	24.2	107	633	10.8	6.3	95
WEBSTER	A 11934	2334	14.3	19.6	106	681	13.5	5.7	100	2871	14.3	24.1	106	805	13.7	6.7	102
WORLD NEWS - SUN	A 3291	668	4.1	20.3	110	*139	2.8	4.2	74	783	3.9	23.8	105	*253	4.3	7.7	116
YELLOW ROSE	N 5196	1099	6.7	21.2	114	292	5.8	5.6	99	1331	6.6	25.6	113	299	5.1	5.8	87
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	1847	11.3	19.3	104	*458	9.1	4.8	84	2215	11.1	23.2	102	517	8.8	5.4	82
BASKETBALL - COLLEGE GAMES	4414	897	5.5	20.3	110	*322	6.4	7.3	128	1123	5.6	25.4	112	*243	4.1	5.5	83
BASKETBALL - PRO GAMES	3876	774	4.7	20.0	108	*330	6.6	8.5	150	934	4.7	24.1	106	*309	5.		

	TOTAL U.S. '000	ALL MENNEN				ALL MITCHUM				ALL OLD SPICE				ALL RIGHT GUARD			
		A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D
TOTAL FEMALES	88464	7707	100.0	8.7	100	5304	100.0	6.0	100	3574	100.0	4.0	100	9504	100.0	10.7	100
FEMALE HOMEMAKERS	80986	7229	93.8	8.9	102	4665	88.0	5.8	96	3448	96.4	4.3	105	8914	93.8	11.0	102
EMPLOYED MOTHERS	18702	2120	27.5	11.3	130	1153	21.7	6.2	103	883	24.7	4.7	117	2411	25.4	12.9	120
18 - 24	14726	1166	15.1	7.9	91	*797	15.0	5.4	90	*370	10.3	2.5	62	1585	16.7	10.8	100
25 - 34	20202	1866	24.2	9.2	106	1345	25.4	6.7	111	825	23.1	4.1	101	2301	24.2	11.4	106
35 - 44	14781	1867	24.2	12.6	145	949	17.9	6.4	107	819	22.9	5.5	137	1955	20.6	13.2	123
45 - 54	11449	926	12.0	8.1	93	694	13.1	6.1	101	*449	18.7	5.8	145	1377	14.5	12.0	112
55 - 64	11846	1036	13.4	8.7	100	*550	10.4	4.6	77	*380	10.6	3.2	79	1097	11.5	9.3	86
65 OR OLDER	15459	846	11.0	5.5	63	969	18.3	6.3	105	512	14.3	3.3	82	1189	12.5	7.7	72
18 - 34	34928	3032	39.3	8.7	100	2143	40.4	6.1	102	1195	33.4	3.4	85	3886	40.9	11.1	104
18 - 49	55154	5466	70.9	9.9	114	3406	64.2	6.2	103	2358	65.9	4.3	106	6606	69.5	12.0	111
25 - 54	46433	4659	60.5	10.0	115	2988	56.3	6.4	107	2313	64.7	5.0	123	5633	59.3	12.1	113
35 - 49	20226	2434	31.6	12.0	138	1263	23.8	6.2	104	1162	32.5	5.7	142	2721	28.6	13.5	125
50 OR OLDER	33310	2241	29.1	6.7	77	1898	35.8	5.7	95	1218	34.1	3.7	90	2898	30.5	8.7	81
GRADUATED COLLEGE	12110	1009	13.1	8.3	96	878	16.6	7.3	121	*398	11.1	3.3	81	940	9.9	7.8	72
ATTENDED COLLEGE	15309	1319	17.1	8.6	99	1040	19.6	6.8	113	806	22.5	5.3	130	1689	17.8	11.0	103
GRADUATED HIGH SCHOOL	36912	3778	49.0	10.2	117	2189	41.3	5.9	99	1539	43.0	4.2	103	3938	41.4	10.7	99
DID NOT GRADUATE HIGH SCHOOL	24134	1602	20.8	6.6	76	1197	22.6	5.0	83	833	23.3	3.5	85	2938	30.9	12.2	113
EMPLOYED FULL-TIME	35457	3312	43.0	9.3	107	2599	49.0	7.3	122	1163	32.5	3.3	81	3792	39.9	10.7	100
EMPLOYED PART-TIME	8514	937	12.2	11.0	126	*301	5.7	3.5	59	*426	11.9	5.0	124	863	9.1	10.1	94
NOT EMPLOYED	44494	3458	44.9	7.8	89	2405	45.3	5.4	90	1984	55.5	4.5	110	4848	51.0	10.9	101
PROFESSIONAL/MANAGER	10811	1040	13.5	9.6	110	818	15.4	7.6	126	*410	11.5	3.8	94	992	10.4	9.2	85
TECH/CLERICAL/SALES	19640	1777	23.1	9.0	104	1430	27.0	7.3	121	856	18.3	3.3	83	1906	20.1	9.7	90
PRECISION/CRAFT	1023	*199	2.6	19.5	223	*665	1.2	6.4	106	*336	1.1	3.7	92	*115	1.2	11.2	105
OTHER EMPLOYED	12498	1234	16.0	9.9	113	586	11.0	4.7	78	*456	13.6	3.9	96	1643	17.3	13.1	122
SINGLE	15995	1008	13.1	6.3	72	1029	19.4	6.4	107	*254	7.1	1.6	39	1497	15.8	9.4	87
MARRIED	51689	5459	70.8	10.6	121	2934	55.3	5.7	95	2906	81.3	5.6	139	6069	63.9	11.7	109
DIVORCED/SEPARATED/WIDOWED	20780	1240	16.1	6.0	68	1341	25.3	6.5	108	416	11.6	2.0	50	1938	20.4	9.3	87
PARENTS	33922	3614	46.9	10.7	122	2099	39.6	6.2	103	1767	49.4	5.2	129	4653	49.0	13.7	128
WHITE	76422	6840	88.8	9.0	103	4487	84.6	5.9	98	3172	88.7	4.2	103	7914	83.3	10.4	96
BLACK	10066	698	9.1	6.9	80	738	13.9	7.3	122	*333	9.3	3.3	82	1400	14.7	13.9	129
OTHER	1976	*169	2.2	8.6	98	*80	1.5	4.0	68	*71	2.0	3.6	89	*190	2.0	9.6	90
NORTHEAST-CENSUS	19803	1970	25.6	9.9	114	1204	22.7	6.1	101	1008	28.2	5.1	126	2182	23.0	11.0	103
NORTH CENTRAL	22181	2003	26.0	9.0	104	1119	21.1	5.0	84	839	23.5	3.8	94	2250	23.7	10.1	94
SOUTH	30082	2033	26.4	6.8	78	1590	30.0	5.3	88	1078	30.1	3.6	89	3364	35.4	11.2	104
WEST	16398	1701	22.1	10.4	119	1391	26.2	8.5	141	651	18.2	4.0	98	1707	18.0	10.4	97
NORTHEAST-MKTG.	20163	2054	26.7	10.2	117	1447	27.3	7.2	120	946	26.5	4.7	116	2298	24.2	11.4	106
EAST CENTRAL	13054	1006	13.1	7.7	88	568	10.7	4.4	73	592	16.6	4.5	112	1320	13.9	10.1	94
WEST CENTRAL	14993	1400	18.2	9.3	107	800	15.1	5.3	89	*476	13.3	3.2	79	1573	16.6	10.5	98
SOUTH	25785	1736	22.5	6.7	77	1235	23.3	4.8	80	975	27.3	3.8	94	2833	29.8	11.0	102
PACIFIC	14470	1512	19.6	10.4	120	1254	23.6	8.7	145	*587	16.4	4.1	100	1481	15.6	10.2	95
COUNTY SIZE A	36705	2852	37.0	7.8	89	2693	50.8	7.3	122	1401	39.2	3.8	94	3881	40.8	10.6	98
COUNTY SIZE B	26819	2408	31.2	9.0	103	1452	27.4	5.4	90	1312	36.7	4.9	121	2778	29.2	10.4	96
COUNTY SIZE C	13597	1598	20.7	11.8	135	737	13.9	5.4	90	*527	14.7	3.9	96	1450	15.3	10.7	99
COUNTY SIZE D	11344	849	11.0	7.5	86	*422	8.0	3.7	62	*337	9.4	3.0	73	1395	14.7	12.3	114
METRO CENTRAL CITY	26825	2074	26.9	7.7	89	1648	31.1	6.1	102	1026	28.7	3.8	95	3019	31.8	11.3	105
METRO SUBURBAN	39912	3663	47.5	9.2	105	2764	52.1	6.9	116	1764	49.3	4.4	109	3777	39.7	9.5	88
NON METRO	21728	1970	25.6	9.1	104	892	16.8	4.1	68	786	22.0	3.6	89	2708	28.5	12.5	116
TOP 5 ADI'S	20847	1833	23.8	8.8	101	1580	29.8	7.6	126	909	25.4	4.4	108	2226	23.4	10.7	99
TOP 10 ADI'S	28719	2338	30.3	8.1	93	2146	40.5	7.5	125	1111	31.1	3.9	96	3200	33.7	11.1	104
TOP 20 ADI'S	40904	3359	43.6	8.2	94	2984	56.3	7.3	122	1597	44.7	3.9	97	4105	43.2	10.0	93
HSMD INC. \$50,000 OR MORE	7931	700	9.1	8.8	101	855	16.1	10.8	180	*348	9.7	4.4	109	729	7.7	9.2	86
\$40,000 OR MORE	15233	1785	23.2	11.7	135	1479	27.9	9.7	162	*729	20.4	4.8	118	1624	17.1	10.7	99
\$30,000 OR MORE	28333	2975	38.6	10.5	121	2365	44.6	8.3	139	1339	37.4	4.7	117	3127	32.9	11.0	103
\$25,000 OR MORE	36417	3949	51.2	10.8	124	2919	55.0	8.0	134	1651	46.2	4.5	112	4071	42.8	11.2	104
\$20,000 - \$24,999	9943	871	11.3	8.8	101	*381	7.2	3.8	64	*391	10.9	3.9	97	914	9.6	9.2	86
\$15,000 - \$19,999	9211	823	10.7	8.9	103	*439	8.3	4.8	79	*448	12.5	4.9	120	919	9.7	10.0	93
\$10,000 - \$14,999	13477	1194	15.5	8.9	102	719	13.6	5.3	89	*602	16.8	4.5	111	1307	13.8	9.7	90
UNDER \$10,000	19418	870	11.3	4.5	51	846	16.0	4.4	73	484	13.5	2.5	62	2294	24.1	11.8	110
HOUSEHOLD OF 1 PERSON	11987	397	5.2	3.3	38	750	14.1	6.3	104	*216	6.0	1.8	45	672	7.1	5.6	52
2 PEOPLE	27046	2107	27.3	7.8	89	1587	29.9	5.9	98	1134	31.7	4.2	104	2459	25.9	9.1	85
3 OR 4 PEOPLE	34251	3811	49.4	11.1	128	1935	36.5	5.6	94	1479	41.4	4.3	107	4154	43.7	12.1	113
5 OR MORE PEOPLE	15180	1393	18.1	9.2	105	*1032	19.5	6.8	113	*747	20.9	4.9	122	2219	23.3	14.6	136
NO CHILD IN HSMD	49819	3671	47.6	7.4	85	2868	54.1	5.8	96	1709	47.8	3.4	85	4499	47.3	9.0	84
CHILD(REN) UNDER 2 YRS	6045	*576	7.5	9.5	109	*427	8.1	7.1	118	*228	6.4	3.8	93	754	7.9	12.5	116
2 - 5 YEARS	15233	1347	17.5	8.8	101	1013	19.1	6.7	111	*559	15.6	3.7	91	1960	20.6	12.9	120
6 - 11 YEARS	16260	1975	25.6	12.1	139	831	15.7	5.1	85	677	18.9	4.2	103	2273	23.9	14.0	130
12 - 17 YEARS	19173	2235	29.0	11.7	134	1329	25.1	6.9	116	1180	33.0	6.2	152	2532	26.6	13.2	123
RESIDENCE OWNED	61371	5834	75.7	9.5	109	3841	72.4	6.3	104	2671	74.7	4.4	108	6258	65.8	10.2	95
VALUE: \$50,000 OR MORE	35355	3731	48.4	10.6	121	2715	51.2	7.7	128	1453	40.6	4.1	102	3415	35.9	9.7	90
VALUE: UNDER \$50,000	26016	2103	27.3	8.1	93	1126	21.2	4.3	72	1218	34.1	4.7	116	2843	29.9	10.9	102

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

			TOTAL	ALL MENNEN				ALL MITCHUM				ALL OLD SPICE				ALL RIGHT GUARD			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	7707	100.0	8.7	100	5304	100.0	6.0	100	3576	100.0	4.0	100	9504	100.0	10.7	100
MAGAZINES	QUINTILE 1	17988	1957	25.4	10.9	125	1307	24.6	7.3	121	692	19.4	3.8	95	2054	21.6	11.4	106	
	QUINTILE 2	19446	1904	24.7	9.8	112	1475	27.8	7.6	127	880	24.6	4.5	112	2185	23.0	11.2	105	
	QUINTILE 3	14626	1216	15.8	8.3	95	871	16.4	6.0	99	*673	18.8	4.6	114	1350	14.2	9.2	86	
	QUINTILE 4	16014	1368	17.8	8.5	98	675	12.7	4.2	70	614	17.2	3.8	95	1575	16.6	9.8	92	
	QUINTILE 5	20389	1261	16.4	6.2	71	976	18.4	4.8	80	717	20.1	3.5	87	2340	24.6	11.5	107	
NEWSPAPERS	QUINTILE 1	13830	1398	18.1	10.1	116	939	17.7	6.8	113	*584	16.3	4.2	104	1515	15.9	11.0	102	
	QUINTILE 2	26350	2404	31.2	9.1	105	1632	30.8	6.2	103	1085	30.3	4.1	102	2590	27.3	9.8	91	
	QUINTILE 3	12415	1053	13.7	8.5	97	824	15.5	6.6	111	*497	13.9	4.0	99	1106	11.6	8.9	83	
	QUINTILE 4	21911	1808	23.5	8.3	95	1290	24.3	5.9	98	875	24.5	4.0	99	2518	26.5	11.5	107	
	QUINTILE 5	13960	1046	13.6	7.5	86	619	11.7	4.4	74	*534	14.9	3.8	95	1775	18.7	12.7	118	
OUTDOOR	QUINTILE 1	16810	1637	21.2	9.7	112	1150	21.7	6.8	114	*613	17.1	3.6	90	2024	21.3	12.0	112	
	QUINTILE 2	17101	1312	17.0	7.7	88	1131	21.3	6.6	110	929	26.0	5.4	134	1932	20.3	11.3	105	
	QUINTILE 3	17579	1588	20.6	9.0	104	902	17.0	5.1	86	753	21.1	4.3	106	1628	17.1	9.3	86	
	QUINTILE 4	18343	1750	22.7	9.5	110	1002	18.9	5.5	91	627	17.5	3.4	85	2037	21.4	11.1	103	
	QUINTILE 5	18631	1420	18.4	7.6	87	1119	21.1	6.0	100	654	18.3	3.5	87	1883	19.8	10.1	94	
RADIO-DRIVE TIME	QUINTILE 1	17390	1671	21.7	9.6	110	1245	23.5	7.2	119	925	25.9	5.3	132	1861	19.6	10.7	100	
	QUINTILE 2	16591	1318	17.1	7.9	91	1030	19.4	6.2	104	647	18.1	3.9	96	1812	19.1	10.9	102	
	QUINTILE 3	16910	1491	19.3	8.8	101	1077	20.3	6.4	106	*463	12.9	2.7	68	2213	23.3	13.1	122	
	QUINTILE 4	18002	1680	21.8	9.3	107	899	16.9	5.0	83	707	19.8	3.9	97	1961	20.6	10.9	101	
	QUINTILE 5	19572	1548	20.1	7.9	91	1054	19.9	5.4	90	833	23.3	4.3	105	1657	17.4	8.5	79	
RADIO-MID-DAY	TERCILE 1	23248	2034	26.4	8.7	100	1454	27.4	6.3	104	1076	30.1	4.6	114	2623	27.6	11.3	105	
	TERCILE 2	23667	2182	28.3	9.2	106	1330	25.1	5.6	94	1074	30.0	4.5	112	2563	27.0	10.8	101	
	TERCILE 3	41549	3492	45.3	8.4	96	2520	47.5	6.1	101	1426	39.9	3.4	85	4318	45.4	10.4	97	
RADIO-TOTAL	QUINTILE 1	17786	1539	20.0	8.7	99	1076	20.3	6.0	101	864	24.2	4.9	120	1950	20.5	11.0	102	
	QUINTILE 2	17316	1657	21.5	9.6	110	1315	24.8	7.6	127	754	21.1	4.4	108	2143	22.5	12.4	115	
	QUINTILE 3	18428	1466	19.0	8.0	91	837	15.8	4.5	76	580	16.2	3.1	78	1936	20.4	10.5	98	
	QUINTILE 4	17669	1787	23.2	10.1	116	1139	21.5	6.4	108	716	20.0	4.1	100	2041	21.5	11.6	108	
	QUINTILE 5	17265	1259	16.3	7.3	84	937	17.7	5.4	91	662	18.5	3.8	95	1434	15.1	8.3	77	
TV-PRIME TIME	QUINTILE 1	17416	1333	17.3	7.7	88	1025	19.3	5.9	98	960	26.8	5.5	136	1935	20.4	11.1	103	
	QUINTILE 2	17413	1491	19.3	8.6	98	947	17.9	5.4	91	714	20.0	4.1	101	1892	19.9	10.9	101	
	QUINTILE 3	17943	1551	20.1	8.6	99	1274	24.0	7.1	118	785	22.0	4.4	108	1860	19.6	10.4	96	
	QUINTILE 4	18442	1775	23.0	9.6	110	1068	20.1	5.8	97	653	18.3	3.5	88	1883	19.8	10.2	95	
	QUINTILE 5	17250	1558	20.2	9.0	104	991	18.7	5.7	96	*464	13.0	2.7	67	1934	20.3	11.2	104	
TV-DAYTIME	TERCILE 1	29966	2388	31.0	8.0	91	1469	27.7	4.9	82	1134	31.7	3.8	94	3431	36.1	11.4	107	
	TERCILE 2	29480	2548	33.1	8.6	99	1854	35.0	6.3	105	1210	33.8	4.1	102	3201	33.7	10.9	101	
	TERCILE 3	29018	2772	36.0	9.6	110	1981	37.3	6.8	114	1232	34.5	4.2	105	2872	30.2	9.9	92	
TV-TOTAL	QUINTILE 1	17740	1336	17.3	7.5	86	989	18.6	5.6	93	670	18.7	3.8	93	2112	22.2	11.9	111	
	QUINTILE 2	17674	1366	17.7	7.7	89	831	15.7	4.7	78	954	26.7	5.4	134	1826	19.2	10.3	96	
	QUINTILE 3	17730	1599	20.7	9.0	104	1156	21.8	6.5	109	634	17.7	3.6	88	1827	19.2	10.3	96	
	QUINTILE 4	17563	1781	23.1	10.1	116	1279	24.1	7.3	121	794	22.2	4.5	112	1956	20.6	11.1	104	
	QUINTILE 5	17757	1626	21.1	9.2	105	1049	19.8	5.9	99	*523	14.6	2.9	73	1783	18.8	10.0	93	
MAGAZINES-NEWSPAPERS: DUAL			23278	2483	32.2	10.7	122	1716	32.4	7.4	123	892	24.9	3.8	95	2393	25.2	10.3	96
MAGAZINE IMPERATIVE			21634	2015	26.1	9.3	107	1504	28.4	7.0	116	889	24.9	4.1	102	2476	26.1	11.4	107
NEWSPAPER IMPERATIVE			23455	1855	24.1	7.9	91	1262	23.8	5.4	90	999	27.9	4.3	105	2246	23.6	9.6	89
MAGAZINES-OUTDOOR: DUAL			17482	1784	23.1	10.2	117	1527	28.8	8.7	146	874	24.4	5.0	124	1876	19.7	10.7	100
MAGAZINE IMPERATIVE			28830	2776	36.0	9.6	111	1818	34.3	6.3	105	1059	29.6	3.7	91	3030	31.9	10.5	98
OUTDOOR IMPERATIVE			26119	1858	24.1	7.1	82	1196	22.5	4.6	76	1110	31.0	4.2	105	2879	30.3	11.0	103
MAGAZINES-RADIO: DUAL			20162	1935	25.1	9.6	110	1453	27.4	7.2	120	983	27.5	4.9	121	2356	24.8	11.7	109
MAGAZINE IMPERATIVE			26292	2596	33.7	9.9	113	1803	34.0	6.9	114	943	26.4	3.6	89	2641	27.8	10.0	93
RADIO IMPERATIVE			25308	2116	27.5	8.4	96	1297	24.5	5.1	85	945	26.4	3.7	92	2817	29.6	11.1	104
MAGAZINES-TELEVISION: DUAL			17312	1663	21.6	9.6	110	1141	21.5	6.6	110	747	20.9	4.3	107	1815	19.1	10.5	98
MAGAZINE IMPERATIVE			29099	2910	37.8	10.0	115	2265	42.7	7.8	130	1183	33.1	4.1	101	3213	33.8	11.0	103
TELEVISION IMPERATIVE			27505	1820	23.6	6.6	76	1176	22.2	4.3	71	1163	32.5	4.2	105	2871	30.2	10.4	97
NEWSPAPERS-OUTDOOR: DUAL			18628	1749	22.7	9.4	108	1242	23.4	6.7	111	932	26.1	5.0	124	1958	20.6	10.5	98
NEWSPAPER IMPERATIVE			29178	2711	35.2	9.3	107	1789	33.7	6.1	102	1041	29.1	3.6	88	2861	30.1	9.8	91
OUTDOOR IMPERATIVE			25260	2053	26.6	8.1	93	1470	27.7	5.8	97	1107	31.0	4.4	108	2921	30.7	11.6	108
NEWSPAPERS-RADIO: DUAL			19246	1761	22.8	9.1	105	1208	22.8	6.3	105	944	26.4	4.9	121	2196	23.1	11.4	106
NEWSPAPER IMPERATIVE			28155	2588	33.6	9.2	106	1773	33.4	6.3	105	984	27.5	3.5	86	2538	26.7	9.0	84
RADIO IMPERATIVE			25308	2206	28.6	8.7	100	1562	29.4	6.2	103	997	27.9	3.9	97	2925	30.8	11.6	108
NEWSPAPERS-TELEVISION: DUAL			18615	1561	20.3	8.4	96	1114	21.0	6.0	100	932	26.1	5.0	124	1844	19.4	9.9	92
NEWSPAPER IMPERATIVE			29207	2865	37.2	9.8	113	2022	38.1	6.9	115	1013	28.3	3.5	86	2951	31.1	10.1	94
TELEVISION IMPERATIVE			25472	1867	24.2	7.3	84	1232	23.2	4.8	81	1089	30.5	4.3	106	2992	31.5	11.7	109
OUTDOOR-RADIO: DUAL			17292	1450	18.8	8.4	96	1179	22.2	6.8	114	1050	29.4	6.1	150	2144	22.6	12.4	115
OUTDOOR IMPERATIVE			26915	2372	30.8	8.8	101	1575	29.7	5.9	98	988	27.6	3.7	91	2742	28.9	10.2	95
RADIO IMPERATIVE			28938	2573	33.4	8.9	102												

	TOTAL U.S. '000	ALL MENNEN				ALL MITCHUM				ALL OLD SPICE				ALL RIGHT GUARD			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	7707	100.0	8.7	100	5304	100.0	6.0	100	3576	100.0	4.0	100	9504	100.0	10.7	100
ATLANTIC MONTHLY	415	**21	0.3	5.1	58	**29	0.5	7.0	117	**16	0.4	3.9	95	**22	0.2	5.3	49
BARRON'S	522	**73	0.9	14.0	161	**35	0.7	6.7	112	**47	1.3	9.0	223	**27	0.3	5.2	48
BETTER HOMES & GARDENS	17429	1829	23.7	10.5	120	1106	20.9	6.3	106	637	17.8	3.7	90	1808	19.0	10.4	97
BON APPETIT	2772	*296	3.8	10.7	123	*205	3.9	7.4	123	**112	3.1	4.0	100	*175	1.8	6.3	59
BUSINESS WEEK	1469	**98	1.3	6.7	77	**106	2.0	7.2	120	**31	0.9	2.1	52	*182	1.9	12.4	115
CAR AND DRIVER	397	**81	1.1	20.4	234	*226	0.5	6.5	109	**10	0.3	2.5	62	**72	0.8	18.1	169
CBS MAGAZINE NETWORK (GROSS)	1633	**222	2.9	13.6	156	*149	2.8	9.1	152	**79	2.2	4.8	120	*237	2.5	14.5	135
CHANGING TIMES	1554	*127	1.6	8.2	94	**115	2.2	7.4	123	**55	1.5	3.5	88	*162	1.7	10.4	97
COLONIAL HOMES	1304	**79	1.0	6.1	70	**97	1.8	7.4	124	**49	1.4	3.8	93	**97	1.0	7.4	69
CONDE NAST MAG. PKG. (GROSS)	17858	1655	21.5	9.3	106	1150	21.7	6.4	107	718	20.1	4.0	99	1984	20.9	11.1	103
CONSUMERS DIGEST	1406	**133	1.7	9.5	109	**130	2.5	9.2	154	**41	1.1	2.9	72	*140	1.5	10.0	93
COSMOPOLITAN	8815	678	8.8	7.7	88	670	12.6	7.6	127	381	10.7	4.3	107	926	9.7	10.5	98
COUNTRY LIVING	2636	*199	2.6	7.5	87	*184	3.5	7.0	116	**68	1.9	2.6	64	*214	2.3	8.1	76
CUISINE	1554	*147	1.9	9.5	109	*169	3.2	10.9	181	**39	1.1	2.5	62	**155	1.6	10.0	93
CYCLE WORLD	469	**31	0.4	6.6	76	**42	0.8	9.0	149	**10	0.3	2.1	53	**49	0.5	10.4	97
DCI:CREATIVE IDEAS FOR LIV	2631	*202	2.6	7.7	88	**94	1.8	3.6	60	*228	6.4	8.7	214	361	3.8	13.7	128
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	558	7.2	7.9	91	376	7.1	5.3	89	373	10.4	5.3	131	677	7.1	9.6	89
DISCOVER	998	**75	1.0	7.5	86	**97	1.8	9.7	162	**32	0.9	3.2	79	**103	1.1	10.3	96
EBONY	4289	321	4.2	7.5	86	451	8.5	10.5	175	*155	4.3	3.6	89	541	5.7	12.6	117
ESQUIRE	1176	**101	1.3	8.6	99	**73	1.4	6.2	104	**17	0.5	1.4	36	**96	1.0	8.2	76
ESSENCE	2392	*134	1.7	5.6	64	274	5.2	11.5	191	**38	1.1	1.6	39	265	2.8	11.1	103
FAMILY CIRCLE	17209	1803	23.4	10.5	120	1133	21.4	6.6	110	739	20.7	4.3	106	1943	20.4	11.3	105
THE FAMILY HANDYMAN	1184	*200	2.6	16.9	194	**69	1.3	5.8	97	**62	1.7	5.2	130	*160	1.7	13.5	126
FAMILY WEEKLY	12391	1428	18.5	11.5	132	694	13.1	5.6	93	642	18.0	5.2	128	1303	13.7	10.5	98
FIELD & STREAM	2438	*241	3.1	9.9	113	**115	2.2	4.7	79	**143	4.0	5.9	145	*331	3.5	13.6	126
FOOD & WINE	614	**17	0.2	2.8	32	**22	0.4	3.6	60	**32	0.9	5.2	129	**79	0.8	12.9	120
FORBES	813	**85	1.1	10.5	120	**72	1.4	8.9	148	**42	1.2	5.2	128	**79	0.8	9.7	90
FORTUNE	1083	**113	1.5	10.4	120	**152	2.9	14.0	234	**38	1.1	3.5	87	**108	1.1	10.0	93
GENTLEMEN'S QUARTERLY	1197	**106	1.4	8.9	102	**106	2.0	8.9	148	**109	3.0	9.1	225	**135	1.4	11.3	105
GLAMOUR	6625	658	8.5	9.9	114	437	8.2	6.6	110	*277	7.7	4.2	103	739	7.8	11.2	104
GOLF DIGEST	707	**86	1.1	12.2	140	**56	1.1	7.9	132	**39	1.1	5.5	136	**62	0.7	8.8	82
GOLF DIGEST/TENNIS (GROSS)	1316	*140	1.8	10.6	122	**79	1.5	6.0	100	**42	1.2	3.2	79	*149	1.6	11.3	105
GOLF MAGAZINE	469	**69	0.9	14.7	169	**50	0.9	10.7	178	**37	1.0	7.9	195	**26	0.3	5.5	52
GOLF MAGAZINE/SKI (GROSS)	1060	**118	1.5	11.1	128	**127	2.4	12.0	200	**99	2.8	9.3	231	**53	0.6	5.0	47
GOOD HOUSEKEEPING	17784	1980	25.7	11.1	128	1161	21.9	6.5	109	783	21.9	4.4	109	1985	20.9	11.2	104
HARPER'S BAZAAR	2931	*302	3.9	10.3	118	*176	3.3	6.0	100	**101	2.8	3.4	85	*264	2.8	9.0	84
HEALTH	2199	*213	2.8	9.7	111	**160	3.0	7.3	121	**65	1.8	3.0	73	*309	3.3	14.1	131
HEARST MAG CORP. BUY (GROSS)	49148	4908	63.7	10.0	115	3368	63.5	6.9	114	2054	57.4	4.2	103	5270	55.5	10.7	100
HEARST MAN POWER (GROSS)	2113	*159	2.1	7.5	86	*237	4.5	11.2	187	*70	2.0	3.3	82	*233	2.5	11.0	103
HEARST WOMAN POWER (GROSS)	35062	3691	47.9	10.5	121	2264	42.7	6.5	108	1550	43.3	4.4	109	3934	41.4	11.2	104
HOUSE BEAUTIFUL	3865	423	5.5	10.9	126	311	5.9	8.0	134	*178	5.0	4.6	114	421	4.4	10.9	101
INC.	315	**69	0.9	21.9	251	**7	0.1	2.2	37	**11	0.3	3.5	86	**33	0.3	10.5	98
JET	3690	242	3.1	6.6	75	370	7.0	10.0	167	**105	2.9	2.8	70	468	4.9	12.7	118
LADIES' HOME JOURNAL	12930	1428	18.5	11.0	127	881	16.6	6.8	114	627	17.5	4.8	120	1398	14.7	10.8	101
LHJ FAMILY GRP COMBO(GROSS)	18161	1995	25.9	11.0	126	1307	24.6	7.2	120	822	23.0	4.5	112	2079	21.9	11.4	107
LIFE	5065	503	6.5	9.9	114	536	10.1	10.6	177	*169	4.7	3.3	83	592	6.2	11.7	109
L.A. TIMES HOME MAGAZINE	1310	**106	1.4	8.1	93	**103	1.9	7.9	131	**4	0.1	0.3	8	**84	0.9	6.4	60
MADMOISELLE	3759	*377	4.9	10.0	115	*206	3.9	5.5	91	*126	3.5	3.4	83	467	4.9	12.4	116
MC CALL'S	14658	1386	18.0	9.5	109	971	18.3	6.6	110	581	16.2	4.0	98	1498	15.8	10.2	95
MC CALL'S/WRK MOTHER (GROSS)	15857	1556	20.2	9.8	113	1037	19.6	6.5	109	584	16.3	3.7	91	1728	18.2	10.9	101
MECHANIX ILLUSTRATED	809	**59	0.8	7.3	84	**30	0.6	3.7	62	**11	0.3	1.4	34	**126	1.3	15.6	145
METROPOLITAN HOME	1009	**81	1.1	8.0	92	*155	2.9	15.4	256	**41	1.1	4.1	101	*178	1.9	17.6	164
MONEY	1707	**145	1.9	8.5	98	*138	2.6	8.1	135	**50	1.4	2.9	72	*180	1.9	10.5	98
MOTHER EARTH NEWS	1123	**101	1.3	9.0	103	**40	0.8	3.6	59	**42	1.2	3.7	93	*179	1.9	15.9	148
MS.	932	**88	1.1	9.4	108	**78	1.5	8.4	140	**41	1.1	4.4	109	**110	1.2	11.8	110
NATIONAL ENQUIRER	11971	1150	14.9	9.6	110	717	13.5	6.0	100	585	16.4	4.9	121	1475	15.5	12.3	115
NATIONAL GEOGRAPHIC	10503	969	12.6	9.2	106	673	12.7	6.4	107	452	12.6	4.3	106	1046	11.0	10.0	93
NATIONAL SUNDAY MAGAZINE PKG	54325	5244	68.0	9.7	111	3519	66.3	6.5	108	2230	62.4	4.1	102	5763	60.6	10.6	99
NATURAL HISTORY	626	**128	0.4	4.5	51	**39	0.7	6.2	104	*117	0.5	2.7	67	*771	0.7	11.3	106
NEW WOMAN	1992	**252	2.0	7.6	88	*122	2.3	6.1	102	**30	0.8	1.5	37	*285	3.0	14.3	133
NEW YORK INCLUDING CUE	547	**36	0.5	6.6	76	**54	1.0	9.9	165	*25	0.7	4.6	113	**46	0.5	8.4	78
THE NEW YORKER	1380	*140	1.8	10.1	116	*152	2.9	11.0	184	**50	1.4	3.6	90	**86	0.9	6.2	58
NEWSWEEK	6925	569	7.4	8.2	94	566	10.7	8.2	136	*180	5.0	2.6	64	711	7.5	10.3	96
THE N.Y. TIMES DAILY EDITION	1363	**100	1.3	7.3	84	*145	2.7	10.6	177	*75	2.1	5.5	136	*121	1.3	8.9	83
THE N.Y. TIMES MAGAZINE	2333	*211	2.7	9.0	104	*195	3.7	8.4	139	*120	3.4	5.1	127	*238	2.5	10.2	95
OMNI	872	**82	1.1	9.4	108	**126	2.4	14.4	241	*97	2.7	11.1	275	*86	0.9	9.9	92
ON CABLE	1298	**77	1.0	5.9	68	**143	2.7	11.0	184	**69	1.9	5.3	132	*134	1.4	10.3	96
1001 HOME IDEAS	3032	353	4.6	11.6	134	*266	5.0	8.8	146	*130	3.6	4.3	106	372	3.9	12.3	114
ORGANIC GARDENING	1680	*265	3.4	15.8	181	**124	2.3	7.4	123	*133	3.7	7.9	196	*256	2.7	15.2	142
OUTDOOR LIFE	960	**102	1.3	10.6	122	*38	0.7	4.0	66	*45	1.3	4.7	116	*145	1.5	15.1	141
PARADE MAGAZINE	26755	2587	33.6	9.7	111	1698	32.0	6.3	106	1093	30.6	4.1	101	3078	32.4	11.5	107

	TOTAL U.S. '000	ALL MENNEN				ALL MITCHUM				ALL OLD SPICE				ALL RIGHT GUARD			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	7707	100.0	8.7	100	5304	100.0	6.0	100	3576	100.0	4.0	100	9504	100.0	10.7	100
PARENTS	4173	465	6.0	11.1	128	398	7.5	9.5	159	**168	4.7	4.0	100	501	5.3	12.0	112
PENTHOUSE	973	**70	0.9	7.2	83	**27	0.5	2.8	46	**62	1.7	6.4	158	**131	1.4	13.5	125
PEOPLE	13479	1340	17.4	9.9	114	908	17.1	6.7	112	463	12.9	3.4	85	1498	15.8	11.1	103
PLAYBOY	2183	*161	2.1	7.4	85	*152	2.9	7.0	116	**94	2.6	4.3	107	*204	2.1	9.3	87
POPULAR HOT RODDING	388	**29	0.4	7.5	86	**31	0.6	8.0	133	**22	0.6	5.7	140	**20	0.2	5.2	48
POPULAR MECHANICS	1037	**82	1.1	7.9	91	**114	2.1	11.0	183	**34	1.0	3.3	81	**142	1.5	13.7	127
POPULAR SCIENCE	920	**69	0.9	7.5	86	**43	0.8	4.7	78	**26	0.7	2.8	70	**138	1.5	15.0	140
PREVENTION	4071	341	4.4	8.4	96	*270	5.1	6.6	111	**122	3.4	3.0	74	339	3.6	8.3	78
PSYCHOLOGY TODAY	1940	**175	2.3	9.0	104	*264	5.0	13.6	227	**84	2.3	4.3	107	*188	2.0	9.7	90
READER'S DIGEST	24031	2335	30.3	9.7	112	1319	24.9	5.5	92	1014	28.4	4.2	104	2628	27.7	10.9	102
REDBOOK	8464	1033	13.4	12.2	140	434	8.2	5.1	86	385	10.8	4.5	113	1023	10.8	12.1	113
ROAD & TRACK	429	**71	0.9	16.6	190	**28	0.5	6.5	109	**44	1.2	10.3	254	**50	0.5	11.7	108
ROLLING STONE	13955	*207	2.7	15.3	175	**101	1.9	7.5	124	**52	1.5	3.8	95	*250	2.6	18.5	172
RUNNER'S WORLD	329	**41	0.5	12.5	143	**5	0.1	1.5	25	**22	0.6	6.7	165	**57	0.6	17.3	161
SATURDAY EVENING POST	1268	*187	2.4	14.7	169	**57	1.1	4.5	75	**22	0.6	1.7	43	*209	2.2	16.5	153
SCIENCE 84	702	**61	0.8	8.7	100	**64	1.2	9.1	152	**11	0.3	1.6	39	**23	0.2	3.3	30
SCIENCE DIGEST	553	**27	0.4	4.9	56	**73	1.4	13.2	220	**6	0.2	1.1	27	**55	0.6	9.9	93
SCIENTIFIC AMERICAN	615	**24	0.3	3.9	45	**62	1.2	10.1	168	**0	0.0	0.0	0	**43	0.5	7.0	65
SELF	2683	*193	2.5	7.2	83	**144	2.7	5.4	90	**125	3.5	4.7	115	*277	2.9	10.3	96
SEVENTEEN	3309	*269	3.5	8.1	93	*313	5.9	9.5	158	**124	3.5	3.7	93	*352	3.7	10.6	99
SKI	591	**49	0.6	8.3	95	**77	1.5	13.0	217	**62	1.7	10.5	260	**27	0.3	4.6	43
SMITHSONIAN	3039	*237	3.1	7.8	90	*274	5.2	9.0	150	**86	2.4	2.8	70	*287	3.0	9.4	88
SOAP OPERA DIGEST	3683	292	3.8	7.9	91	*272	5.1	7.4	123	**108	3.0	2.9	73	629	6.6	17.1	159
SOUTHERN LIVING	4434	356	4.6	8.0	92	282	5.3	6.4	106	*145	4.1	3.3	81	316	3.3	7.1	66
SPORT	701	**91	1.2	13.0	149	**29	0.5	4.1	69	*15	0.4	2.1	53	*175	1.8	25.0	232
THE SPORTING NEWS	518	**7	0.1	1.4	16	**3	0.1	0.6	10	**30	0.8	5.8	143	**120	1.3	23.2	216
SPORTS AFIELD	523	**49	0.6	9.4	108	**51	1.0	9.8	163	**30	0.8	5.7	142	**36	0.4	6.9	64
SPORTS ILLUSTRATED	3325	406	5.3	12.2	140	*207	3.9	6.2	104	*221	6.2	6.6	164	332	3.5	10.0	93
STAR	8567	782	10.1	9.1	105	512	9.7	6.0	100	392	11.0	4.6	113	1172	12.3	13.7	127
SUNDAY	27630	2478	32.2	9.0	103	1978	37.3	7.2	119	1033	28.9	3.7	92	3063	32.2	11.1	103
SUNSET	2219	*191	2.5	8.6	99	*329	6.2	14.8	247	**135	3.8	6.1	151	*218	2.3	9.8	91
TV GUIDE	24258	2504	32.5	10.3	118	1623	30.6	6.7	112	1163	32.5	4.8	119	2754	29.0	11.4	106
TENNIS	609	**54	0.7	8.9	102	**23	0.4	3.8	63	**3	0.1	0.5	12	**87	0.9	14.3	133
TIME	9929	980	12.7	9.9	113	713	13.4	7.2	120	329	9.2	3.3	82	1242	13.1	12.5	116
TOWN & COUNTRY	1062	**36	0.5	3.4	39	**72	1.4	6.8	113	**39	1.1	3.7	91	**88	0.9	8.3	77
TRAVEL & LEISURE	1051	**76	1.0	7.2	83	**111	2.1	10.6	176	**56	1.6	5.3	132	**78	0.8	7.4	69
TRUE STORY	3946	310	4.0	7.9	90	**126	2.4	3.2	53	**114	3.2	2.9	71	712	7.5	18.0	168
U.S. NEWS & WORLD REPORT	3782	*280	3.6	7.4	85	291	5.5	7.7	128	**133	3.7	3.5	87	479	5.0	12.7	118
USA TODAY	1874	*140	1.8	7.5	86	*157	3.0	8.4	140	**92	2.6	4.9	121	*225	2.4	12.0	112
US	2213	*174	2.3	7.9	90	**129	2.4	5.8	97	**80	2.2	3.6	89	*309	3.3	14.0	130
VOGUE	4792	427	5.5	8.9	102	363	6.8	7.6	126	**190	5.3	4.0	98	500	5.3	10.4	97
MALL STREET JOURNAL	2045	**110	1.4	5.4	62	*174	3.3	8.5	142	**66	1.8	3.2	80	*124	1.3	6.1	56
WEIGHT WATCHERS	2364	*228	3.0	9.6	111	*116	2.2	4.9	82	**99	2.8	4.2	104	300	3.2	12.7	118
WOMAN'S DAY	15182	1597	20.7	10.5	121	895	16.9	5.9	98	727	20.3	4.8	118	1591	16.7	10.5	98
WORKING MOTHER	1198	**170	2.2	14.2	163	**67	1.3	5.6	93	**3	0.1	0.3	6	*229	2.4	19.1	178
WORKING WOMAN	1523	*175	2.3	11.5	132	*165	3.1	10.8	181	**62	1.7	4.1	101	*219	2.3	14.4	134
WORLD TENNIS	*183	**7	0.1	3.8	44	**11	0.2	6.0	100	**0	0.0	0.0	0	**54	0.6	29.5	275
ZIFF-DAVIS MAG NETWK (GROSS)	2776	325	4.2	11.7	134	*194	3.7	7.0	117	**98	2.7	3.5	87	343	3.6	12.4	115
BLAIR INSERTS	47909	4445	57.7	9.3	106	3199	60.3	6.7	111	1825	51.0	3.8	94	5118	53.9	10.7	99
DAILY NEWSPAPERS																	
READ ANY	56731	4997	64.8	8.8	101	3495	65.9	6.2	103	2346	65.6	4.1	102	5697	59.9	10.0	93
READ ONE	47696	4188	54.3	8.8	101	2889	54.5	6.1	101	1990	55.6	4.2	103	4657	49.0	9.8	91
READ TWO OR MORE	9034	808	10.5	8.9	103	606	11.4	6.7	112	356	10.0	3.9	97	1040	10.9	11.5	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	5419	70.3	9.4	108	3827	72.2	6.6	111	2347	65.6	4.1	101	6059	63.8	10.5	98
READ ONE	50513	4576	59.4	9.1	104	3408	64.3	6.7	113	2033	56.9	4.0	100	5156	54.3	10.2	95
READ TWO OR MORE	7219	843	10.9	11.7	134	419	7.9	5.8	97	*314	8.8	4.3	108	904	9.5	12.5	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.32				31.21				28.28				29.05			
30 DAY REACH	78184	6934	90.0	8.9	102	4663	87.9	6.0	99	3192	89.3	4.1	101	8396	88.3	10.7	100
50 SHWG - 30 DAY AV FREQ	14.80	14.19				16.72				14.85				15.37			
30 DAY REACH	74239	6677	86.6	9.0	103	4355	82.1	5.9	98	3057	85.5	4.1	102	7930	83.4	10.7	99
25 SHWG - 30 DAY AV FREQ	8.05	7.66				8.84				7.97				8.22			
30 DAY REACH	68254	6176	80.1	9.0	104	4132	77.9	6.1	101	2867	80.2	4.2	104	7407	77.9	10.9	101
CABLE TV: HOME WIRED	35215	3417	44.3	9.7	111	2281	43.0	6.5	108	1660	46.4	4.7	117	3861	40.6	11.0	102
HOME NOT WIRED	53250	4290	55.7	8.1	92	3023	57.0	5.7	95	1916	53.6	3.6	89	5643	59.4	10.6	99
HAVE PAY CABLE	17885	1937	25.1	10.8	124	1284	24.2	7.2	120	822	23.0	4.6	114	1893	19.9	10.6	99

	TOTAL U.S. '000	ALL MENNEN				ALL MITCHUM				ALL OLD SPICE				ALL RIGHT GUARD			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALES	88464	7707	100.0	8.7	100	5304	100.0	6.0	100	3576	100.0	4.0	100	9504	100.0	10.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	4192	54.4	8.7	100	3000	56.6	6.3	104	1996	55.8	4.2	103	5259	55.3	11.0	102
10:00 AM - 3:00 PM	33674	3062	39.7	9.1	104	1871	35.3	5.6	93	1570	43.9	4.7	115	3817	40.2	11.3	106
3:00 PM - 7:00 PM	34431	3220	41.8	9.4	107	2307	43.5	6.7	114	1409	39.4	4.1	101	3914	41.2	11.4	106
7:00 PM - MIDNIGHT	17761	1551	20.1	8.7	100	1082	20.4	6.1	102	787	22.0	4.4	110	2172	22.9	12.2	114
MIDNIGHT - 6:00 AM	10087	1092	14.2	10.8	124	711	13.4	7.0	118	381	10.7	3.8	93	1296	13.6	12.8	120
6:00 AM - MIDNIGHT	64318	5709	74.1	8.9	102	3910	73.7	6.1	101	2677	74.9	4.2	103	7275	76.5	11.3	105
ENTIRE DAY	65181	5876	76.2	9.0	103	3942	74.3	6.0	101	2686	75.1	4.1	102	7422	78.1	11.4	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1759	22.8	10.1	116	1121	21.1	6.4	107	906	25.3	5.2	129	2018	21.2	11.6	108
ALL NEWS	2520	**116	1.5	4.6	53	*204	3.8	8.1	135	**113	3.2	4.5	111	*168	1.8	6.7	62
AOR/PROGRESSIVE	4419	503	6.5	11.4	131	325	6.1	7.4	123	**194	5.4	4.4	109	517	5.4	11.7	109
BEAUTIFUL MUSIC	6119	528	6.9	8.6	99	350	6.6	5.7	95	*219	6.1	3.6	89	579	6.1	9.5	88
BLACK	2623	*193	2.5	7.4	84	*221	4.2	8.4	141	**118	3.3	4.5	111	350	3.7	13.3	124
CLASSICAL	1553	**158	2.1	10.2	117	**85	1.6	5.5	91	**51	1.4	3.3	81	**96	1.0	6.2	58
CHR/ROCK	11282	1133	14.7	10.0	115	715	13.5	6.3	106	428	12.0	3.8	94	1335	14.0	11.8	110
COUNTRY	13343	1095	14.2	8.2	94	545	10.3	4.1	68	571	16.0	4.3	106	1613	17.0	12.1	113
GOLDEN OLDIES	1299	**79	1.0	6.1	70	**84	1.6	6.5	108	**41	1.1	3.2	78	**117	1.2	9.0	84
MOR/NOSTALGIA	5241	466	6.0	8.9	102	361	6.8	6.9	115	*238	6.7	4.5	112	657	6.9	12.5	117
NEWS/TALK	4165	349	4.5	8.4	96	334	6.3	8.0	134	*186	5.2	4.5	110	337	3.5	8.1	75
RELIGIOUS	3324	*208	2.7	6.3	72	*209	3.9	6.3	105	*169	4.7	5.1	126	391	4.1	11.8	109
SOFT ROCK	609	**72	0.9	11.8	136	**29	0.5	4.8	79	**15	0.4	2.5	61	**97	1.0	15.9	148
URBAN CONTEMPORARY	1853	*133	1.7	7.2	82	*168	3.2	9.1	151	**60	1.7	3.2	80	274	2.9	14.8	138
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	432	5.6	11.6	133	*153	2.9	4.1	69	**174	4.9	4.7	116	533	5.6	14.3	133
ABC DIRECTION	2488	*237	3.1	9.5	109	*139	2.6	5.6	93	*144	4.0	5.8	143	*218	2.3	8.8	82
ABC ENTERTAINMENT	5129	334	4.3	6.5	75	*243	4.6	4.7	79	*189	5.3	3.7	91	536	5.6	10.5	97
ABC FM	2498	*195	2.5	7.8	90	*266	5.0	10.6	178	**136	3.8	5.4	135	350	3.7	14.0	130
ABC INFORMATION	5721	644	8.4	11.3	129	450	8.5	7.9	131	*244	6.8	4.3	106	559	5.9	9.8	91
ABC ROCK	2021	*270	3.5	13.4	153	**93	1.8	4.6	77	*124	3.5	6.1	152	*276	2.9	13.7	127
CBS	4756	347	4.5	7.3	84	373	7.0	7.8	131	*227	6.3	4.8	118	445	4.7	9.4	87
MUTUAL	5272	538	7.0	10.2	117	330	6.2	6.3	104	*232	6.5	4.4	109	653	6.9	12.4	115
NBC	4964	421	5.5	8.5	97	301	5.7	6.1	101	*305	8.5	6.1	152	522	5.5	10.5	98
RADIORADIO	2218	*169	2.2	7.6	87	*144	2.7	6.5	108	**60	1.7	2.7	67	*232	2.4	10.5	97
RKO ONE	2565	*230	3.0	9.0	103	*150	2.8	5.8	98	**82	2.3	3.2	79	361	3.8	14.1	131
RKO TWO	3640	252	3.3	6.9	79	*190	3.6	5.2	87	**145	4.1	4.0	99	379	4.0	10.4	97
THE SOURCE	2467	*278	3.6	11.3	129	**126	2.4	5.1	85	**169	4.7	6.9	169	*281	3.0	11.4	106
NON-WIRED : BLAIR	9466	896	11.6	9.5	109	588	11.1	6.2	104	357	10.0	3.8	93	1081	11.4	11.4	106
INTERNET	13616	1207	15.7	8.9	102	961	18.1	7.1	118	604	16.9	4.4	110	1655	17.4	12.2	113
KATZ RADIO GROUP	16998	1598	20.7	9.4	108	1171	22.1	6.9	115	711	19.9	4.2	103	1665	17.5	9.8	91
SUPERNET	11622	1034	13.4	8.9	102	687	13.0	5.9	99	502	14.0	4.3	107	1235	13.0	10.6	99
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	707	9.2	7.5	86	544	10.3	5.8	96	374	10.5	4.0	98	1066	11.2	11.3	105
MKDAY 9:00 AM - 1:00 PM	13304	1012	13.1	7.6	87	747	14.1	5.6	94	511	14.3	3.8	95	1586	16.7	11.9	111
MKDAY 1:00 PM - 4:30 PM	17591	1417	18.4	8.1	92	863	16.3	4.9	82	662	18.5	3.8	93	1996	21.0	11.3	106
MKDAY 4:30 PM - 7:30 PM	24418	1912	24.8	7.8	90	1404	26.5	5.7	96	1061	29.7	4.3	107	2575	27.1	10.5	98
MKDAY 7:30 PM - 8:00 PM	34400	2774	36.0	8.1	93	2029	38.3	5.9	98	1531	42.8	4.5	110	3642	38.3	10.6	99
MKDAY 11:00 PM - 11:30 PM	26120	2094	27.2	8.0	92	1430	27.0	5.5	91	1194	33.4	4.6	113	2749	28.9	10.5	98
MKDAY 11:30 PM - 1:00 AM	8402	635	8.2	7.6	87	481	9.1	5.7	95	397	11.1	4.7	117	853	9.0	10.2	94
M-SAT 8-11 PM-SUN 7-11 PM	36828	3099	40.2	8.4	97	2212	41.7	6.0	100	1653	46.2	4.5	111	3976	41.8	10.8	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	653	8.5	9.0	104	462	8.7	6.4	107	272	7.6	3.8	93	943	9.9	13.1	122
ANOTHER WORLD	N 4924	361	4.7	7.3	84	194	3.7	3.9	66	*167	4.7	3.4	84	621	6.5	12.6	111
AS THE WORLD TURNS	C 5966	560	7.3	9.4	108	258	4.9	4.3	72	206	5.8	3.5	85	598	6.3	10.0	93
CAPITOL	C 3672	317	4.1	8.6	99	172	3.2	4.7	78	*153	4.3	4.2	103	414	4.4	11.3	105
CBS MORN. NEWS 1	C 1590	*76	1.0	4.8	55	*106	2.0	6.7	111	**44	1.2	2.8	68	181	1.9	11.4	106
CBS MORN. NEWS 2	C 1298	*90	1.2	6.9	80	*76	1.4	5.9	98	**59	1.6	4.5	112	170	1.8	13.1	122
DAYS OF OUR LIVES	N 6389	480	6.2	7.5	86	263	5.0	4.1	69	259	7.2	4.1	100	698	7.3	10.9	102
FACTS OF LIFE - DAYTIME	N 2526	143	1.9	5.7	65	*167	3.1	6.6	110	*110	3.1	4.4	108	397	4.2	15.7	146
FAMILY FEUD	A 3427	298	3.9	8.7	100	168	3.2	4.9	82	*85	2.4	2.5	61	362	3.8	10.6	98
GENERAL HOSPITAL	A 6870	494	6.4	7.2	83	324	6.1	4.7	79	168	4.7	2.4	60	823	8.7	12.0	112
GOOD MORNING, AMERICA-730	A 3767	238	3.1	6.3	73	172	3.2	4.6	76	173	4.8	4.6	114	411	4.3	10.9	102
GOOD MORNING, AMERICA-830	A 3076	247	3.2	8.0	92	130	2.5	4.2	70	*123	3.4	4.0	99	291	3.1	9.5	88
GUIDING LIGHT	C 5789	483	6.3	8.3	96	300	5.7	5.2	86	219	6.1	3.8	94	612	6.4	10.6	98
ONE LIFE TO LIVE	A 4918	381	4.9	7.7	89	237	4.5	4.8	80	*125	3.5	2.5	63	544	5.7	11.1	103
PRESS YOUR LUCK	C 2367	201	2.6	8.5	97	142	2.7	6.0	100	*130	3.6	5.5	136	313	3.3	13.2	123
PRICE IS RIGHT 1	C 4727	377	4.9	8.0	92	224	4.2	4.7	79	209	5.8	4.4	109	545	5.7	11.5	107
PRICE IS RIGHT 2	C 5511	452	5.9	8.2	94	232	4.4	4.2	70	224	6.3	4.1	1				

		TOTAL U.S. '000	ALL MENNEN				ALL MITCHUM				ALL OLD SPICE				ALL RIGHT GUARD				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALES			88464	7707	100.0	8.7	100	5304	100.0	6.0	100	3576	100.0	4.0	100	9504	100.0	10.7	100
WKDAY LOCAL EVENING TV NEWS																			
		27970	2170	28.2	7.8	89	1448	27.3	5.2	86	1070	29.9	3.8	95	2671	28.1	9.5	89	
		21966	1765	22.9	8.0	92	1168	22.0	5.3	89	946	26.5	4.3	107	2219	23.3	10.1	94	
		2247	221	2.9	9.8	113	162	3.1	7.2	120	111	3.1	4.9	122	242	2.5	10.8	100	
TV EVENING NTHK 6 PM - 2 AM																			
		11524	1176	15.3	10.2	117	756	14.3	6.6	109	588	16.4	5.1	126	1265	13.3	11.0	102	
		6879	610	7.9	8.9	102	313	5.9	4.6	76	228	6.4	3.3	82	757	8.0	11.0	102	
		13690	1184	15.4	8.6	99	977	18.4	7.1	119	632	17.7	4.6	114	1462	15.4	10.7	99	
		6589	521	6.8	7.9	91	327	6.2	5.0	83	295	8.2	4.5	111	609	6.4	9.2	88	
		6391	451	5.9	7.1	81	*269	5.1	4.2	70	*220	6.2	3.4	85	728	7.7	11.4	106	
		10273	787	10.2	7.7	88	585	11.0	5.7	95	427	11.9	4.2	103	1017	10.7	9.9	92	
		7130	543	7.0	7.6	87	417	7.9	5.8	98	268	7.5	3.8	93	708	7.4	9.9	92	
		11665	939	12.2	8.0	92	623	11.7	5.3	89	477	13.3	4.1	101	1228	12.9	10.5	98	
		5442	484	6.3	8.9	102	294	5.5	5.4	90	*228	6.4	4.2	104	569	6.0	10.5	97	
		10565	876	11.4	8.3	95	669	12.6	6.3	106	579	16.2	5.5	136	1180	12.4	11.2	104	
		3668	*305	4.0	8.3	95	*157	3.0	4.3	71	*151	4.2	4.1	102	478	5.0	13.0	121	
		7561	609	7.9	8.1	92	333	6.3	4.4	73	289	8.1	3.8	95	849	8.9	11.2	105	
		3948	400	5.2	10.1	116	240	4.5	6.1	101	131	3.7	3.3	82	497	5.2	12.6	117	
		5966	555	7.2	9.3	107	321	6.1	5.4	90	215	6.0	3.6	89	787	8.3	13.2	123	
		6529	671	8.7	10.3	118	368	6.9	5.6	94	304	8.5	4.7	115	751	7.9	11.5	107	
		9842	962	12.5	9.8	112	594	11.2	6.0	101	493	13.8	5.0	124	1037	10.9	10.5	98	
		23935	1815	23.6	7.6	87	1294	24.4	5.4	90	868	24.3	3.6	90	2618	27.5	10.9	102	
		7574	630	8.2	8.3	95	420	7.9	5.5	92	277	7.7	3.7	90	731	7.7	9.7	90	
		7786	600	7.8	7.7	88	405	7.6	5.2	87	367	10.3	4.7	117	963	10.1	12.4	115	
		6290	639	8.3	10.2	117	425	8.0	6.8	113	*278	7.8	4.4	109	719	7.6	11.4	106	
		6402	433	5.6	6.8	78	324	6.1	5.1	84	280	7.8	4.4	108	570	6.0	8.9	83	
		21955	1773	23.0	8.1	93	1273	24.0	5.8	97	856	23.9	3.9	96	2371	24.9	10.8	101	
		8898	642	8.3	7.2	83	499	9.4	5.6	94	417	11.7	4.7	116	1054	11.1	11.8	110	
		21877	1662	21.6	7.6	87	1239	23.4	5.7	94	773	21.6	3.5	87	2377	25.0	10.9	101	
		10045	786	10.2	7.8	90	516	9.7	5.1	86	429	12.0	4.3	106	1095	11.5	10.9	101	
		8922	763	9.9	8.6	98	431	8.1	4.8	81	438	12.2	4.9	121	902	9.5	10.1	94	
		8288	583	7.6	7.0	81	516	9.7	6.2	104	375	10.5	4.5	112	956	10.1	11.5	107	
		9891	765	9.9	7.7	89	432	8.1	4.4	73	373	10.4	3.8	93	1130	11.9	11.4	106	
		5429	441	5.7	8.1	93	*317	6.0	5.8	97	*189	5.3	3.5	86	629	6.6	11.6	108	
		9646	731	9.5	7.6	87	359	6.8	3.7	62	443	12.4	4.6	114	1011	10.6	10.5	98	
		9983	729	9.5	7.3	84	403	7.6	4.0	67	357	10.0	3.6	88	1184	12.5	11.9	110	
		9688	833	10.8	8.6	99	633	11.9	6.5	109	647	18.1	6.7	165	1192	12.5	12.3	115	
		15435	1253	16.3	8.1	93	852	16.1	5.5	92	588	16.4	3.8	94	1735	18.3	11.2	105	
		10031	699	9.1	7.0	80	599	11.3	6.0	100	451	12.6	4.5	111	1184	12.5	11.8	110	
		6376	509	6.6	8.0	92	366	6.9	5.7	96	*279	7.8	4.4	108	711	7.5	11.2	104	
		9951	706	9.2	7.1	81	551	10.4	5.5	92	517	14.5	5.2	129	1022	10.8	10.3	96	
		7908	749	9.7	9.5	109	510	9.6	6.4	108	259	7.2	3.3	81	880	9.3	11.1	104	
		13226	913	11.8	6.9	79	823	15.5	6.2	104	589	16.5	4.5	110	1326	14.0	10.0	93	
		12105	974	12.6	8.0	92	770	14.5	6.4	106	517	14.5	4.3	106	1259	13.2	10.4	97	
		6364	575	7.5	9.0	104	357	6.7	5.6	94	*281	7.9	4.4	109	685	7.2	10.8	100	
		3955	339	4.4	8.6	98	256	4.8	6.5	108	*201	5.6	5.1	126	432	4.5	10.9	102	
		6903	609	7.9	8.8	101	469	8.8	6.8	113	*252	7.0	3.7	90	691	7.3	10.0	93	
		13443	1198	15.5	8.9	102	779	14.7	5.8	97	547	15.3	4.1	101	1400	14.7	10.4	97	
		5585	410	5.3	7.3	84	366	6.9	6.6	109	218	6.1	3.9	97	478	5.0	8.6	80	
		3688	262	3.4	7.1	82	*168	3.2	4.6	76	*136	3.8	3.7	91	322	3.4	8.7	81	
		3310	*180	2.3	5.4	62	*177	3.3	5.3	89	*120	3.4	3.6	90	325	3.4	9.8	91	
		9238	979	12.7	10.6	122	523	9.9	5.7	94	*377	10.5	4.1	101	1129	11.9	12.2	114	
		9876	757	9.8	7.7	88	606	11.4	6.1	102	551	15.4	5.6	138	1093	11.5	11.1	103	
		7954	539	7.0	6.8	78	451	8.5	5.7	95	322	9.0	4.0	100	897	9.4	11.3	105	
		5182	406	5.3	7.8	90	243	4.6	4.7	78	*219	6.1	4.2	105	551	5.8	10.6	99	
		9674	677	8.8	7.0	80	488	9.2	5.0	84	392	11.0	4.1	100	1151	12.1	11.9	111	
		8511	768	10.0	9.0	104	531	10.0	6.2	104	399	11.2	4.7	116	941	9.9	11.1	103	
		5656	540	7.0	9.5	110	341	6.4	6.0	101	*286	8.0	5.1	125	601	6.3	10.6	99	
		7718	687	8.9	8.9	102	432	8.1	5.6	93	333	9.3	4.3	107	736	7.7	9.5	89	
		11058	804	10.4	7.3	83	546	10.3	4.9	82	387	10.8	3.5	87	980	10.3	8.9	82	
		11615	1054	13.7	9.1	104	752	14.2	6.5	108	471	13.2	4.1	100	1193	12.6	10.3	96	
		14326	1131	14.7	7.9	91	867	16.3	6.1	101	544	15.2	3.8	94	1573	16.6	11.0	102	
		7670	687	8.9	9.0	103	473	8.9	6.2	103	373	10.4	4.9	120	863	9.1	11.3	105	
		12068	1021	13.2	8.5	97	634	12.0	5.3	88	518	14.5	4.3	106	1303	13.7	10.8	101	
		9735	719	9.3	7.4	85	565	10.7	5.8	97	443	12.4	4.6	113	918	9.7	9.4	88	
		2531	171	2.2	6.8	78	129	2.4	5.1	85	112	3.1	4.4	109	206	2.2	8.1	76	
		10374	708	9.2	6.8	788													

	TOTAL U.S. '000	ALL SECRET				ALL SOFT & DRI				ALL SURE				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	88464	22719	100.0	25.7	100	8307	100.0	9.4	100	11868	100.0	13.4	100				
FEMALE HOMEMAkers	80986	20727	91.2	25.6	100	7419	89.3	9.2	98	10738	90.5	13.3	99				
EMPLOYED MOTHERS	18702	5166	22.7	27.6	108	2030	24.4	10.9	116	2966	25.0	15.9	118				
18 - 24	14726	4363	19.2	29.6	115	1798	21.6	12.2	130	2278	19.2	15.5	115				
25 - 34	20202	5607	24.7	27.8	108	2202	26.5	10.9	116	3364	28.3	16.7	124				
35 - 44	14781	3883	17.1	26.3	102	1718	20.7	11.6	124	2218	18.7	15.0	112				
45 - 54	11449	3022	13.3	26.4	103	1151	13.9	10.1	107	1522	12.8	13.3	99				
55 - 64	11846	3034	13.4	25.6	100	686	8.3	5.8	62	1190	10.0	10.0	75				
65 OR OLDER	15459	2810	12.4	18.2	71	753	9.1	4.9	52	1296	10.9	8.4	62				
18 - 34	34928	9969	43.9	28.5	111	4000	48.2	11.5	122	5642	47.5	16.2	120				
18 - 49	55154	15411	67.8	27.9	109	6288	75.7	11.4	121	8666	73.0	15.7	117				
25 - 54	46433	12512	55.1	26.9	105	5071	61.0	10.9	116	7104	59.9	15.3	114				
35 - 49	20226	5442	24.0	26.9	105	2288	27.5	11.3	120	3024	25.5	15.0	111				
50 OR OLDER	33310	7308	32.2	21.9	85	2019	24.3	6.1	65	3203	27.0	9.6	72				
GRADUATED COLLEGE	12110	2579	11.4	21.3	83	1119	13.5	9.2	98	1801	15.2	14.9	111				
ATTENDED COLLEGE	15309	4016	17.7	26.2	102	1467	17.7	9.6	102	2242	18.9	14.6	109				
GRADUATED HIGH SCHOOL	36912	10297	45.3	27.9	109	3581	43.1	9.7	103	5134	43.3	13.9	104				
DID NOT GRADUATE HIGH SCHOOL	24134	5828	25.7	24.1	94	2140	25.8	8.9	94	2693	22.7	11.2	83				
EMPLOYED FULL-TIME	35457	9115	40.1	25.7	100	3857	46.4	10.9	116	5345	45.0	15.1	112				
EMPLOYED PART-TIME	8514	2389	10.5	28.1	109	922	11.1	10.8	115	1200	10.1	14.1	105				
NOT EMPLOYED	44494	11215	49.4	25.2	98	3528	42.5	7.9	84	5324	44.9	12.0	89				
PROFESSIONAL/MANAGER	10811	2300	10.1	21.3	83	1139	13.7	10.5	112	1417	11.9	13.1	98				
TECH/CLERICAL/SALES	19640	5597	24.6	28.5	111	2049	24.7	10.4	111	3098	26.1	15.8	118				
PRECISION/CRAFT	1023	*295	1.3	28.8	112	**113	1.4	11.0	118	**84	0.7	8.2	61				
OTHER EMPLOYED	12498	3311	14.6	26.5	103	1479	17.8	11.8	126	1947	16.4	15.6	116				
SINGLE	15995	4345	19.1	27.2	106	2074	25.0	13.0	138	2292	19.3	14.3	107				
MARRIED	51689	13605	59.9	26.3	102	4652	56.0	9.0	96	7339	61.8	14.2	106				
DIVORCED/SEPARATED/WIDOWED	20780	4770	21.0	23.0	89	1580	19.0	7.6	81	2237	18.8	10.8	80				
PARENTS	33922	9836	43.3	29.0	113	3700	44.5	10.9	116	5513	46.5	16.3	121				
WHITE	76422	19362	85.2	25.3	99	7153	86.1	9.4	100	10106	85.2	13.2	99				
BLACK	10066	3019	13.3	30.0	117	1012	12.2	10.1	107	1592	13.4	15.8	118				
OTHER	1976	**338	1.5	17.1	67	**142	1.7	7.2	77	**170	1.4	8.6	64				
NORTHEAST-CENSUS	19803	4865	21.4	24.6	96	1839	22.1	9.3	99	2268	19.1	11.5	85				
NORTH CENTRAL	22181	5747	25.3	25.9	101	1963	23.6	8.8	94	3515	29.6	15.8	118				
SOUTH	30082	8665	38.1	28.8	112	2939	35.4	9.8	104	4124	34.7	13.7	102				
WEST	16398	3443	15.2	21.0	82	1567	18.9	9.6	102	1961	16.5	12.0	89				
NORTHEAST-MKTG.	20163	4952	21.8	24.6	96	1771	21.3	8.8	94	2312	19.5	11.5	85				
EAST CENTRAL	13054	3610	15.9	27.7	108	1173	14.1	9.0	96	2055	17.3	15.7	117				
WEST CENTRAL	14993	3830	16.9	25.5	99	1349	16.2	9.0	96	2317	19.5	15.5	115				
SOUTH	25785	7419	32.7	28.8	112	2621	31.6	10.2	108	3457	29.1	13.4	100				
PACIFIC	14470	2908	12.8	20.1	78	1393	16.8	9.6	103	1728	14.6	11.9	89				
COUNTY SIZE A	36705	8997	39.6	24.5	95	3295	39.7	9.0	96	4723	39.8	12.9	96				
COUNTY SIZE B	26819	7018	30.9	26.2	102	2586	31.1	9.6	103	3600	30.3	13.4	100				
COUNTY SIZE C	13597	3567	15.7	26.2	102	1302	15.7	9.6	102	2009	16.9	14.8	110				
COUNTY SIZE D	11344	3137	13.8	27.7	108	1124	13.5	9.9	106	1536	12.9	13.5	101				
METRO CENTRAL CITY	26825	6516	28.7	24.3	95	2199	26.5	8.2	87	3731	31.4	13.9	104				
METRO SUBURBAN	39912	10178	44.8	25.5	99	4055	48.8	10.2	108	5095	42.9	12.8	95				
NON METRO	21728	6025	26.5	27.7	108	2053	24.7	9.4	101	3043	25.6	14.0	104				
TOP 5 ADI'S	20847	4698	20.7	22.5	88	1930	23.2	9.3	99	2650	22.3	12.7	95				
TOP 10 ADI'S	28719	6881	30.3	24.0	93	2720	32.7	9.5	101	3429	28.9	11.9	89				
TOP 20 ADI'S	40904	9731	42.8	23.8	93	3833	46.1	9.4	100	4832	40.7	11.8	88				
HSMD INC. \$50,000 OR MORE	7931	1761	7.8	22.2	86	*555	6.7	7.0	75	1060	8.9	13.4	100				
\$40,000 OR MORE	15233	3689	16.2	24.2	94	1312	15.8	8.6	92	2236	18.8	14.7	109				
\$30,000 OR MORE	28333	7054	31.0	24.9	97	2350	28.3	8.3	88	4015	33.8	14.2	106				
\$25,000 OR MORE	36417	8997	39.6	24.7	96	3346	40.3	9.2	98	5250	44.2	14.4	107				
\$20,000 - \$24,999	9943	2498	11.0	25.1	98	1067	12.8	10.7	114	1367	11.5	13.7	102				
\$15,000 - \$19,999	9211	2583	11.4	28.0	109	935	11.3	10.2	108	1260	10.6	13.7	102				
\$10,000 - \$14,999	13477	3712	16.3	27.5	107	1012	12.2	7.5	80	1889	15.9	14.0	104				
UNDER \$10,000	19418	4928	21.7	25.4	99	1946	23.4	10.0	107	2102	17.7	10.8	81				
HOUSEHOLD OF 1 PERSON	11987	2494	11.0	20.8	81	963	11.6	8.0	86	1251	10.5	10.4	78				
2 PEOPLE	27046	6709	29.5	24.8	97	2210	26.6	8.2	87	3095	26.1	11.4	85				
3 OR 4 PEOPLE	34251	8849	38.9	25.8	101	3085	37.1	9.0	96	5185	43.7	15.1	113				
5 OR MORE PEOPLE	15180	4667	20.5	30.7	120	2049	24.7	13.5	144	2338	19.7	15.4	115				
NO CHILD IN HSMD	49819	11594	51.0	23.3	91	3998	48.1	8.0	85	5720	48.2	11.5	86				
CHILD(REN) UNDER 2 YRS	6045	1857	8.2	30.7	120	766	9.2	12.7	135	1024	8.6	16.9	126				
2 - 5 YEARS	15233	4274	18.8	28.1	109	1550	18.7	10.2	108	2588	21.8	17.0	127				
6 - 11 YEARS	16260	4961	21.8	30.5	119	1609	19.4	9.9	105	2242	18.9	13.8	103				
12 - 17 YEARS	19173	5613	24.7	29.3	114	2267	27.3	11.8	126	2971	25.0	15.5	116				
RESIDENCE OWNED	61371	15380	67.7	25.1	98	5333	64.2	8.7	93	8403	70.8	13.7	102				
VALUE: \$50,000 OR MORE	35355	8303	36.5	23.5	91	2753	33.1	7.8	83	4656	39.2	13.2	98				
VALUE: UNDER \$50,000	26016	7077	31.2	27.2	106	2580	31.1	9.9	106	3747	31.6	14.4	107				

DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

			TOTAL	ALL SECRET				ALL SOFT & DRI				ALL SURE							
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	22719	100.0	25.7	100	8307	100.0	9.4	100	11868	100.0	13.4	100				
MAGAZINES	QUINTILE 1		17988	4900	21.6	27.2	106	2158	26.0	12.0	128	2914	24.6	16.2	121				
	QUINTILE 2		19446	5252	23.1	27.0	105	1807	21.8	9.3	99	2722	22.9	14.0	104				
	QUINTILE 3		14626	3924	17.3	26.8	104	1463	17.6	10.0	107	1781	15.0	12.2	91				
	QUINTILE 4		16014	4087	18.0	25.5	99	1521	18.3	9.5	101	2098	17.7	13.1	98				
	QUINTILE 5		20389	4556	20.1	22.3	87	1359	16.4	6.7	71	2354	19.8	11.5	86				
NEWSPAPERS	QUINTILE 1		13830	3432	15.1	24.8	97	1191	14.3	8.6	92	1695	14.3	12.3	91				
	QUINTILE 2		26350	6804	29.9	25.8	101	2358	28.4	8.9	95	3460	29.2	13.1	98				
	QUINTILE 3		12415	3120	13.7	25.1	98	1055	12.7	8.5	90	1808	15.2	14.6	109				
	QUINTILE 4		21911	5990	26.4	27.3	106	2175	26.2	9.9	106	2961	24.9	13.5	101				
	QUINTILE 5		13960	3374	14.9	24.2	94	1528	18.4	10.9	117	1944	16.4	13.9	104				
OUTDOOR	QUINTILE 1		16810	4814	21.2	28.6	112	1686	20.3	10.0	107	2412	20.3	14.3	107				
	QUINTILE 2		17101	4331	19.1	25.3	99	1554	18.7	9.1	97	2371	20.0	13.9	103				
	QUINTILE 3		17579	4501	19.8	25.6	100	1765	21.2	10.0	107	2507	21.1	14.3	106				
	QUINTILE 4		18343	4233	18.6	23.1	90	1732	20.8	9.4	101	2270	19.1	12.4	92				
	QUINTILE 5		18631	4840	21.3	26.0	101	1570	18.9	8.4	90	2309	19.5	12.4	92				
RADIO-DRIVE TIME	QUINTILE 1		17390	4854	21.4	27.9	109	1494	18.0	8.6	91	2452	20.7	14.1	105				
	QUINTILE 2		16591	4241	18.7	25.6	100	1901	22.9	11.5	122	2117	17.8	12.8	95				
	QUINTILE 3		16910	4142	18.2	24.5	95	1625	19.6	9.6	102	2345	19.8	13.9	103				
	QUINTILE 4		18002	4519	19.9	25.1	98	1505	18.1	8.4	89	2600	21.9	14.4	108				
	QUINTILE 5		19572	4964	21.8	25.4	99	1782	21.5	9.1	97	2356	19.9	12.0	90				
RADIO-MID-DAY	TERCILE 1		23248	6692	29.5	28.8	112	2213	26.6	9.5	101	3503	29.5	15.1	112				
	TERCILE 2		23667	5865	25.8	24.8	96	2401	28.9	10.1	108	2905	24.5	12.3	91				
	TERCILE 3		41549	10161	44.7	24.5	95	3693	44.5	8.9	95	5461	46.0	13.1	98				
RADIO-TOTAL	QUINTILE 1		17786	5010	22.1	28.2	110	1656	19.9	9.3	99	2481	20.9	13.9	104				
	QUINTILE 2		17316	4865	21.4	28.1	109	1806	21.7	10.4	111	2401	20.2	13.9	103				
	QUINTILE 3		18428	4244	18.7	23.0	90	1962	23.6	10.6	113	2581	21.7	14.0	104				
	QUINTILE 4		17669	4386	19.3	24.8	97	1504	18.1	8.5	91	2320	19.5	13.1	98				
	QUINTILE 5		17265	4214	18.5	24.4	95	1380	16.6	8.0	85	2086	17.6	12.1	90				
TV-PRIME TIME	QUINTILE 1		17416	4487	19.7	25.8	100	1746	21.0	10.0	107	2040	17.2	11.7	87				
	QUINTILE 2		17413	4310	19.0	24.8	96	1507	18.1	8.7	92	2517	21.2	14.5	108				
	QUINTILE 3		17943	4882	21.5	27.2	106	1876	22.6	10.5	111	2597	21.9	14.5	108				
	QUINTILE 4		18442	4613	20.3	25.0	97	1632	19.6	8.8	94	2555	21.5	13.9	103				
	QUINTILE 5		17250	4427	19.5	25.7	100	1547	18.6	9.0	96	2159	18.2	12.5	93				
TV-DAYTIME	TERCILE 1		29966	7433	32.7	24.8	97	2648	31.9	8.8	94	4026	33.9	13.4	100				
	TERCILE 2		29480	7964	35.1	27.0	105	2583	31.1	8.8	93	3808	32.1	12.9	96				
	TERCILE 3		29018	7322	32.2	25.2	98	3075	37.0	10.6	113	4035	34.0	13.9	104				
TV-TOTAL	QUINTILE 1		17740	4611	20.3	26.0	101	1612	19.4	9.1	97	2259	19.0	12.7	95				
	QUINTILE 2		17674	4001	17.6	22.6	88	1466	17.6	8.3	88	2452	20.7	13.9	103				
	QUINTILE 3		17730	4610	20.3	26.0	101	1748	21.0	9.9	105	2141	18.0	12.1	90				
	QUINTILE 4		17563	4843	21.3	27.6	107	1855	22.3	10.6	112	2319	19.5	13.2	98				
	QUINTILE 5		17757	4653	20.5	26.2	102	1626	19.6	9.2	98	2698	22.7	15.2	113				
MAGAZINES-NEWSPAPERS: DUAL			23278	5993	26.4	25.7	100	2313	27.8	9.9	106	3225	27.2	13.9	103				
MAGAZINE IMPERATIVE			21634	6054	26.6	28.0	109	2528	30.4	11.7	124	3383	28.5	15.6	117				
NEWSPAPER IMPERATIVE			23455	5838	25.7	24.9	97	1747	21.0	7.4	79	2706	22.8	11.5	86				
MAGAZINES-OUTDOOR: DUAL			17482	4806	21.2	27.5	107	1899	22.9	10.9	116	2872	24.2	16.4	122				
MAGAZINE IMPERATIVE			28830	7775	34.2	27.0	105	2952	35.5	10.2	109	3897	32.8	13.5	101				
OUTDOOR IMPERATIVE			26119	6705	29.5	25.7	100	2248	27.1	8.6	92	3185	26.8	12.2	91				
MAGAZINES-RADIO: DUAL			20162	5893	25.9	29.2	114	2077	25.0	10.3	110	2816	23.7	14.0	104				
MAGAZINE IMPERATIVE			26292	6699	29.5	25.5	99	2715	32.7	10.3	110	3757	31.7	14.3	107				
RADIO IMPERATIVE			25308	6375	28.1	25.2	98	2358	28.4	9.3	99	3433	28.9	13.6	101				
MAGAZINES-TELEVISION: DUAL			17312	4683	20.6	27.1	105	1717	20.7	9.9	106	2284	19.2	13.2	98				
MAGAZINE IMPERATIVE			29099	8047	35.4	27.7	108	3210	38.6	11.0	117	4419	37.2	15.2	113				
TELEVISION IMPERATIVE			27505	6291	27.7	22.9	89	2170	26.1	7.9	84	3373	28.4	12.3	91				
NEWSPAPERS-OUTDOOR: DUAL			18628	5190	22.8	27.9	108	1678	20.2	9.0	96	2607	22.0	14.0	104				
NEWSPAPER IMPERATIVE			29178	7034	31.0	24.1	94	2627	31.6	9.0	96	3638	30.7	12.5	93				
OUTDOOR IMPERATIVE			25260	6520	28.7	25.8	101	2710	32.6	10.7	114	3741	31.5	14.8	110				
NEWSPAPERS-RADIO: DUAL			19246	5001	22.0	26.0	101	1726	20.8	9.0	96	2513	21.2	13.1	97				
NEWSPAPER IMPERATIVE			28155	6902	30.4	24.5	95	2418	29.1	8.6	91	3654	30.8	13.0	97				
RADIO IMPERATIVE			25308	6874	30.3	27.2	106	2879	34.7	11.4	121	3732	31.4	14.7	110				
NEWSPAPERS-TELEVISION: DUAL			18615	4564	20.1	24.5	95	1469	17.7	7.9	84	2573	21.7	13.8	103				
NEWSPAPER IMPERATIVE			29207	7577	33.4	25.9	101	2789	33.6	9.5	102	3823	32.2	13.1	98				
TELEVISION IMPERATIVE			25472	6246	27.5	24.5	95	2430	29.3	9.5	102	3403	28.7	13.4	100				
OUTDOOR-RADIO: DUAL			17292	4931	21.7	28.5	111	1747	21.0	10.1	108	2488	21.0	14.4	107				
OUTDOOR IMPERATIVE			26915	6632	29.2	24.6	96	2480	29.9	9.2	98	3744	31.5	13.9	104				
RADIO IMPERATIVE			28938	7334	32.3	25.3	99	2972	35.8	10.3	109	3809	32.1	13.2	98				
OUTDOOR-TELEVISION: DUAL			16112	4185	18.4	26.0	101	1598	19.2	9.9	106	2246	18.9	13.9	104				
OUTDOOR IMPERATIVE			28228	7723	34.0	27.4	107	2621	31.6	9.3	99	3937	33.2	13.9	104				
TELEVISION IMPERATIVE			30024	7181	31.6	23.9	93	2581	31.1	8.6	92	3871	32.6	12.9	96				
RADIO-TELEVISION: DUAL			17803	4354	19.2	24.5	95	1729	20.8	9.7	103	2194	18.5	12.3	92				
RADIO IMPERATIVE			28338	8029	35.3	28.3	110	2842	34.2	10.0	107	4115	34.7	14.5	108				
TELEVISION IMPERATIVE			28445	6788	29.9	23.9	93	2400	28.9	8.4	90	3722	31.4	13.1	98				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL SECRET				ALL SOFT & DRI				ALL SURE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	22719	100.0	25.7	100	8307	100.0	9.4	100	11868	100.0	13.4	100				
ATLANTIC MONTHLY	415	**138	0.6	33.3	129	**119	0.2	4.6	49	**50	0.4	12.0	90				
BARRON'S	522	**82	0.4	15.7	61	**56	0.7	10.7	114	**74	0.6	14.2	106				
BETTER HOMES & GARDENS	17429	4285	18.9	24.6	96	1653	19.9	9.5	101	2555	21.5	14.7	109				
BON APPETIT	2772	604	2.7	21.8	85	*196	2.4	7.1	75	387	3.3	14.0	104				
BUSINESS WEEK	1469	379	1.7	25.8	100	*164	2.0	11.2	119	*257	2.2	17.5	130				
CAR AND DRIVER	397	**143	0.6	36.0	140	**26	0.3	6.5	70	**22	0.2	5.5	41				
CBS MAGAZINE NETWORK (GROSS)	1633	494	2.2	30.3	118	*272	3.3	16.7	177	*250	2.1	15.3	114				
CHANGING TIMES	1554	490	2.2	31.5	123	*167	2.0	10.7	114	*188	1.6	12.1	90				
COLONIAL HOMES	1304	349	1.5	26.8	104	*158	1.9	12.1	129	*245	2.1	18.8	140				
CONDE NAST MAG. PKG. (GROSS)	17858	4788	21.1	26.8	104	2538	30.6	14.2	151	2950	24.9	16.5	123				
CONSUMERS DIGEST	1406	372	1.6	26.5	103	**153	1.8	10.9	116	*283	2.4	20.1	150				
COSMOPOLITAN	8815	2504	11.0	28.4	111	1222	14.7	13.9	148	1555	13.1	17.6	131				
COUNTRY LIVING	2636	614	2.7	23.3	91	422	5.1	16.0	170	375	3.2	14.2	106				
CUISINE	1554	386	1.7	24.8	97	**147	1.8	9.5	101	*101	0.9	6.5	48				
CYCLE WORLD	469	**146	0.6	31.1	121	**47	0.6	10.0	107	**57	0.5	12.2	91				
DCI:CREATIVE IDEAS FOR LIV	2631	813	3.6	30.9	120	*276	3.3	10.5	112	421	3.5	16.0	119				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2196	9.7	31.1	121	769	9.3	10.9	116	1062	8.9	15.0	112				
DISCOVER	998	260	1.1	26.1	101	**139	1.7	13.9	148	*194	1.6	19.4	145				
EBONY	4289	1306	5.7	30.4	119	565	6.8	13.2	140	785	6.6	18.3	136				
ESQUIRE	1176	337	1.5	28.7	112	*142	1.7	12.1	129	*160	1.3	13.6	101				
ESSENCE	2392	758	3.3	31.7	123	369	4.4	15.4	164	502	4.2	21.0	156				
FAMILY CIRCLE	17209	4793	21.1	27.9	108	1989	23.9	11.6	123	2541	21.4	14.8	110				
THE FAMILY HANDYMAN	1184	342	1.5	28.9	112	*116	1.4	9.8	104	*165	1.4	13.9	104				
FAMILY WEEKLY	12391	3298	14.5	26.6	104	1261	15.2	10.2	108	1452	12.2	11.7	87				
FIELD & STREAM	2438	668	2.9	27.4	107	*277	3.3	11.4	121	343	2.9	14.1	105				
FOOD & WINE	614	*209	0.9	34.0	133	**60	0.7	9.8	104	**142	1.2	23.1	172				
FORBES	813	*155	0.7	19.1	74	**75	0.9	9.2	98	**125	1.1	15.4	115				
FORTUNE	1083	*277	1.2	25.6	100	**103	1.2	9.5	101	*210	1.8	19.4	145				
GENTLEMEN'S QUARTERLY	1197	289	1.3	24.1	94	**114	1.4	9.5	101	*151	1.3	12.6	94				
GLAMOUR	6625	1880	8.3	28.4	110	965	11.6	14.6	155	1139	9.6	17.2	128				
GOLF DIGEST	707	*254	1.1	35.9	140	**61	0.7	8.6	92	**94	0.8	13.3	99				
GOLF DIGEST/TENNIS (GROSS)	1316	412	1.8	31.3	122	**127	1.5	9.7	103	*137	1.2	10.4	78				
GOLF MAGAZINE	469	**111	0.5	23.7	92	**28	0.3	6.0	64	**59	0.5	12.6	94				
GOLF MAGAZINE/SKI (GROSS)	1060	*275	1.2	25.9	101	**109	1.3	10.3	110	**127	1.1	12.0	89				
GOOD HOUSEKEEPING	17784	4825	21.2	27.1	106	1917	23.1	10.8	115	2385	20.1	13.4	100				
HARPER'S BAZAAR	2931	717	3.2	24.5	95	358	4.3	12.2	130	506	4.3	17.3	129				
HEALTH	2199	581	2.6	26.4	103	*306	3.7	13.9	148	402	3.4	18.3	136				
HEARST MAG CORP. BUY (GROSS)	49148	13503	59.4	27.5	107	6001	72.2	12.2	130	7394	62.3	15.0	112				
HEARST MAN POWER (GROSS)	2113	741	3.3	35.1	137	*160	1.9	7.6	81	286	2.4	13.5	101				
HEARST WOMAN POWER (GROSS)	35062	9679	42.6	27.6	107	4285	51.6	12.2	130	5124	43.2	14.6	109				
HOUSE BEAUTIFUL	3865	1030	4.5	26.6	104	442	5.3	11.4	122	620	5.2	16.0	120				
INC.	315	**80	0.4	25.4	99	**17	0.2	5.4	57	**49	0.4	15.6	116				
JET	3690	1245	5.5	33.7	131	431	5.2	11.7	124	585	4.9	15.9	118				
LADIES' HOME JOURNAL	12930	3500	15.4	27.1	105	1616	19.5	12.5	133	1733	14.6	13.4	100				
LHJ FAMILY GRP COMBO(GROSS)	18161	4969	21.9	27.4	107	2281	27.5	12.6	134	2739	23.1	15.1	112				
LIFE	5065	1301	5.7	25.7	100	568	6.8	11.2	119	710	6.0	14.0	104				
L.A. TIMES HOME MAGAZINE	1310	*314	1.4	24.0	93	**32	0.4	2.4	26	*216	1.8	16.5	123				
MADEMOISELLE	3759	907	4.0	24.1	94	491	5.9	13.1	139	591	5.0	15.7	117				
MC CALL'S	14658	4084	18.0	27.9	108	1391	16.7	9.5	101	2038	17.2	13.9	104				
MC CALL'S/MRK MOTHER (GROSS)	15857	4441	19.5	28.0	109	1545	18.6	9.7	104	2257	19.0	14.2	106				
MECHANIX ILLUSTRATED	809	*237	1.0	29.3	114	**46	0.6	5.7	61	**104	0.9	12.9	96				
METROPOLITAN HOME	1009	279	1.2	27.7	108	*154	1.9	15.3	163	*114	1.0	11.3	84				
MONEY	1707	367	1.6	21.5	84	*153	1.8	9.0	95	*246	2.1	14.4	107				
MOTHER EARTH NEWS	1123	*254	1.1	22.6	88	**105	1.3	9.3	100	*124	1.0	11.0	82				
MS.	932	317	1.4	34.0	132	*186	2.2	20.0	213	*154	1.3	16.5	123				
NATIONAL ENQUIRER	11971	3593	15.8	30.0	117	1382	16.6	11.5	123	1708	14.4	14.3	106				
NATIONAL GEOGRAPHIC	10503	2552	11.2	24.3	95	914	11.0	8.7	93	1469	12.4	14.0	104				
NATIONAL SUNDAY MAGAZINE PKG	54325	13730	60.4	25.3	98	5157	62.1	9.5	101	6952	58.6	12.8	95				
NATURAL HISTORY	626	*135	0.6	21.6	84	**45	0.5	7.2	77	**65	0.5	10.4	77				
NEW WOMAN	1992	631	2.8	31.7	123	*202	2.4	10.1	108	438	3.7	22.0	164				
NEW YORK INCLUDING CUE	547	*129	0.6	23.6	92	**70	0.8	12.8	136	**95	0.8	17.4	129				
THE NEW YORKER	1380	323	1.4	23.4	91	**89	1.1	6.4	69	*168	1.4	12.2	91				
NEWSWEEK	6925	1555	6.8	22.5	87	731	8.8	10.6	112	1114	9.4	16.1	120				
THE N.Y. TIMES DAILY EDITION	1363	241	1.1	17.7	69	**60	0.7	4.4	47	*149	1.3	10.9	81				
THE N.Y. TIMES MAGAZINE	2333	354	1.6	15.2	59	*147	1.8	6.3	67	*215	1.8	9.2	69				
OMNI	872	*253	1.1	29.0	113	**99	1.2	11.4	121	*198	1.7	22.7	169				
ON CABLE	1298	*361	1.6	27.8	108	**102	1.2	7.9	84	*266	2.2	20.5	153				
1001 HOME IDEAS	3032	888	3.9	29.3	114	359	4.3	11.8	126	604	5.1	19.9	148				
ORGANIC GARDENING	1680	443	1.9	26.4	103	*140	1.7	8.3	89	*221	1.9	13.2	98				
OUTDOOR LIFE	960	330	1.5	34.4	134	**101	1.2	10.5	112	*104	0.9	10.8	81				
PARADE MAGAZINE	26755	6733	29.6	25.2	98	2404	28.9	9.0	96	3292	27.7	12.3	92				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DEODORANTS & ANTI-PERSPIRANTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	ALL SECRET				ALL SOFT & DRI				ALL SURE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	22719	100.0	25.7	100	8307	100.0	9.4	100	11868	100.0	13.4	100				
PARENTS	4173	1356	6.0	32.5	127	405	4.9	9.7	103	744	6.3	17.8	133				
PENTHOUSE	973	394	1.7	40.5	158	**108	1.3	11.1	118	**114	1.0	11.7	87				
PEOPLE	13479	3549	15.6	26.3	103	1484	17.9	11.0	117	2146	18.1	15.9	119				
PLAYBOY	2183	642	2.8	29.4	115	*192	2.3	8.8	94	351	3.0	16.1	120				
POPULAR HOT RODDING	388	**124	0.5	32.0	124	**36	0.4	9.3	99	**58	0.5	14.9	111				
POPULAR MECHANICS	1037	*339	1.5	32.7	127	**50	0.6	4.8	51	**140	1.2	13.5	101				
POPULAR SCIENCE	920	*282	1.2	30.7	119	**101	1.2	11.0	117	**129	1.1	14.0	105				
PREVENTION	4071	1162	5.1	28.5	111	300	3.6	7.4	78	573	4.8	14.1	105				
PSYCHOLOGY TODAY	1940	580	2.6	29.9	116	*208	2.5	10.7	114	*282	2.4	14.5	108				
READER'S DIGEST	24031	6303	27.7	26.2	102	2181	26.3	9.1	97	2910	24.5	12.1	90				
REDBOOK	8464	2350	10.3	27.8	108	1146	13.8	13.5	144	1183	10.0	14.0	104				
ROAD & TRACK	429	*186	0.8	43.4	169	**42	0.5	9.8	104	**58	0.5	13.5	101				
ROLLING STONE	1355	382	1.7	28.2	110	*205	2.5	15.1	161	*198	1.7	14.6	109				
RUNNER'S WORLD	329	**130	0.6	39.5	154	**34	0.4	10.3	110	**59	0.5	17.9	134				
SATURDAY EVENING POST	1268	309	1.4	24.4	95	*147	1.8	11.6	123	186	1.6	14.7	109				
SCIENCE 84	702	*220	1.0	31.3	122	**31	0.4	4.4	47	**115	1.0	16.4	122				
SCIENCE DIGEST	553	*180	0.8	32.5	127	**57	0.7	10.3	110	**90	0.8	16.3	121				
SCIENTIFIC AMERICAN	615	*118	0.5	19.2	75	**46	0.6	7.5	80	**93	0.8	15.1	113				
SELF	2683	778	3.4	29.0	113	366	4.4	13.6	145	504	4.2	18.8	140				
SEVENTEEN	3309	1013	4.5	30.6	119	409	4.9	12.4	132	515	4.3	15.6	116				
SKI	591	*164	0.7	27.7	108	**81	1.0	13.7	146	**69	0.6	11.7	87				
SMITHSONIAN	3039	728	3.2	24.0	93	*279	3.4	9.2	98	370	3.1	12.2	91				
SOAP OPERA DIGEST	3683	1369	6.0	37.2	145	401	4.8	10.9	116	728	6.1	19.8	147				
SOUTHERN LIVING	4434	1384	6.1	31.2	122	493	5.9	11.1	118	642	5.4	14.5	108				
SPORT	701	*257	1.1	36.7	143	**67	0.8	9.6	102	**107	0.9	15.3	114				
THE SPORTING NEWS	518	*252	1.1	48.6	189	**46	0.6	8.9	95	**110	0.9	21.2	158				
SPORTS AFIELD	523	*222	1.0	42.4	165	**53	0.6	10.1	108	**56	0.5	10.7	80				
SPORTS ILLUSTRATED	3325	918	4.0	27.6	108	340	4.1	10.2	109	675	5.7	20.3	151				
STAR	8567	2376	10.5	27.7	108	812	9.8	9.5	101	1225	10.3	14.3	107				
SUNDAY	27630	7000	30.8	25.3	99	2847	34.3	10.3	110	3617	30.5	13.1	98				
SUNSET	2219	471	2.1	21.2	83	*195	2.3	8.8	94	*263	2.2	11.9	88				
TV GUIDE	24258	6836	30.1	28.2	110	2949	35.5	12.2	129	3252	27.4	13.4	100				
TENNIS	609	*158	0.7	25.9	101	**66	0.8	10.8	115	**43	0.4	7.1	53				
TIME	9929	2465	10.8	24.8	97	1102	13.3	11.1	118	1243	10.5	12.5	93				
TOWN & COUNTRY	1062	310	1.4	29.2	114	*149	1.8	14.0	149	*201	1.7	18.9	141				
TRAVEL & LEISURE	1051	279	1.2	26.5	103	*154	1.9	14.7	156	*141	1.2	13.4	100				
TRUE STORY	3946	1309	5.8	33.2	129	501	6.0	12.7	135	617	5.2	15.6	117				
U.S. NEWS & WORLD REPORT	3782	949	4.2	25.1	98	352	4.2	9.3	99	507	4.3	13.4	100				
USA TODAY	1874	475	2.1	25.3	99	*268	3.2	14.3	152	332	2.8	17.7	132				
US	2213	665	2.9	30.0	117	362	4.4	16.4	174	397	3.3	17.9	134				
VOGUE	4792	1223	5.4	25.5	99	716	8.6	14.9	159	716	6.0	14.9	111				
WALL STREET JOURNAL	2045	461	2.0	22.5	88	*139	1.7	6.8	72	*320	2.7	15.6	117				
WEIGHT WATCHERS	2364	786	3.5	33.2	129	325	3.9	13.7	146	270	2.3	11.4	85				
WOMAN'S DAY	15182	4310	19.0	28.4	111	1637	19.7	10.8	115	2005	16.9	13.2	98				
WORKING MOTHER	1198	357	1.6	29.8	116	*154	1.9	12.9	137	*220	1.9	18.4	137				
WORKING WOMAN	1523	436	1.9	28.6	111	*149	1.8	9.8	104	331	2.8	21.7	162				
WORLD TENNIS	*183	**60	0.3	32.8	128	**22	0.3	12.0	128	**10	0.1	5.5	41				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	861	3.8	31.0	121	*261	3.1	9.4	100	366	3.1	13.2	98				
BLAIR INSERTS	47909	12127	53.4	25.3	99	4333	52.2	9.0	96	6183	52.1	12.9	96				
DAILY NEWSPAPERS																	
READ ANY	56731	14760	65.0	26.0	101	4945	59.5	8.7	93	7539	63.5	13.3	99				
READ ONE	47696	12492	55.0	26.2	102	4251	51.2	8.9	95	6426	54.1	13.5	100				
READ TWO OR MORE	9034	2268	10.0	25.1	98	693	8.3	7.7	82	1113	9.4	12.3	92				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	14610	64.3	25.3	99	5298	63.8	9.2	98	7518	63.3	13.0	97				
READ ONE	50513	12858	56.6	25.5	99	4672	56.2	9.2	98	6623	55.8	13.1	98				
READ TWO OR MORE	7219	1752	7.7	24.3	95	627	7.5	8.7	92	895	7.5	12.4	92				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.43				29.84				30.61							
30 DAY REACH	78184	19984	88.0	25.6	100	7555	90.9	9.7	103	10652	89.8	13.6	102				
50 SHWG - 30 DAY AV FREQ	14.80	15.38				15.73				16.31							
30 DAY REACH	74239	19173	84.4	25.8	101	7186	86.5	9.7	103	10023	84.5	13.5	101				
25 SHWG - 30 DAY AV FREQ	8.05	8.49				8.49				8.75							
30 DAY REACH	68254	17360	76.4	25.4	99	6647	80.0	9.7	104	9388	79.1	13.8	103				
CABLE TV: HOME WIRED	35215	9163	40.3	26.0	101	3661	44.1	10.4	111	5206	43.9	14.8	110				
HOME NOT WIRED	53250	13556	59.7	25.5	99	4646	55.9	8.7	93	6662	56.1	12.5	93				
HAVE PAY CABLE	17885	4760	21.0	26.6	104	1968	23.7	11.0	117	3013	25.4	16.8	126				

	TOTAL U.S. '000	ALL SECRET				ALL SOFT & DRI				ALL SURE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	22719	100.0	25.7	100	8307	100.0	9.4	100	11868	100.0	13.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	12325	54.2	25.7	100	4546	54.7	9.5	101	6562	55.3	13.7	102				
10:00 AM - 3:00 PM	33674	8962	39.4	26.6	104	3342	40.2	9.9	106	4624	39.0	13.7	102				
3:00 PM - 7:00 PM	34431	9247	40.7	26.9	105	3282	39.5	9.5	102	4950	41.7	14.4	107				
7:00 PM - MIDNIGHT	17761	4924	21.7	27.7	108	1701	20.5	9.6	102	2367	19.9	13.3	99				
MIDNIGHT - 6:00 AM	10087	2510	11.0	24.9	97	1153	13.9	11.4	122	1394	11.7	13.8	103				
6:00 AM - MIDNIGHT	64318	16609	73.1	25.8	101	6213	74.8	9.7	103	8876	74.8	13.8	103				
ENTIRE DAY	65181	16866	74.2	25.9	101	6326	76.2	9.7	103	9006	75.9	13.8	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	17411	4431	19.5	25.4	99	1739	20.9	10.0	106	2545	21.4	14.6	109				
ALL NEWS	2520	551	2.4	21.9	85	*147	1.8	5.8	62	*224	1.9	8.9	66				
AOR/PROGRESSIVE	4419	1084	4.8	24.5	96	434	5.2	9.8	105	544	4.6	12.3	92				
BEAUTIFUL MUSIC	6119	1525	6.7	24.9	97	456	5.5	7.5	79	734	6.2	12.0	89				
BLACK	2623	932	4.1	35.5	138	371	4.5	14.1	151	367	3.1	14.0	104				
CLASSICAL	1553	392	1.7	25.2	98	**155	1.9	10.0	106	*206	1.7	13.3	99				
CHR/ROCK	11282	3053	13.4	27.1	105	1347	16.2	11.9	127	1733	14.6	15.4	114				
COUNTRY	13343	3786	16.7	28.4	110	1271	15.3	9.5	101	1837	15.5	13.8	103				
GOLDEN OLDIES	1299	319	1.4	24.6	96	**165	2.0	12.7	135	*282	2.4	21.7	162				
MOR/NOSTALGIA	5241	1557	6.9	29.7	116	368	4.4	7.0	75	695	5.9	13.3	99				
NEWS/TALK	4165	1001	4.4	24.0	94	441	5.3	10.6	113	498	4.2	12.0	89				
RELIGIOUS	3324	767	3.4	23.1	90	378	4.6	11.4	121	467	3.9	14.0	105				
SOFT ROCK	609	*201	0.9	33.0	129	**109	1.3	17.9	191	*123	1.0	20.2	151				
URBAN CONTEMPORARY	1853	623	2.7	33.6	131	*177	2.1	9.6	102	257	2.2	13.9	103				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1028	4.5	27.6	107	527	6.3	14.2	151	568	4.8	15.3	114				
ABC DIRECTION	2488	718	3.2	28.9	112	216	2.6	8.7	92	321	2.7	12.9	96				
ABC ENTERTAINMENT	5129	1468	6.5	28.6	111	393	4.7	7.7	82	628	5.3	12.2	91				
ABC FM	2498	746	3.3	29.9	116	251	3.0	10.0	107	425	3.6	17.0	127				
ABC INFORMATION	5721	1502	6.6	26.3	102	446	5.4	7.8	83	862	7.3	15.1	112				
ABC ROCK	2021	576	2.5	28.5	111	*328	3.9	16.2	173	*254	2.1	12.6	94				
CBS	4756	1036	4.6	21.8	85	411	4.9	8.6	92	568	4.8	11.9	89				
MUTUAL	5272	1477	6.5	28.0	109	482	5.8	9.1	97	883	7.4	16.7	125				
NBC	4964	1288	5.7	25.9	101	466	5.6	9.4	100	678	5.7	13.7	102				
RADIORADIO	2218	625	2.8	28.2	110	*214	2.6	9.6	103	355	3.0	16.0	119				
RKO ONE	2565	733	3.2	28.6	111	*249	3.0	9.7	103	368	3.1	14.3	107				
RKO TWO	3640	983	4.3	27.0	105	313	3.8	8.6	92	480	4.0	13.2	98				
THE SOURCE	2467	596	2.6	24.2	94	*216	2.6	8.8	93	334	2.8	13.5	101				
NON-WIRED: BLAIR	9466	2688	11.8	28.4	111	1071	12.9	11.3	120	1318	11.1	13.9	104				
INTERNET	13616	3580	15.8	26.3	102	1602	19.3	11.8	125	2006	16.9	14.7	110				
KATZ RADIO GROUP	16998	4470	19.7	26.3	102	1496	18.0	8.8	94	2452	20.7	14.4	108				
SUPERNET	11622	3031	13.3	26.1	102	1131	13.6	9.7	104	1356	11.4	11.7	87				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2417	10.6	25.6	100	834	10.0	8.8	94	1158	9.8	12.3	92				
WKDAY 9:00 AM - 1:00 PM	13304	3353	14.8	25.2	98	1127	13.6	8.5	90	1722	14.5	12.9	96				
WKDAY 1:00 PM - 4:30 PM	17591	4474	19.7	25.4	99	1603	19.3	9.1	97	2324	19.6	13.2	98				
WKDAY 4:30 PM - 7:30 PM	24418	6026	26.5	24.7	96	2186	26.3	9.0	95	3035	25.6	12.4	93				
WKDAY 7:30 PM - 8:00 PM	34400	8642	38.0	25.1	98	3084	37.1	9.0	95	4305	36.3	12.5	93				
WKDAY 11:00 PM - 11:30 PM	26120	6709	29.5	25.7	100	2247	27.0	8.6	92	3638	30.7	13.9	104				
WKDAY 11:30 PM - 1:00 AM	8402	2324	10.2	27.7	108	776	9.3	9.2	98	1315	11.1	15.7	117				
M-SAT 8-11 PM+SUN 7-11 PM	36828	9415	41.4	25.6	100	3489	42.0	9.5	101	4889	41.2	13.3	99				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	7221	1756	7.7	24.3	95	758	9.1	10.5	112	915	7.7	12.7	94			
ANOTHER WORLD	A	4924	1417	6.2	28.8	112	401	4.8	8.1	87	620	5.2	12.6	94			
AS THE WORLD TURNS	C	5966	1514	6.7	25.4	99	419	5.0	7.0	75	870	7.3	14.6	109			
CAPITOL	C	3672	950	4.2	25.9	101	233	2.8	6.3	68	512	4.3	13.9	104			
CBS MORN. NEWS 1	C	1590	470	2.1	29.6	115	135	1.6	8.5	90	199	1.7	12.5	93			
CBS MORN. NEWS 2	C	1298	390	1.7	30.0	117	*91	1.1	7.0	75	201	1.7	15.5	115			
DAYS OF OUR LIVES	N	6389	1822	8.0	28.5	111	546	6.6	8.5	91	746	6.3	11.7	87			
FACTS OF LIFE - DAYTIME	N	2526	746	3.3	29.5	115	279	3.4	11.0	118	392	3.3	15.5	116			
FAMILY FEUD	A	3427	795	3.5	23.2	90	314	3.8	9.2	98	430	3.6	12.5	94			
GENERAL HOSPITAL	A	6870	1725	7.6	25.1	98	820	9.9	11.9	127	1048	8.8	15.3	114			
GOOD MORNING, AMERICA-730	A	3767	949	4.2	25.2	98	272	3.3	7.2	77	523	4.4	13.9	103			
GOOD MORNING, AMERICA-830	A	3076	763	3.4	24.8	97	228	2.7	7.4	79	454	3.8	14.8	110			
GUIDING LIGHT	C	5789	1449	6.4	25.0	97	402	4.8	6.9	74	830	7.0	14.3	107			
ONE LIFE TO LIVE	A	4918	1155	5.1	23.5	91	500	6.0	10.2	108	605	5.1	12.3	92			
PRESS YOUR LUCK	C	2367	564	2.5	23.8	93	229	2.8	9.7	103	296	2.5	12.5	93			
PRICE IS RIGHT 1	C	4727	1181	5.2	25.0	97	362	4.4	7.7	82	673	5.7	14.2	106			
PRICE IS RIGHT 2	C	5511	1359	6.0	24.7	96	457	5.5	8.3	88	778	6.6	14.1	105			
RYAN'S HOPE	A	3479	936	4.1	26.9	105	370	4.5	10.6	113	524	4.4	15.1	112			
SALE OF THE CENTURY	N	2823	703	3.1	24.9	97	292	3.5	10.3	110	368	3.1	13.0	97			
SEARCH FOR TOMORROW	N	2525	720	3.2	28.5	111	205	2.5	8.1	86	214	1.8	8.5	63			
TODAY SHOW 1	N	2979	730	3.2	24.5	95	237	2.9	8.0	85	331	2.8	11.1	83			
TODAY SHOW 2	N	2792	717	3.2	25.7	100	232	2.8	8.3	88	254	2.1	9.1	68			
\$25,000 PYRAMID	C	2899	614	2.7	21.2	82	228	2.7	7.9	84	263	2.2	9.1	68			
MHEEL OF FORTUNE	N	4689	1167	5.1	24.9	97	361	4.3	7.7	82	601	5.1	12.8	96			
YOUNG AND THE RESTLESS	C	6231	1686	7.4	27.1	105	574	6.9	9.2	98	849	7.2	13.6	102			
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	467	2.1	23.7	92	220	2.6	11.2	119	243	2.0	12.3	92				
NBA PLAYOFF GAME -1 C	1246	362	1.6	29.1	113	*61	0.7	4.9	52	*116	1.0	9.3	69				
NBC MAJOR LEAGUE PRE-GAME N	1140	*339	1.5	29.7	116	**101	1.2	8.9	94	**68	0.6	6.0	44				
SPORTSWORLD - SUN N	1328	298	1.3	22.4	87	*157	1.9	11.8	126	*149	1.3	11.2	84				
SUNDAY MORNING C	1645	493	2.2	30.0	117	*162	2.0	9.8	105	213	1.8	12.9	97				

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	TOTAL U.S. '000	ALL SECRET				ALL SOFT & DRI				ALL SURE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	22719	100.0	25.7	100	8307	100.0	9.4	100	11868	100.0	13.4	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	6853	30.2	24.5	95	2198	26.5	7.9	84	3463	29.2	12.4	92				
NETWORK AFFILIATES - LATE	21966	5533	24.4	25.2	98	1853	22.3	8.4	90	3080	26.0	14.0	105				
INDEPENDENTS - LATE	2247	531	2.3	23.6	92	141	1.7	6.3	67	213	1.8	9.5	71				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	3244	14.3	28.1	110	1126	13.6	9.8	104	1412	11.9	12.3	91				
ABC MONDAY NIGHT MOVIE	A 6879	1648	7.3	24.0	93	716	8.6	10.4	111	1045	8.8	15.2	113				
ABC SUNDAY NIGHT MOVIE	A 13690	3583	15.8	26.2	102	1283	15.4	9.4	100	1926	16.2	14.1	105				
ABC WORLD NEWS TONIGHT	A 6589	1564	6.9	23.7	92	562	6.8	8.5	91	814	6.9	12.4	92				
AFTERMASH	C 6391	1663	7.3	26.0	101	568	6.8	8.9	95	803	6.8	12.6	94				
ALICE	C 10273	2682	11.8	26.1	102	902	10.9	8.8	94	1405	11.8	13.7	102				
AMERICAN PARADE	C 7130	1884	8.3	26.4	103	503	6.1	7.1	75	927	7.8	13.0	97				
BENSON	A 11665	3102	13.7	26.6	104	1198	14.4	10.3	109	1742	14.7	14.9	111				
BLUE THUNDER	A 5442	1407	6.2	25.9	101	510	6.1	9.4	100	678	5.7	12.5	93				
CAGNEY & LACEY	C 10565	2615	11.5	24.8	96	973	11.7	9.2	98	1472	12.4	13.9	104				
CBS EVENING NEWS-DEAN	C 3668	866	3.8	23.6	92	239	2.9	6.5	69	403	3.4	11.0	82				
CBS EVENING NEWS-RATHER	C 7561	1818	8.0	24.0	94	567	6.8	7.5	80	1099	9.3	14.5	108				
CBS SAT. NEWS-SCHIEFFER	C 3948	1035	4.6	26.2	102	357	4.3	9.0	96	484	4.1	12.3	91				
CBS SATURDAY NIGHT MOVIE	C 5966	1641	7.2	27.5	107	466	5.6	7.8	83	921	7.8	15.4	115				
CBS WEDNESDAY NIGHT MOVIE	C 6529	1656	7.3	25.4	99	579	7.0	8.9	94	954	8.0	14.6	109				
CHEERS	N 9842	2352	10.4	23.9	93	1038	12.5	10.5	112	1378	11.6	14.0	104				
DALLAS	C 23935	6174	27.2	25.8	100	2528	30.4	10.6	112	3076	25.9	12.9	96				
DIFF'RENT STROKES	N 7574	1726	7.6	22.8	89	804	9.7	10.6	113	1037	8.7	13.7	102				
DOUBLE TROUBLE	N 7786	2091	9.2	26.9	105	728	8.8	9.4	100	1037	8.7	13.3	99				
DUCK FACTORY	N 6290	1590	7.0	25.3	98	564	6.8	9.0	95	864	7.3	13.7	102				
DUKES OF HAZZARD	C 6402	1484	6.5	23.2	90	608	7.3	9.5	101	832	7.0	13.0	97				
DYNASTY	A 21955	5773	25.4	26.3	102	2184	26.3	9.9	106	2989	25.2	13.6	101				
FACTS OF LIFE	N 8898	2400	10.6	27.0	105	858	10.3	9.6	103	1249	10.5	14.0	105				
FALCON CREST	C 21877	5667	24.9	25.9	101	2244	27.0	10.3	109	2758	23.2	12.6	94				
FALL GUY	A 10045	2680	11.8	26.7	104	1010	12.2	10.1	107	1333	11.2	13.3	99				
FAMILY TIES	N 8922	2324	10.2	26.0	101	1009	12.1	11.3	120	1065	9.0	11.9	89				
FANTASY ISLAND	A 8288	2114	9.3	25.5	99	847	10.2	10.2	109	941	7.9	11.4	85				
FOULUPS, BLEEPERS & BLUNDERS	A 9891	2532	11.1	25.6	100	910	11.0	9.2	98	1121	9.4	11.3	84				
FOUR SEASONS	C 5429	1460	6.4	26.9	105	500	6.0	9.2	98	743	6.3	13.7	102				
GIMME A BREAK	N 9646	2600	11.4	27.0	105	1056	12.7	10.9	117	1190	10.0	12.3	92				
HART TO HART	A 9983	2552	11.2	25.6	100	1006	12.1	10.1	107	1383	11.7	13.9	103				
HILL STREET BLUES	N 9688	2490	11.0	25.7	100	970	11.7	10.0	107	1377	11.6	14.2	106				
HOTEL	A 15435	4206	18.5	27.2	106	1504	18.1	9.7	104	2108	17.8	13.7	102				
JEFFERSONS	C 10031	2630	11.6	26.2	102	881	10.6	8.8	94	1336	11.3	13.3	99				
JENNIFER SLEPT HERE	N 6376	1420	6.3	22.3	87	712	8.6	11.2	119	924	7.8	14.5	108				
KATE & ALLIE	C 9951	2388	10.5	24.0	93	970	11.7	9.7	104	1444	12.2	14.5	108				
KNIGHT RIDER	N 7908	1996	8.8	25.2	98	682	8.2	8.6	92	939	7.9	11.9	89				
LOVE BOAT	A 13226	3123	13.7	23.6	92	1181	14.2	8.9	95	1622	13.7	12.3	91				
MAGNUM PI	C 12105	3245	14.3	26.8	104	1020	12.3	8.4	90	1772	14.9	14.6	109				
MAMA'S FAMILY	N 6364	1672	7.4	26.3	102	658	7.9	10.3	110	833	7.0	13.1	98				
MASTER, THE	N 3955	1097	4.8	27.7	108	348	4.2	8.8	94	513	4.3	13.0	97				
MATT HOUSTON	A 6903	1692	7.4	24.5	95	618	7.4	9.0	95	1006	8.5	14.6	109				
NBC MONDAY NIGHT MOVIE	N 13443	3646	16.0	27.1	106	1375	16.6	10.2	109	1708	14.4	12.7	95				
NBC NIGHTLY NEWS	N 5585	1387	6.1	24.8	97	342	4.1	6.1	65	630	5.3	11.3	84				
NBC NIGHTLY NEWS-SAT	N 3688	851	3.7	23.1	90	*240	2.9	6.5	69	411	3.5	11.1	83				
NBC NIGHTLY NEWS-SUN	N 3310	930	4.1	28.1	109	*164	2.0	5.0	53	378	3.2	11.4	85				
NBC SUNDAY NIGHT MOVIE	N 9238	2278	10.0	24.7	96	992	11.9	10.7	114	1343	11.3	14.5	108				
NENHART	C 9876	2482	10.9	25.1	98	866	10.4	8.8	93	1450	12.2	14.7	109				
ONE DAY AT A TIME	C 7954	1923	8.5	24.2	94	847	10.2	10.6	113	998	8.4	12.5	94				
PEOPLE ARE FUNNY	N 5182	1339	5.9	25.8	101	487	5.9	9.4	100	706	5.9	13.6	102				
REAL PEOPLE	N 9674	2466	10.9	25.5	99	943	11.4	9.7	104	1251	10.5	12.9	96				
REMINGTON STEELE	N 8511	2178	9.6	25.6	100	833	10.0	9.8	104	1269	10.7	14.9	111				
RIPLY'S BELIEVE IT - NOT	A 5656	1502	6.6	26.6	103	571	6.9	10.1	108	772	6.5	13.6	102				
RIPTIDE	N 7718	2077	9.1	26.9	105	742	8.9	9.6	102	1182	10.0	15.3	114				
SCARECROW & MRS. KING	C 11058	2599	11.4	23.5	92	1042	12.5	9.4	100	1516	12.8	13.7	102				
SIMON & SIMON	C 11615	3061	13.5	26.4	103	1047	12.6	9.0	96	1625	13.7	14.0	104				
60 MINUTES	C 14326	3439	15.1	24.0	93	1070	12.9	7.5	80	1701	14.3	11.9	89				
ST. ELSEWHERE	N 7670	2198	9.7	28.7	112	759	9.1	9.9	105	972	8.2	12.7	94				
THREE'S COMPANY	A 12068	3215	14.2	26.6	104	1115	13.4	9.2	98	1605	13.5	13.3	99				
T.J. HOOKER	A 9735	2524	11.1	25.9	101	981	11.8	10.1	107	1260	10.6	12.9	96				
TONIGHT SHOW	N 2531	613	2.7	24.2	94	198	2.4	7.8	83	403	3.4	15.9	119				
TRAPPER JOHN, M.D.	C 10374	2639	11.6	25.4	99	960	11.6	9.3	99	1475	12.4	14.2	106				
TV BLOOPERS & PRAC. JOKES	N 9795	2529	11.1	25.8	101	859	10.3	8.8	93	1120	9.4	11.4	85				
20/20	A 10009	2449	10.8	24.5	95	898	10.8	9.0	96	1376	11.6	13.7	102				
WEBSTER	A 11934	3151	13.9	26.4	103	1289	15.5	10.8	115	1698	14.3	14.2	106				
WORLD NEWS - SUN	A 3291	682	3.0	20.7	81	*226	2.7	6.9	73	435	3.7	13.2	99				

HAND & BODY CREAM, LOTION OR OIL

BASE = MALES (79263)

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	'000	%	UNWEIGHTED							
1A. DO YOU YOURSELF USE IT?										
YES	41771	52.7	4946							
NO	37492	47.3	4392							
	ALL		SOLE		PRIMARY		SECONDARY			
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YOU DO										
1B. WHAT TYPES DO YOU USE?										
CREAM	14491	18.3	7640	9.6	4405	5.6	2446	3.1	1638	
LOTION	29154	36.8	21283	26.9	6393	8.1	1479	1.9	3427	
OIL	4577	5.8	1416	1.8	1667	2.1	1495	1.9	537	
DO NOT KNOW	3154	4.0							395	
1C. WHICH BRANDS DO YOU USE?										
ALMAY	433	.5	23	*	292	.4	118	.1	39	
AVON CARE DEEPLY	1658	2.1	229	.3	1117	1.4	312	.4	180	
AVON MOISTURIZED HAND LOTION	2010	2.5	424	.5	1283	1.6	302	.4	211	
AVON RICH MOISTURE	1859	2.3	369	.5	1166	1.5	324	.4	189	
AVON SILICONE GLOVE	793	1.0	80	.1	485	.6	228	.3	90	
AVON VITA MOIST	926	1.2	170	.2	537	.7	220	.3	119	
OTHER AVON	763	1.0	106	.1	474	.6	183	.2	90	
BABY MAGIC	2220	2.8	414	.5	1259	1.6	548	.7	231	
BALM BARR	475	.6	56	.1	309	.4	111	.1	45	
BONNE BELL 10K SPORT LOTION	127	.2	32	*	96	.1			11	
OTHER BONNE BELL	136	.2	12	*	102	.1	22	*	14	
CHAP-ANS	274	.3	14	*	196	.2	64	.1	34	
COCOA BUTTER LOTION	3978	5.0	579	.7	2543	3.2	856	1.1	419	
CORN MUSKERS	1736	2.2	437	.6	956	1.2	344	.4	216	
DERMASSAGE	1702	2.1	314	.4	977	1.2	411	.5	188	
DESERT FLOWER	323	.4	2	*	216	.3	105	.1	27	
DESITIN	679	.9	105	.1	430	.5	144	.2	91	
ELIZABETH ARDEN	263	.3	24	*	174	.2	65	.1	38	
ESOTERICA	393	.5	47	.1	256	.3	89	.1	42	
ESTEE LAUDER	565	.7	71	.1	345	.4	149	.2	86	
FABERGE	250	.3	38	*	169	.2	43	.1	30	
JAFRA	220	.3	35	*	111	.1	74	.1	32	
JEAN MATE	392	.5	29	*	229	.3	134	.2	50	
JERGENS ALOE AND LANOLIN	1857	2.3	401	.5	898	1.1	558	.7	213	
JERGENS DIRECT AID	444	.6	44	.1	364	.5	37	*	45	
JERGENS EXTRA DRY	1982	2.5	392	.5	1082	1.4	508	.6	217	
JERGENS LOTION	5393	6.8	1432	1.8	2897	3.7	1064	1.3	590	
JOHNSON & JOHNSON BABY LOTION	2701	3.4	664	.8	1363	1.7	674	.9	286	
JOHNSON & JOHNSON BABY OIL	3987	5.0	600	.8	2172	2.7	1215	1.5	432	
KERI LOTION	3202	4.0	664	.8	1618	2.0	920	1.2	397	
LANOLIN PLUS	327	.4	41	.1	165	.2	121	.2	49	
LUBRIDERM	703	.9	130	.2	344	.4	229	.3	112	
MARY KAY	899	1.1	139	.2	578	.7	183	.2	105	
MAYBELLINE MOISTURE WHIP	131	.2	8	*	104	.1	20	*	17	
NIVEA	2069	2.6	648	.8	1262	1.6	159	.2	255	
NOXZEMA SKIN CREAM	3884	4.9	388	.5	2483	3.1	1013	1.3	399	
OIL OF OLAY	3581	4.5	607	.8	2204	2.8	771	1.0	406	
PACQUIN EXTRA DRY	375	.5	83	.1	272	.3	20	*	51	
PACQUIN SKIN CREAM WITH ALOE	247	.3	1	*	199	.3	48	.1	26	
OTHER PACQUIN	350	.4	79	.1	223	.3	48	.1	37	
POND'S CREAM & COCOA BUTTER	1153	1.5	123	.2	793	1.0	237	.3	133	
PORCELANA	250	.3	35	*	113	.1	102	.1	22	
PRETTY FEET & HANDS	474	.6	37	*	190	.2	247	.3	50	
RAINTREE HAND & BODY LOTION	1353	1.7	157	.2	807	1.0	390	.5	136	
REVLON	369	.5	59	.1	255	.3	55	.1	48	
ROSE MILK HAND & BODY CREAM	1437	1.8	235	.3	709	.9	493	.6	147	
SKIN QUENCHER	131	.2			99	.1	31	*	12	
SOFT SENSE EXTRA MOISTURIZING	1306	1.6	284	.4	674	.9	349	.4	126	
SOFT SENSE EXTRA PROTECTION	421	.5	30	*	254	.3	137	.2	48	
SUAVE	574	.7	48	.1	291	.4	234	.3	54	
VASELINE DERMATOLOGY FORMULA	1048	1.3	170	.2	749	.9	130	.2	99	
VASELINE INTENSIVE CARE										
EXTRA STRENGTH	4292	5.4	1239	1.6	2160	2.7	893	1.1	500	
VASELINE INTENSIVE CARE HERBAL	1932	2.4	405	.5	878	1.1	649	.8	228	
VASELINE INTENSIVE CARE	13204	16.7	4675	5.9	6318	8.0	2211	2.8	1517	
WONDRA	2891	3.6	485	.6	1448	1.8	957	1.2	323	
WOODBURY	349	.4	50	.1	205	.3	95	.1	37	
OTHER BRANDS	5752	7.3	2472	3.1	1727	2.2	1552	2.0	661	
DO NOT KNOW	597	.8							75	

HAND & BODY CREAM, LOTION OR OIL (CONTINUED)

BASE = MALES (79263)

QUESTIONNAIRE PAGE P-4

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
1D. ABOUT HOW MANY TIMES DID YOU USE HAND & BODY CREAM, LOTION OR OIL IN THE LAST 7 DAYS?				
15 OR MORE	H	5049	6.4	572
14	H	1965	2.5	245
11-13	H	1827	2.3	243
8-10	H	4501	5.7	547
7	H	7366	9.3	873
4-6	H	6121	7.7	706
1-3	L	11962	15.1	1372
NONE	L	2979	3.8	388

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	41771	100.0	52.7	100	13343	100.0	16.8	100	13487	100.0	17.0	100	14941	100.0	18.8	100
HOUSEHOLD HEADS	66405	35707	85.5	53.8	102	11351	85.1	17.1	102	11570	85.8	17.4	102	12787	85.6	19.3	102
18 - 24	13945	6553	15.7	47.0	89	2103	15.8	15.1	90	1982	14.7	14.2	84	2468	16.5	17.7	94
25 - 34	19334	10593	25.4	54.8	104	3337	25.0	17.3	103	3061	22.7	15.8	93	4195	28.1	21.7	115
35 - 44	14196	7867	18.8	55.4	105	2436	18.3	17.2	102	2507	18.6	17.7	104	2924	19.6	20.6	109
45 - 54	10896	5646	13.5	51.8	98	1940	14.5	17.8	106	1752	13.0	16.1	94	1954	13.1	17.9	95
55 - 64	10378	5481	13.1	52.8	100	1856	13.9	17.9	106	1810	13.4	17.4	102	1816	12.2	17.5	93
65 OR OLDER	10514	5631	13.5	53.6	102	1671	12.5	15.9	94	2376	17.6	22.6	133	1584	10.6	15.1	80
18 - 34	33279	17146	41.0	51.5	98	5440	40.8	16.3	97	5043	37.4	15.2	89	6663	44.6	20.0	106
18 - 49	52904	27822	66.6	52.6	100	8939	67.0	16.9	100	8328	61.7	15.7	93	10556	70.7	20.0	106
25 - 54	44426	24106	57.7	54.3	103	7713	57.8	17.4	103	7320	54.3	16.5	97	9073	60.7	20.4	108
35 - 49	19625	10677	25.6	54.4	103	3499	26.2	17.8	106	3285	24.4	16.7	98	3893	26.1	19.8	105
50 OR OLDER	26359	13948	33.4	52.9	100	4404	33.0	16.7	99	5160	38.3	19.6	115	4385	29.3	16.6	88
GRADUATED COLLEGE	15982	8073	19.3	50.5	96	2376	17.8	14.9	88	2493	18.5	15.6	92	3204	21.4	20.0	106
ATTENDED COLLEGE	13629	6902	16.5	50.6	96	2001	15.0	14.7	87	2122	15.7	15.6	92	2779	18.6	20.4	108
GRADUATED HIGH SCHOOL	28591	15567	37.3	54.4	103	4705	35.3	16.5	98	5035	37.3	17.6	103	5827	39.0	20.4	108
DID NOT GRADUATE HIGH SCHOOL	21061	11229	26.9	53.3	101	4261	31.9	20.2	120	3836	28.4	18.2	107	3132	21.0	14.9	79
EMPLOYED FULL-TIME	52316	27849	66.7	53.2	101	9003	67.5	17.2	102	8519	63.2	16.3	96	10327	69.1	19.7	105
EMPLOYED PART-TIME	4113	2070	5.0	50.3	96	522	3.9	12.7	75	658	4.9	16.0	94	889	6.0	21.6	115
NOT EMPLOYED	22834	11852	28.4	51.9	98	3817	28.6	16.7	99	4310	32.0	18.9	111	3725	24.9	16.3	87
PROFESSIONAL/MANAGER	15034	7599	18.2	50.5	96	2268	17.0	15.1	90	2290	17.0	15.2	90	3041	20.4	20.2	107
TECH/CLERICAL/SALES	11255	5616	13.4	49.9	95	1728	13.0	15.4	91	1667	12.4	14.8	87	2221	14.9	19.7	105
PRECISION/CRAFT	11607	6521	15.6	56.2	107	1938	14.5	16.7	99	2155	16.0	18.6	109	2429	16.3	20.9	111
OTHER EMPLOYED	18534	10183	24.4	54.9	104	3592	26.9	19.4	115	3066	22.7	16.5	97	3525	23.6	19.0	101
SINGLE	19562	9555	22.9	48.8	93	3083	23.1	15.8	94	2770	20.5	14.2	83	3703	24.8	18.9	100
MARRIED	51896	28479	68.2	54.9	104	9181	68.8	17.7	105	9398	69.7	18.1	106	9900	66.3	19.1	101
DIVORCED/SEPARATED/WIDOWED	7804	3736	8.9	47.9	91	1079	8.1	13.8	82	1319	9.8	16.9	99	1338	9.0	17.1	91
PARENTS	25372	13956	33.4	55.0	104	4384	32.9	17.3	103	4456	33.0	17.6	103	5116	34.2	20.2	107
WHITE	69658	35559	85.1	51.0	97	10784	80.8	15.5	92	11183	82.9	16.1	94	13592	91.0	19.5	104
BLACK	7909	5187	12.4	65.6	124	2199	16.5	27.8	165	1956	14.5	24.7	145	1032	6.9	13.0	69
OTHER	1696	1025	2.5	60.4	115	*360	2.7	21.2	126	**348	2.6	20.5	121	*317	2.1	18.7	99
NORTHEAST-CENSUS	17202	7217	17.3	42.0	80	2122	15.9	12.3	73	2218	16.4	12.9	76	2878	19.3	16.7	89
NORTH CENTRAL	20461	10399	24.9	50.8	96	3132	23.5	15.3	91	3048	22.6	14.9	88	4219	28.2	20.6	109
SOUTH	26695	15642	37.4	58.6	111	5281	39.6	19.8	118	5512	40.9	20.6	121	4850	32.5	18.2	96
WEST	14906	8513	20.4	57.1	108	2809	21.1	18.8	112	2710	20.1	18.2	107	2994	20.0	20.1	107
NORTHEAST-MKTG.	17962	7689	18.4	42.8	81	2387	17.9	13.3	79	2624	19.5	14.6	86	2678	17.9	14.9	79
EAST CENTRAL	11741	5900	14.1	50.3	95	1757	13.2	15.0	89	1827	13.5	15.6	91	2315	15.5	19.7	105
WEST CENTRAL	13518	7022	16.8	51.9	99	2076	15.6	15.4	91	2033	15.1	15.0	88	2912	19.5	21.5	114
SOUTH	23168	13885	33.2	59.9	114	4726	35.4	20.4	121	4702	34.9	20.3	119	4457	29.8	19.2	102
PACIFIC	12874	7276	17.4	56.5	107	2396	18.0	18.6	111	2300	17.1	17.9	105	2580	17.3	20.0	106
COUNTY SIZE A	32596	16462	39.4	50.5	96	5355	40.1	16.4	98	5520	40.9	16.9	100	5587	37.4	17.1	91
COUNTY SIZE B	23814	12690	30.4	53.3	101	3779	28.3	15.9	94	4149	30.8	17.4	102	4762	31.9	20.0	106
COUNTY SIZE C	12663	6663	16.0	52.6	100	2032	15.2	16.0	95	1926	14.3	15.2	89	2704	18.1	21.4	113
COUNTY SIZE D	10190	5956	14.3	58.4	111	2177	16.3	21.4	127	1892	14.0	18.6	109	1887	12.6	18.5	98
METRO CENTRAL CITY	23190	12173	29.1	52.5	100	4051	30.4	17.5	104	4398	32.6	19.0	111	3725	24.9	16.1	85
METRO SUBURBAN	36920	18815	45.0	51.0	97	5774	43.3	15.6	93	5714	42.4	15.5	91	7327	49.0	19.8	105
NON METRO	19152	10782	25.8	56.3	107	3518	26.4	18.4	109	3376	25.0	17.6	104	3889	26.0	20.3	108
TOP 5 ADI'S	18703	9332	22.3	49.9	95	2934	22.0	15.7	93	3313	24.6	17.7	104	3085	20.6	16.5	88
TOP 10 ADI'S	26158	12787	30.6	48.9	93	4108	30.8	15.7	93	4580	34.0	17.5	103	4098	27.4	15.7	83
TOP 20 ADI'S	36612	18379	44.0	50.2	95	5757	43.1	15.7	93	6182	45.8	16.9	99	6440	43.1	17.6	93
HSGLD INC. \$50,000 OR MORE	9326	4224	10.1	45.3	86	1212	9.1	13.0	77	1326	9.8	14.2	84	1686	11.3	18.1	96
\$40,000 OR MORE	18002	8638	20.7	48.0	91	2501	18.7	13.9	83	3007	22.3	16.7	98	3131	21.0	17.4	92
\$30,000 OR MORE	31361	16073	38.5	51.3	97	4568	34.2	14.6	87	5117	37.9	16.3	96	6389	42.8	20.4	108
\$25,000 OR MORE	39858	20134	48.2	50.5	96	6082	45.6	15.3	91	6191	45.9	15.5	91	7861	52.6	19.7	105
\$20,000 - \$24,999	8664	4701	11.3	54.3	103	1481	11.1	17.1	102	1464	10.9	16.9	99	1755	11.7	20.3	107
\$15,000 - \$19,999	7964	4297	10.3	54.0	102	1477	11.1	18.5	110	1504	11.2	18.9	111	1316	8.8	16.5	88
\$10,000 - \$14,999	11093	6264	15.0	56.5	107	2247	16.8	20.3	120	2135	15.8	19.2	113	1881	12.6	17.0	90
UNDER \$10,000	11683	6375	15.3	54.6	104	2056	15.4	17.6	105	2192	16.3	18.8	110	2128	14.2	18.2	97
HOUSEHOLD OF 1 PERSON	7453	3417	8.2	45.8	87	895	6.7	12.0	71	995	7.4	13.4	78	1528	10.2	20.5	109
2 PEOPLE	24757	13653	32.7	55.1	105	4478	33.6	18.1	107	4745	35.2	19.2	113	4431	29.7	17.9	95
3 OR 4 PEOPLE	32682	17065	40.9	52.2	99	5534	41.5	16.9	101	5412	40.1	16.6	97	6119	41.0	18.7	99
5 OR MORE PEOPLE	14370	7635	18.3	53.1	101	2435	18.2	16.9	101	2336	17.3	16.3	96	2864	19.2	19.9	106
NO CHILD IN HSGLD	46768	24177	57.9	51.7	98	7710	57.8	16.5	98	7864	58.3	16.8	99	8603	57.6	18.4	98
CHILD(REN) UNDER 2 YRS	4799	2731	6.5	56.9	108	831	6.2	17.3	103	751	5.6	15.6	92	1149	7.7	23.9	127
2 - 5 YEARS	11125	6394	15.3	57.5	109	2208	16.5	19.8	118	1757	13.0	15.8	93	2429	16.3	21.8	116
6 - 11 YEARS	14193	8349	20.0	58.8	112	2729	20.5	19.2	114	2654	19.7	18.8	110	2966	19.9	20.9	111
12 - 17 YEARS	17402	9003	21.6	51.7	98	2882	21.6	16.6	98	3088	22.9	17.7	104	3034	20.3	17.4	92
RESIDENCE OWNED	56398	29698	71.1	52.7	100	9212	69.0	16.3	97	9706	72.0	17.2	101	10780	72.2	19.1	101
VALUE: \$50,000 OR MORE	34811	17759	42.5	51.0	97	5364	40.2	15.4	92	5884	43.6	16.9	99	6511	43.6	18.7	99
VALUE: UNDER \$50,000	21587	11939	28.6	55.3	105	3848	28.8	17.8	106	3822	28.3	17.7	104	4269	28.6	19.8	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HAND & BODY CREAM, LOTION OR OIL: USAGE IN LAST SEVEN DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	41771	100.0	52.7	100	13343	100.0	16.8	100	13487	100.0	17.0	100	14941	100.0	18.8	100
MAGAZINES	QUINTILE 1	16033	8853	21.2	55.2	105	2569	19.3	16.0	95	3151	23.4	19.7	116	3133	21.0	19.5	104
	QUINTILE 2	15354	7875	18.9	51.3	97	2600	19.5	16.9	101	2298	17.0	15.0	88	2977	19.9	19.4	103
	QUINTILE 3	15888	8386	20.1	52.8	100	2584	19.4	16.3	97	2566	19.0	16.2	95	3235	21.7	20.4	108
	QUINTILE 4	17310	9108	21.8	52.6	100	3048	22.8	17.6	105	2852	21.1	16.5	97	3208	21.5	18.5	98
	QUINTILE 5	14677	7549	18.1	51.4	98	2541	19.0	17.3	103	2620	19.4	17.9	105	2388	16.0	16.3	86
NEWSPAPERS	QUINTILE 1	15277	7476	17.9	48.9	93	2191	16.4	14.3	85	2703	20.0	17.7	104	2583	17.3	16.9	90
	QUINTILE 2	22745	11530	27.6	50.7	96	3747	28.1	16.5	98	3718	27.6	16.3	96	4065	27.2	17.9	95
	QUINTILE 3	10692	6007	14.4	56.2	107	1860	13.9	17.4	103	1785	13.2	16.7	98	2362	15.8	22.1	117
	QUINTILE 4	11646	6442	15.4	55.3	105	2002	15.0	17.2	102	2102	15.6	18.0	106	2338	15.6	20.1	107
	QUINTILE 5	18903	10315	24.7	54.6	104	3542	26.5	18.7	111	3180	23.6	16.8	99	3593	24.0	19.0	101
OUTDOOR	QUINTILE 1	16620	8697	20.8	52.3	99	2488	18.6	15.0	89	2751	20.4	16.6	97	3458	23.1	20.8	110
	QUINTILE 2	16377	8908	21.3	54.4	103	2869	21.5	17.5	104	2844	21.1	17.4	102	3195	21.4	19.5	103
	QUINTILE 3	15995	8249	19.7	51.6	98	2681	20.1	16.8	100	2748	20.4	17.2	101	2819	18.9	17.6	93
	QUINTILE 4	15592	8363	20.0	53.6	102	2791	20.9	17.9	106	2647	19.6	17.0	100	2925	19.6	18.8	100
	QUINTILE 5	14679	7555	18.1	51.5	98	2514	18.8	17.1	102	2497	18.5	17.0	100	2544	17.0	17.3	92
RADIO-DRIVE TIME	QUINTILE 1	15746	8482	20.3	53.9	102	2760	20.7	17.5	104	2488	18.4	15.8	93	3234	21.6	20.5	109
	QUINTILE 2	15067	8254	19.8	54.8	104	2522	18.9	16.7	99	2708	20.1	18.0	106	3023	20.2	20.1	106
	QUINTILE 3	15631	7882	18.9	50.4	96	2460	18.4	15.7	93	2572	19.1	16.5	97	2851	19.1	18.2	97
	QUINTILE 4	16245	8463	20.3	52.1	99	2870	21.5	17.7	105	2571	19.1	15.8	93	3022	20.2	18.6	99
	QUINTILE 5	16573	8689	20.8	52.4	99	2730	20.5	16.5	98	3148	23.3	19.0	112	2811	18.8	17.0	90
RADIO-MID- DAY	TERCILE 1	21788	11348	27.2	52.1	99	3518	26.4	16.1	96	3480	25.8	16.0	94	4350	29.1	20.0	106
	TERCILE 2	21151	10752	25.7	50.8	96	3102	23.2	14.7	87	3471	25.7	16.4	96	4179	28.0	19.8	105
	TERCILE 3	36323	19671	47.1	54.2	103	6723	50.4	18.5	110	6536	48.5	18.0	106	6412	42.9	17.7	94
RADIO-TOTAL	QUINTILE 1	15977	8450	20.2	52.9	100	2811	21.1	17.6	105	2548	18.9	15.9	94	3090	20.7	19.3	103
	QUINTILE 2	15923	8362	20.0	52.5	100	2327	17.4	14.6	87	2648	19.6	16.6	98	3388	22.7	21.3	113
	QUINTILE 3	14980	7899	18.9	52.7	100	2322	17.4	15.5	92	2696	20.0	18.0	106	2881	19.3	19.2	102
	QUINTILE 4	17123	8843	21.2	51.6	98	3137	23.5	18.3	109	2491	18.5	14.5	85	3215	21.5	18.8	100
	QUINTILE 5	15260	8217	19.7	53.8	102	2746	20.6	18.0	107	3103	23.0	20.3	120	2367	15.8	15.5	82
TV-PRIME TIME	QUINTILE 1	15674	8675	20.8	55.3	105	2895	21.7	18.5	110	2566	19.0	16.4	96	3214	21.5	20.5	109
	QUINTILE 2	15944	8630	20.7	54.1	103	2664	20.0	16.7	99	2923	21.7	18.3	108	3043	20.4	19.1	101
	QUINTILE 3	16037	8413	20.1	52.5	100	2661	19.9	16.6	99	2763	20.5	17.2	101	2989	20.0	18.6	99
	QUINTILE 4	15412	7709	18.5	50.0	95	2416	18.1	15.7	93	2513	18.6	16.3	96	2780	18.6	18.0	96
	QUINTILE 5	16194	8345	20.0	51.5	98	2706	20.3	16.7	99	2723	20.2	16.8	99	2916	19.5	18.0	96
TV-DAYTIME	TERCILE 1	19156	10278	24.6	53.7	102	3378	25.3	17.6	105	3284	24.3	17.1	101	3616	24.2	18.9	100
	TERCILE 2	19343	10267	24.6	53.1	101	3019	22.6	15.6	93	3437	25.5	17.8	104	3811	25.5	19.7	105
	TERCILE 3	40764	21226	50.8	52.1	99	6946	52.1	17.0	101	6766	50.2	16.6	98	7513	50.3	18.4	98
TV-TOTAL	QUINTILE 1	15844	8560	20.5	54.0	103	2900	21.7	18.3	109	2683	19.9	16.9	100	2977	19.9	18.8	100
	QUINTILE 2	15767	8713	20.9	55.3	105	2856	21.4	18.1	108	2603	19.3	16.5	97	3254	21.8	20.6	109
	QUINTILE 3	15775	8205	19.6	52.0	99	2367	17.7	15.0	89	2993	22.2	19.0	112	2845	19.0	18.0	96
	QUINTILE 4	15903	7960	19.1	50.1	95	2401	18.0	15.1	90	2629	19.5	16.5	97	2930	19.6	18.4	98
	QUINTILE 5	15974	8333	19.9	52.2	99	2818	21.1	17.6	105	2580	19.1	16.2	95	2935	19.6	18.4	97
MAGAZINES-NEWSPAPERS: DUAL		21225	11059	26.5	52.1	99	3298	24.7	15.5	92	3781	28.0	17.8	105	3980	26.6	18.8	99
MAGAZINE IMPERATIVE		17728	10139	24.3	57.2	109	3323	24.9	18.7	111	2972	22.0	16.8	99	3844	25.7	17.7	115
NEWSPAPER IMPERATIVE		22987	11442	27.4	49.8	94	3783	28.4	16.5	98	3745	27.8	16.3	96	3914	26.2	17.0	90
MAGAZINES-OUTDOOR: DUAL		16244	8614	20.6	53.0	101	2476	18.6	15.2	91	2609	19.3	16.1	94	3530	23.6	21.7	115
MAGAZINE IMPERATIVE		24016	12540	30.0	52.2	99	4175	31.3	17.4	103	4151	30.8	17.3	102	4215	28.2	17.6	93
OUTDOOR IMPERATIVE		26020	13715	32.8	52.7	100	4488	33.6	17.2	102	4375	32.4	16.8	99	4852	32.5	18.6	99
MAGAZINES-RADIO: DUAL		16918	9250	22.1	54.7	104	2890	21.7	17.1	101	2994	22.2	17.7	104	3366	22.5	19.9	106
MAGAZINE IMPERATIVE		23456	12435	29.8	53.0	101	3881	29.1	16.5	98	4171	30.9	17.8	105	4383	29.3	18.7	99
RADIO IMPERATIVE		23900	12337	29.5	51.6	98	3699	27.7	15.5	92	3849	28.5	16.1	95	4790	32.1	20.0	106
MAGAZINES-TELEVISION: DUAL		15791	8872	21.2	56.2	107	2846	21.3	18.0	107	2698	20.0	17.1	100	3327	22.3	21.1	112
MAGAZINE IMPERATIVE		25476	13032	31.2	51.2	97	3867	29.0	15.2	90	4353	32.3	17.1	100	4811	32.2	18.9	100
TELEVISION IMPERATIVE		25744	13584	32.5	52.8	100	4527	33.9	17.6	104	4504	33.4	17.5	103	4553	30.5	17.7	94
NEWSPAPERS-OUTDOOR: DUAL		17628	9137	21.9	51.8	98	2853	21.4	16.2	96	2922	21.7	16.6	97	3362	22.5	19.1	101
NEWSPAPER IMPERATIVE		26414	13240	31.7	50.1	95	4194	31.4	15.9	94	4499	33.4	17.0	100	4547	30.4	17.2	91
OUTDOOR IMPERATIVE		23059	12605	30.2	54.7	104	3932	29.5	17.1	101	3831	28.4	16.6	98	4843	32.4	21.0	111
NEWSPAPERS-RADIO: DUAL		17996	8967	21.5	49.8	95	2624	19.7	14.6	87	2802	20.8	15.6	92	3541	23.7	19.7	104
NEWSPAPER IMPERATIVE		26269	13607	32.6	51.8	98	4361	32.7	16.6	99	4747	35.2	18.1	106	4500	30.1	17.1	91
RADIO IMPERATIVE		21342	12016	28.8	56.3	107	3787	28.4	17.7	105	3648	27.0	17.1	100	4581	30.7	21.5	114
NEWSPAPERS-TELEVISION: DUAL		17359	9149	21.9	52.7	100	2854	21.4	16.4	98	3001	22.3	17.3	102	3294	22.0	19.0	101
NEWSPAPER IMPERATIVE		26889	13310	31.9	49.5	94	4063	30.5	15.1	90	4514	33.5	16.8	99	4733	31.7	17.6	93
TELEVISION IMPERATIVE		21698	12307	29.5	56.7	108	4146	31.1	19.1	114	3662	27.2	16.9	99	4499	30.1	20.7	110
OUTDOOR-RADIO: DUAL		16456	8693	20.8	52.8	100	2671	20.0	16.2	96	2685	19.9	16.3	96	3337	22.3	20.3	108

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	41771	100.0	52.7	100	13343	100.0	16.8	100	13487	100.0	17.0	100	14941	100.0	18.8	100
ATLANTIC MONTHLY	452	295	0.7	65.3	124	**140	1.0	31.0	184	**66	0.5	14.6	86	**88	0.6	19.5	103
BARRON'S	1058	634	1.5	59.9	114	*203	1.5	19.2	114	*191	1.4	18.1	106	*239	1.6	22.6	120
BETTER HOMES & GARDENS	4773	2939	7.0	61.6	117	836	6.3	17.5	104	960	7.1	20.1	118	1142	7.6	23.9	127
BON APPETIT	1037	611	1.5	58.9	112	319	2.4	30.8	183	*150	1.1	14.5	85	*142	1.0	13.7	73
BUSINESS WEEK	3193	1811	4.3	56.7	108	496	3.7	15.5	92	646	4.8	20.2	119	669	4.5	21.0	111
CAR AND DRIVER	2705	1410	3.4	52.1	99	479	3.6	17.7	105	435	3.2	16.1	95	495	3.3	18.3	97
CBS MAGAZINE NETWORK (GROSS)	5678	3143	7.5	55.4	105	1143	8.6	20.1	120	1011	7.5	17.8	105	990	6.6	17.4	92
CHANGING TIMES	1847	1154	2.8	62.5	119	233	1.7	12.6	75	478	3.5	25.9	152	443	3.0	24.0	127
COLONIAL HOMES	492	321	0.8	65.2	124	**108	0.8	22.0	130	**119	0.9	24.2	142	**95	0.6	19.3	102
CONDE NAST MAG. PKG. (GROSS)	2066	1336	3.2	64.7	123	620	4.6	30.0	178	484	3.6	23.4	138	*232	1.6	11.2	60
CONSUMERS DIGEST	1719	1071	2.6	62.3	118	*248	1.9	14.4	86	368	2.7	21.4	126	*455	3.0	26.5	140
COSMOPOLITAN	1762	1041	2.5	59.1	112	304	2.3	17.3	102	367	2.7	20.8	122	370	2.5	20.1	111
COUNTRY LIVING	1110	600	1.4	54.1	103	*142	1.1	12.8	76	*161	1.2	14.5	85	296	2.0	26.7	141
CUISINE	660	406	1.0	61.5	117	*153	1.1	23.2	138	*87	0.6	13.2	77	*166	1.1	25.2	133
CYCLE WORLD	1924	988	2.4	51.4	97	*343	2.6	17.8	106	*327	2.4	17.0	100	318	2.1	16.5	88
DCI:CREATIVE IDEAS FOR LIV	437	294	0.7	67.3	128	**121	0.9	27.7	164	**113	0.8	25.9	152	**60	0.4	13.7	73
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1497	3.6	60.1	114	493	3.7	19.8	118	528	3.9	21.2	125	476	3.2	19.1	101
DISCOVER	1279	781	1.9	61.1	116	**163	1.2	12.7	76	360	2.7	28.1	165	258	1.7	20.2	107
EBONY	2898	1985	4.8	68.5	130	876	6.6	30.2	180	785	5.8	27.1	159	323	2.2	11.1	59
ESQUIRE	1384	914	2.2	66.0	125	352	2.6	25.4	151	284	2.1	20.5	121	279	1.9	20.2	107
ESSENCE	850	697	1.7	82.0	156	318	2.4	37.4	222	*264	2.0	31.1	183	*115	0.8	13.5	72
FAMILY CIRCLE	2430	1456	3.5	59.9	114	506	3.8	20.8	124	451	3.3	18.6	109	499	3.3	20.5	109
THE FAMILY HANDYMAN	2356	1479	3.5	62.8	119	408	3.1	17.3	103	454	3.4	19.3	113	617	4.1	26.2	139
FAMILY WEEKLY	11533	6069	14.5	52.6	100	1588	11.9	13.8	82	2194	16.3	19.0	112	2287	15.3	19.8	105
FIELD & STREAM	7444	4017	9.6	54.0	102	1108	8.3	14.9	88	1496	11.1	20.1	118	1412	9.5	19.0	101
FOOD & WINE	416	217	0.5	52.2	99	**105	0.8	25.2	150	**64	0.5	15.4	90	**49	0.3	11.8	62
FORBES	1865	964	2.3	51.7	98	249	1.9	13.4	79	372	2.8	19.9	117	342	2.3	18.3	97
FORTUNE	1849	1041	2.5	56.3	107	314	2.4	17.0	101	351	2.6	19.0	112	376	2.5	20.3	108
GENTLEMEN'S QUARTERLY	2284	1389	3.3	60.8	115	490	3.7	21.5	127	517	3.8	22.6	133	382	2.6	16.7	89
GLAMOUR	538	326	0.8	60.6	115	*154	1.2	28.6	170	**122	0.9	22.7	133	**51	0.3	9.5	50
GOLF DIGEST	1649	679	1.6	41.2	78	206	1.5	12.5	74	*153	1.1	9.3	55	320	2.1	19.4	103
GOLF DIGEST/TENNIS (GROSS)	2294	1067	2.6	46.5	88	322	2.4	14.0	83	291	2.2	12.7	75	454	3.0	19.8	105
GOLF MAGAZINE	1577	752	1.8	47.7	90	*272	2.0	17.2	102	*161	1.2	10.2	60	320	2.1	20.3	108
GOLF MAGAZINE/SKI (GROSS)	2487	1277	3.1	51.3	97	511	3.8	20.5	122	269	2.0	10.8	64	498	3.3	20.0	106
GOOD HOUSEKEEPING	2569	1571	3.8	61.2	116	563	4.2	21.9	130	492	3.6	19.2	113	516	3.5	20.1	107
HARPER'S BAZAAR	431	*284	0.7	65.9	125	**123	0.9	28.5	170	**103	0.8	23.9	140	**58	0.4	13.5	71
HEALTH	788	527	1.3	66.9	127	*173	1.3	22.0	130	**157	1.2	19.9	117	*197	1.3	25.0	133
HEARST MAG CORP. BUY (GROSS)	18781	11080	26.5	59.0	112	3687	27.6	19.6	117	3815	28.3	20.3	119	3578	23.9	19.1	101
HEARST MAN POWER (GROSS)	9169	5138	12.3	56.0	106	1589	11.9	17.3	103	1958	14.5	21.4	126	1591	10.6	17.4	92
HEARST WOMAN POWER (GROSS)	5452	3311	7.9	60.7	115	1148	8.6	21.1	125	1046	7.8	19.2	113	1117	7.5	20.5	109
HOUSE BEAUTIFUL	1020	715	1.7	70.1	133	*297	2.2	29.1	173	*230	1.7	22.5	133	*189	1.3	18.5	98
INC.	993	623	1.5	62.7	119	*225	1.7	22.7	135	*217	1.6	21.9	128	*181	1.2	18.2	97
JET	2808	1946	4.7	69.3	132	839	6.3	29.9	177	673	5.0	24.0	141	434	2.9	15.5	82
LADIES' HOME JOURNAL	1868	1125	2.7	60.2	114	402	3.0	21.5	128	343	2.5	18.4	108	380	2.5	20.3	108
LHJ FAMILY GRP COMBO(GROSS)	3582	2201	5.3	61.4	117	814	6.1	22.7	135	659	4.9	18.4	108	728	4.9	20.3	108
LIFE	4817	2713	6.5	56.3	107	914	6.9	19.0	113	1103	8.2	22.9	135	697	4.7	14.5	77
L.A. TIMES HOME MAGAZINE	1465	797	1.9	54.4	103	264	2.0	18.0	107	239	1.8	16.3	96	294	2.0	20.1	106
MADAMOISELLE	460	*303	0.7	65.9	125	**157	1.2	34.1	203	**112	0.8	24.3	143	**34	0.2	7.4	39
MC CALL'S	1764	1117	2.7	63.3	120	367	2.8	20.8	124	441	3.3	25.0	147	309	2.1	17.5	93
MC CALL'S/WRK MOTHER (GROSS)	2062	1335	3.2	64.7	123	447	3.4	21.7	129	504	3.7	24.4	144	384	2.6	18.6	99
MECHANIX ILLUSTRATED	3625	2164	5.2	59.7	113	524	3.9	14.5	86	715	5.3	19.7	116	926	6.2	25.5	136
METROPOLITAN HOME	495	365	0.9	73.7	140	*180	1.3	36.4	216	**102	0.8	20.6	121	**83	0.6	16.8	89
MONEY	3017	1896	4.5	62.8	119	537	4.0	17.8	106	754	5.6	25.0	147	606	4.1	20.1	107
MOTHER EARTH NEWS	1203	777	1.9	64.6	123	*245	1.8	20.4	121	*289	2.1	24.0	141	243	1.6	20.2	107
MS.	*257	**200	0.5	77.8	148	**88	0.7	34.2	203	**100	0.7	38.9	229	**12	0.1	4.7	25
NATIONAL ENQUIRER	6921	3795	9.1	54.8	104	1314	9.8	19.0	113	1328	9.8	19.2	113	1153	7.7	16.7	88
NATIONAL GEOGRAPHIC	11626	6177	14.8	53.1	101	1902	14.3	16.4	97	2065	15.3	17.8	104	2210	14.8	19.0	101
NATIONAL SUNDAY MAGAZINE PKG	49424	25634	61.4	51.9	98	7916	59.3	16.0	95	8421	62.4	17.0	100	9297	62.2	18.8	100
NATURAL HISTORY	753	493	1.2	65.5	124	*176	1.3	23.4	139	**204	1.5	27.1	159	**113	0.8	15.0	80
NEW WOMAN	*296	*272	0.7	91.9	174	**104	0.8	35.1	209	**135	1.0	45.6	268	**32	0.2	10.8	57
NEW YORK INCLUDING CUE	541	292	0.7	54.0	102	**116	0.9	21.4	127	*108	0.8	20.0	117	**67	0.4	12.4	66
THE NEW YORKER	1078	555	1.3	51.5	98	*188	1.4	17.4	104	*220	1.6	20.4	120	*148	1.0	13.7	73
NEWSWEEK	9602	5267	12.6	54.9	104	1623	12.2	16.9	100	1805	13.4	18.8	110	1839	12.3	19.2	102
THE N.Y. TIMES DAILY EDITION	1376	584	1.4	42.4	81	173	1.3	12.6	75	267	2.0	19.4	114	144	1.0	10.5	56
THE N.Y. TIMES MAGAZINE	2110	970	2.3	46.0	87	343	2.6	16.3	97	317	2.4	15.0	88	310	2.1	14.7	78
OMNI	1927	1178	2.8	61.1	116	*343	2.6	17.8	106	502	3.7	26.1	153	333	2.2	17.3	92
ON CABLE	911	435	1.0	47.7	91	**114	0.9	12.5	74	*161	1.2	17.7	104	*160	1.1	17.6	93
1001 HOME IDEAS	927	550	1.3	59.3	113	*239	1.8	25.8	153	*160	1.2	17.3	101	*151	1.0	16.3	86
ORGANIC GARDENING	1430	830	2.0	58.0	110	*193	1.4	13.5	80	299	2.2	20.9	123	337	2.3	23.6	125
OUTDOOR LIFE	4064	2291	5.5	56.4	107	728	5.5	17.9	106	828	6.1	20.4	120	736	4.9	18.1	96
PARADE MAGAZINE	24538	12828	30.7	52.3	99	4220	31.6	17.2	102	4015	29.8	16.4	96	4593	30.7	18.7	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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HAND & BODY CREAM, LOTION OR OIL: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	74263	41771	100.0	52.7	100	13343	100.0	16.8	100	13487	100.0	17.0	100	14941	100.0	18.8	100
PARENTS	1126	554	1.6	58.1	110	259	1.9	23.0	137	204	1.5	18.1	106	191	1.3	17.0	90
PENTHOUSE	4157	2261	5.4	54.4	103	644	4.8	15.5	92	765	5.7	18.4	108	851	5.7	20.5	109
PEOPLE	7591	4279	10.2	56.4	107	1433	10.7	18.9	112	1394	10.3	18.4	108	1452	9.7	19.1	101
PLAYBOY	8379	4493	10.8	53.6	102	1325	9.9	15.8	94	1484	11.0	17.7	104	1684	11.3	20.1	107
POPULAR HOT RODDING	2110	1262	3.0	59.8	113	355	2.7	16.8	100	398	3.0	18.9	111	509	3.4	24.1	128
POPULAR MECHANICS	4850	2764	6.6	57.0	108	815	6.1	16.8	100	1055	7.8	21.8	128	894	6.0	18.4	98
POPULAR SCIENCE	3397	1855	4.4	54.6	104	463	3.5	13.6	81	613	4.5	18.0	106	779	5.2	22.9	122
PREVENTION	1720	981	2.3	57.0	108	394	3.0	22.9	136	376	2.8	21.9	128	212	1.4	12.3	65
PSYCHOLOGY TODAY	1344	818	2.0	60.9	115	263	2.0	19.6	116	339	2.5	25.2	148	216	1.4	16.1	85
READER'S DIGEST	16016	9148	21.9	57.1	108	2892	21.7	18.1	107	2981	22.1	18.6	109	3275	21.9	20.4	108
REDBOOK	1121	699	1.7	62.4	118	281	2.1	25.1	149	187	1.4	16.7	98	231	1.5	20.6	109
ROAD & TRACK	2161	1114	2.7	51.6	98	353	2.6	16.3	97	406	3.0	18.8	110	354	2.4	16.4	87
ROLLING STONE	1948	979	2.3	50.3	95	313	2.3	16.1	95	300	2.2	15.4	91	367	2.5	18.8	100
RUNNER'S WORLD	899	521	1.2	58.0	110	2219	1.6	24.4	145	291	0.7	10.1	59	212	1.4	23.6	125
SATURDAY EVENING POST	841	545	1.3	64.8	123	204	1.5	24.3	144	198	1.5	23.5	138	143	1.0	17.0	90
SCIENCE 84	841	484	1.2	57.6	109	131	1.0	15.6	93	168	1.2	20.0	117	185	1.2	22.0	117
SCIENCE DIGEST	1194	648	1.6	54.3	103	214	1.6	17.9	106	219	1.6	18.3	108	216	1.4	18.1	96
SCIENTIFIC AMERICAN	1379	648	1.6	47.0	89	172	1.3	12.5	74	188	1.4	13.6	80	289	1.9	21.0	111
SELF	436	287	0.7	65.8	125	133	1.0	30.5	181	94	0.7	21.6	127	59	0.4	13.5	72
SEVENTEEN	614	435	1.0	70.8	134	181	1.4	29.5	175	194	1.4	31.6	186	60	0.4	9.8	52
SKI	910	525	1.3	57.7	109	239	1.8	26.3	156	108	0.8	11.9	70	178	1.2	19.6	104
SMITHSONIAN	2937	1552	3.7	52.8	100	494	3.7	16.8	100	476	3.5	16.2	95	581	3.9	19.8	105
SOAP OPERA DIGEST	545	417	1.0	76.5	145	179	1.3	32.8	195	123	0.9	22.6	133	115	0.8	21.1	112
SOUTHERN LIVING	2054	1203	2.9	58.6	111	372	2.8	18.1	108	415	3.1	20.2	119	416	2.8	20.3	107
SPORT	2799	1678	4.0	59.9	114	529	4.0	18.9	112	590	4.4	21.1	124	559	3.7	20.0	106
THE SPORTING NEWS	1938	973	2.3	50.2	95	319	2.4	16.5	98	330	2.4	17.0	100	324	2.2	16.7	89
SPORTS AFIELD	3125	1726	4.1	55.2	105	561	4.2	18.0	107	684	5.1	21.9	129	481	3.2	15.4	82
SPORTS ILLUSTRATED	11159	5731	13.7	51.4	97	1629	12.2	14.6	87	1987	14.7	17.8	105	2115	14.2	19.0	101
STAR	4095	2109	5.0	51.5	98	708	5.3	17.3	103	837	6.2	20.4	120	564	3.8	13.8	73
SUNDAY	25169	12211	29.2	48.5	92	3825	28.7	15.2	90	4148	30.8	16.5	97	4239	28.4	16.8	89
SUNSET	1294	621	1.5	48.0	91	173	1.3	13.4	79	151	1.1	11.7	69	297	2.0	23.0	122
TV GUIDE	18508	10202	24.4	55.1	105	3349	25.1	18.1	107	3263	24.2	17.6	104	3591	24.0	19.4	103
TENNIS	645	388	0.9	60.2	114	116	0.9	18.0	107	137	1.0	21.2	125	135	0.9	20.9	111
TIME	12124	6401	15.3	52.8	100	1863	14.0	15.4	91	2434	18.0	20.1	118	2105	14.1	17.4	92
TOWN & COUNTRY	493	323	0.8	65.5	124	156	1.2	31.6	188	83	0.6	16.8	99	84	0.6	17.0	90
TRAVEL & LEISURE	1122	681	1.6	60.7	115	223	1.7	19.9	118	234	1.7	20.9	123	224	1.5	20.0	106
TRUE STORY	690	540	1.3	78.3	149	199	1.5	28.8	171	184	1.4	26.7	157	157	1.1	22.8	121
U.S. NEWS & WORLD REPORT	6571	3689	8.8	56.1	107	1130	8.5	17.2	102	1315	9.8	20.0	118	1244	8.3	19.9	100
USA TODAY	3120	1574	3.8	50.4	96	532	4.0	17.1	101	430	3.2	13.8	81	612	4.1	19.6	104
US	1315	764	1.8	58.1	110	354	2.7	26.9	160	258	1.9	19.6	115	152	1.0	11.6	61
VOGUE	632	420	1.0	66.5	126	176	1.3	27.8	165	156	1.2	24.7	145	87	0.6	13.8	73
WALL STREET JOURNAL	4247	2206	5.3	51.9	99	685	5.1	16.1	96	691	5.1	16.3	96	831	5.6	19.6	104
WEIGHT WATCHERS	398	266	0.6	66.8	127	80	0.6	20.1	119	114	0.8	28.6	168	72	0.5	18.1	96
WOMAN'S DAY	1139	686	1.6	60.2	114	228	1.7	20.0	119	268	2.0	23.5	138	190	1.3	16.7	88
WORKING MOTHER	298	219	0.5	73.5	139	80	0.6	26.8	159	63	0.5	21.1	124	75	0.5	25.2	134
WORKING WOMAN	327	251	0.6	76.8	146	96	0.7	29.4	174	87	0.6	26.6	156	68	0.5	20.8	110
WORLD TENNIS	397	251	0.6	63.2	120	116	0.9	29.2	174	61	0.5	15.4	90	75	0.5	18.9	100
ZIFF-DAVIS MAG NETWK (GROSS)	9635	5324	12.7	55.3	105	1730	13.0	18.0	107	1765	13.1	18.3	108	1829	12.2	19.0	101
BLAIR INSERTS	43762	22735	54.4	52.0	99	7228	54.2	16.5	98	7369	54.6	16.8	99	8138	54.5	18.6	99
DAILY NEWSPAPERS																	
READ ANY	52459	26974	64.6	51.4	98	8480	63.6	16.2	96	8928	66.2	17.0	100	9566	64.0	18.2	97
READ ONE	41891	21863	52.3	52.2	99	7086	53.1	16.9	100	7155	53.1	17.1	100	7622	51.0	18.2	97
READ TWO OR MORE	10568	5111	12.2	48.4	92	1394	10.4	13.2	78	1773	13.1	16.8	99	1944	13.0	18.4	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51979	26963	64.5	51.9	99	8439	63.2	16.3	97	8876	65.8	17.1	100	9648	64.6	18.6	99
READ ONE	44561	23464	56.2	52.7	100	7435	55.7	16.7	99	7728	57.3	17.3	102	8301	55.6	18.6	99
READ TWO OR MORE	7368	3498	8.4	47.5	90	1003	7.5	13.6	81	1149	8.5	15.6	92	1346	9.0	18.3	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.19				27.49				29.33				30.55			
30 DAY REACH	71522	37834	90.6	52.9	100	12067	90.4	16.9	100	12157	90.1	17.0	100	13611	91.1	19.0	101
50 SHWG - 30 DAY AV FREQ	15.55	15.31				14.47				15.48				15.89			
30 DAY REACH	68168	36116	86.5	53.0	101	11472	86.0	16.8	100	11538	85.5	16.9	99	13107	87.7	19.2	102
25 SHWG - 30 DAY AV FREQ	8.43	8.29				7.84				8.33				8.65			
30 DAY REACH	62898	33327	79.8	53.0	101	10539	79.0	16.8	100	10753	79.7	17.1	100	12035	80.6	19.1	102
CABLE TV: HOME WIRED	31664	16276	39.0	51.4	98	4797	36.0	15.1	90	5442	40.3	17.2	101	6037	40.4	19.1	101
HOME NOT WIRED	47599	25495	61.0	53.6	102	8545	64.0	18.0	107	8045	59.7	16.9	99	8904	59.6	18.7	99
HAVE PAY CABLE	17139	8913	21.3	52.0	99	2475	18.5	14.4	86	3171	23.5	18.5	109	3267	21.9	19.1	101

	TOTAL U.S. '000	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	41771	100.0	52.7	100	13343	100.0	16.8	100	13487	100.0	17.0	100	14941	100.0	18.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	25334	60.6	53.2	101	8091	60.6	17.0	101	8064	59.8	16.9	100	9179	61.4	19.3	102
10:00 AM - 3:00 PM	29926	15318	36.7	51.2	97	4622	34.6	15.4	92	4795	35.6	16.0	94	5901	39.5	19.7	105
3:00 PM - 7:00 PM	37666	19668	47.1	52.2	99	6206	46.5	16.5	98	5981	44.3	15.9	93	7480	50.1	19.9	105
7:00 PM - MIDNIGHT	18909	9644	23.1	51.0	97	2954	22.1	15.6	93	2938	21.8	15.5	91	3751	25.1	19.8	105
MIDNIGHT - 6:00 AM	11822	6567	15.7	55.5	105	2232	16.7	18.9	112	1746	12.9	14.8	87	2588	17.3	21.9	116
6:00 AM - MIDNIGHT	63254	33236	79.6	52.5	100	10511	78.8	16.6	99	10399	77.1	16.4	97	12326	82.5	19.5	103
ENTIRE DAY	64057	33695	80.7	52.6	100	10664	79.9	16.6	99	10552	78.2	16.5	97	12479	83.5	19.5	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16598	8389	20.1	50.5	96	2580	19.3	15.5	92	2506	18.6	15.1	89	3303	22.1	19.9	106
ALL NEWS	3542	1736	4.2	49.0	93	666	5.0	18.8	112	524	3.9	14.8	87	545	3.6	15.4	82
AOR/PROGRESSIVE	7465	3797	9.1	50.9	97	1247	9.3	16.7	99	1146	8.5	15.4	90	1405	9.4	18.8	100
BEAUTIFUL MUSIC	5061	2653	6.4	52.4	99	742	5.6	14.7	87	912	6.8	18.0	106	999	6.7	19.7	105
BLACK	1914	1456	3.5	76.1	144	589	4.4	30.8	183	422	3.1	22.0	130	446	3.0	23.3	124
CLASSICAL	2304	1278	3.1	55.5	105	382	2.9	16.6	98	411	3.0	17.8	105	484	3.2	21.0	111
CHR/ROCK	10663	5581	13.4	52.3	99	1776	13.3	16.7	99	1748	13.0	16.4	96	2057	13.8	19.3	102
COUNTRY	13919	7600	18.2	54.6	104	2318	17.4	16.7	99	2201	16.3	15.8	93	3081	20.6	22.1	117
GOLDEN OLDIES	2040	1025	2.5	50.2	95	270	2.0	13.2	79	305	2.3	15.0	88	450	3.0	22.1	117
MOR/NOSTALGIA	5105	2703	6.5	52.9	100	697	5.2	13.7	81	916	6.8	17.9	105	1090	7.3	21.4	113
NEWS/TALK	4764	2242	5.4	47.1	89	774	5.8	16.2	97	763	5.7	16.0	94	704	4.7	14.8	78
RELIGIOUS	2164	1111	2.7	51.3	97	422	3.2	19.5	116	354	2.6	16.4	96	335	2.2	15.5	82
SOFT ROCK	623	240	0.6	38.5	73	**49	0.4	7.9	47	**94	0.7	15.1	89	**97	0.6	15.6	83
URBAN CONTEMPORARY	1331	753	1.8	56.6	107	286	2.1	21.5	128	257	1.9	19.3	113	*209	1.4	15.7	83
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1627	3.9	51.1	97	533	4.0	16.7	99	457	3.4	14.3	84	637	4.3	20.0	106
ABC DIRECTION	2724	1361	3.3	50.0	95	452	3.4	16.6	99	410	3.0	15.1	88	499	3.3	18.3	97
ABC ENTERTAINMENT	5256	2623	6.3	49.9	95	733	5.5	13.9	83	687	5.1	13.1	77	1203	8.1	22.9	121
ABC FM	2263	1096	2.6	48.4	92	382	2.9	16.9	100	*230	1.7	10.2	60	484	3.2	21.4	113
ABC INFORMATION	5618	2878	6.9	51.2	97	882	6.6	15.7	93	967	7.2	17.2	101	1029	6.9	18.3	97
ABC ROCK	2857	1360	3.3	47.6	90	372	2.8	13.0	77	511	3.8	17.9	105	477	3.2	16.7	89
CBS	5953	3069	7.3	51.6	98	980	7.3	16.5	98	909	6.7	15.3	90	1180	7.9	19.8	105
MUTUAL	4979	2628	6.3	52.8	100	841	6.3	16.9	100	813	6.0	16.3	96	974	6.5	19.6	104
NBC	7279	3750	9.0	51.5	98	1136	8.5	15.6	93	1147	8.5	15.8	93	1468	9.8	20.2	107
RADIORADIO	2389	1292	3.1	54.1	103	388	2.9	16.2	96	424	3.1	17.7	104	480	3.2	20.1	107
RKO ONE	2583	1309	3.1	50.7	96	440	3.3	17.0	101	421	3.1	16.3	96	449	3.0	17.4	92
RKO TWO	3674	1704	4.1	46.4	88	586	4.4	15.9	95	497	3.7	13.5	80	622	4.2	16.9	90
THE SOURCE	3514	1938	4.6	55.2	105	728	5.5	20.7	123	557	4.1	15.9	93	652	4.4	18.6	98
NON-WIRED : BLAIR	9864	5209	12.5	52.8	100	1525	11.4	15.5	92	1644	12.2	16.7	98	2039	13.6	20.7	110
INTERNET	13522	7349	17.6	54.3	103	2337	17.5	17.3	103	2248	16.7	16.6	98	2764	18.5	20.4	108
KATZ RADIO GROUP	19321	9701	23.2	50.2	95	3149	23.6	16.3	97	2833	21.0	14.7	86	3719	24.9	19.2	102
SUPERNET	10739	5825	13.9	54.2	103	1837	13.8	17.1	102	1949	14.5	18.1	107	2040	13.7	19.0	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	2833	6.8	55.5	105	982	7.4	19.2	114	969	7.2	19.0	112	881	5.9	17.3	92
MKDAY 9:00 AM - 1:00 PM	5383	2970	7.1	55.2	105	1033	7.7	19.2	114	949	7.0	17.6	104	988	6.6	18.4	97
MKDAY 1:00 PM - 4:30 PM	6469	3484	8.3	53.9	102	1259	9.4	19.5	116	1101	8.2	17.0	100	1124	7.5	17.4	92
MKDAY 4:30 PM - 7:30 PM	19661	10594	25.4	53.9	102	3415	25.6	17.4	103	3485	25.8	17.7	104	3694	24.7	18.8	100
MKDAY 7:30 PM - 8:00 PM	27579	14792	35.4	53.6	102	4695	35.2	17.0	101	4940	36.6	17.9	105	5156	34.5	18.7	99
MKDAY 11:00 PM - 11:30 PM	22964	12306	29.5	53.6	102	4144	31.1	18.0	107	3748	27.8	16.3	96	4414	29.5	19.2	102
MKDAY 11:30 PM - 1:00 AM	8158	4392	10.5	53.8	102	1399	10.5	17.1	102	1331	9.9	16.3	96	1663	11.1	20.4	108
M-SAT 8-11 PM-SUN 7-11 PM	30140	16209	38.8	53.8	102	5223	39.1	17.3	103	5150	38.2	17.1	100	5836	39.1	19.4	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	1166	2.8	56.9	108	425	3.2	20.8	123	368	2.7	18.0	106	373	2.5	18.2	97
ANOTHER WORLD N	1214	622	1.5	51.2	97	221	1.7	18.2	108	236	1.7	19.4	114	164	1.1	13.5	72
AS THE WORLD TURNS C	1740	757	1.8	43.5	83	365	2.7	21.0	125	174	1.3	10.0	59	218	1.5	12.5	66
CAPITOL C	1016	530	1.3	52.2	99	253	1.9	24.9	148	133	1.0	13.1	77	144	1.0	14.2	75
CBS MORN. NEWS 1 C	1203	716	1.7	59.5	113	206	1.5	17.1	102	248	1.8	20.6	121	263	1.8	21.9	116
CBS MORN. NEWS 2 C	773	415	1.0	53.7	102	118	0.9	15.3	91	119	0.9	15.4	90	178	1.2	23.0	122
DAYS OF OUR LIVES N	1629	874	2.1	53.7	102	244	1.8	15.0	89	346	2.6	21.2	125	284	1.9	17.4	92
FACTS OF LIFE - DAYTIME N	961	536	1.3	55.8	106	178	1.3	18.5	110	204	1.5	21.2	125	154	1.0	16.0	85
FAMILY FEUD A	1390	702	1.7	50.5	96	253	1.9	18.2	108	225	1.7	16.2	95	224	1.5	16.1	85
GENERAL HOSPITAL A	1463	864	2.1	59.1	112	257	1.9	17.6	104	311	2.3	21.3	125	296	2.0	20.2	107
GOOD MORNING, AMERICA-730 A	1705	974	2.3	57.1	108	371	2.8	21.8	129	328	2.4	19.2	113	276	1.8	16.2	86
GOOD MORNING, AMERICA-830 A	889	503	1.2	56.6	107	205	1.5	23.1	137	166	1.2	18.7	110	132	0.9	14.8	79
GUIDING LIGHT C	1754	777	1.9	44.3	84	350	2.6	20.0	119	218	1.6	12.4	73	209	1.4	11.9	63
ONE LIFE TO LIVE A	1100	746	1.8	67.8	129	303	2.3	27.5	164	234	1.7	21.3	125	209	1.4	19.0	101
PRESS YOUR LUCK C	1222	676	1.6	95.3	105	249	1.9	20.4	121	210	1.6	17.2	101	217	1.5	17.8	94
PRICE IS RIGHT 1 C	2692	1549	3.7	57.5	109	5											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	41771	100.0	52.7	100	13343	100.0	16.8	100	13487	100.0	17.0	100	14941	100.0	18.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	13076	31.3	53.8	102	4151	31.1	17.1	101	4457	33.0	18.3	108	4468	29.9	18.4	97
NETWORK AFFILIATES - LATE	17197	9237	22.1	53.7	102	3108	23.3	18.1	107	2884	21.4	16.8	99	3245	21.7	18.9	100
INDEPENDENTS - LATE	2887	1573	3.8	54.5	103	433	3.2	15.0	89	566	4.2	19.6	115	573	3.6	19.8	105
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	6371	15.3	56.4	107	2014	15.1	17.8	106	2239	16.6	19.8	116	2118	14.2	18.7	99
ABC MONDAY NIGHT MOVIE	A 4379	2442	5.8	55.8	106	746	5.6	17.0	101	946	7.0	21.6	127	750	5.0	17.1	91
ABC SUNDAY NIGHT MOVIE	A 9910	5388	12.9	54.4	103	1822	13.7	18.4	109	1695	12.6	17.1	101	1870	12.5	18.9	100
ABC WORLD NEWS TONIGHT	A 6212	3328	8.0	53.6	102	1122	8.4	18.1	107	1106	8.2	17.8	105	1100	7.4	17.7	94
AFTERMASH	C 4575	2546	6.1	55.7	106	786	5.9	17.2	102	800	5.9	17.5	103	961	6.4	21.0	111
ALICE	C 6777	3679	8.8	54.3	103	1234	9.2	18.2	108	1198	8.9	17.7	104	1247	8.3	18.4	98
AMERICAN PARADE	C 4868	2515	6.0	51.7	98	864	6.5	17.7	105	815	6.0	16.7	98	836	5.6	17.2	91
BENSON	A 7593	4196	10.0	55.3	105	1438	10.8	18.9	113	1262	9.4	16.6	98	1496	10.0	19.7	105
BLUE THUNDER	A 6036	3250	7.8	53.8	102	1030	7.7	17.1	101	1029	7.6	17.0	100	1190	8.0	19.7	105
CAGNEY & LACEY	C 7698	4045	9.7	52.5	100	1273	9.5	16.5	98	1354	10.0	17.6	103	1418	9.5	18.4	98
CBS EVENING NEWS-DEAN	C 4066	2101	5.0	51.7	98	562	4.1	13.3	79	863	6.4	21.2	125	696	4.7	17.1	91
CBS EVENING NEWS-RATHER	C 8092	4306	10.3	53.2	101	1388	10.4	17.2	102	1453	10.8	18.0	106	1465	9.8	18.1	96
CBS SAT. NEWS-SCHIEFFER	C 4795	2593	6.2	54.1	103	782	5.9	16.3	97	917	6.8	19.1	112	894	6.0	18.6	99
CBS SATURDAY NIGHT MOVIE	C 6034	3165	7.6	52.5	100	1046	7.8	17.3	103	988	7.3	16.4	96	1130	7.6	18.7	99
CBS WEDNESDAY NIGHT MOVIE	C 4993	2582	6.2	51.7	98	870	6.5	17.4	104	798	5.9	16.0	94	915	6.1	18.3	97
CHEERS	N 6976	3830	9.2	54.9	104	1209	9.1	17.3	103	1109	8.2	15.9	93	1512	10.1	21.7	115
DALLAS	C 13575	7904	18.9	58.2	110	2622	19.7	19.3	115	2678	19.9	19.7	116	2604	17.4	19.2	102
DIFF'RENT STROKES	N 3684	1987	4.8	53.9	102	719	5.4	19.5	116	531	3.9	14.4	85	737	4.9	20.0	106
DOUBLE TROUBLE	N 4462	2520	6.0	56.5	107	836	6.3	18.7	111	693	5.1	15.5	91	990	6.6	22.2	118
DUCK FACTORY	N 4810	2607	6.2	54.2	103	818	6.1	17.0	101	682	5.1	14.2	83	1107	7.4	23.0	122
DUKES OF HAZZARD	C 5951	3124	7.5	52.5	100	935	7.0	15.7	93	959	7.1	16.1	95	1229	8.2	20.7	110
DYNASTY	A 11325	6622	15.9	58.5	111	2248	16.8	19.8	118	2227	16.5	19.7	116	2147	14.4	19.0	101
FACTS OF LIFE	N 4512	2683	6.4	59.5	113	844	6.3	18.7	111	812	6.0	18.0	106	1027	6.9	22.8	121
FALCON CREST	C 9215	5553	13.3	60.3	114	1977	14.8	21.5	127	1831	13.6	19.9	117	1746	11.7	18.9	101
FALL GUY	A 8604	4752	11.4	55.2	105	1594	11.9	18.5	110	1570	11.6	18.2	107	1588	10.6	18.5	98
FAMILY TIES	N 4179	2229	5.3	53.3	101	717	5.4	17.2	102	597	4.4	14.3	84	915	6.1	21.9	116
FANTASY ISLAND	A 4781	2601	6.2	54.4	103	871	6.5	18.2	108	867	6.4	18.1	107	864	5.8	18.1	96
FOULUPS, BLEEPs & BLUNDERS	A 6697	3597	8.6	53.7	102	1141	8.6	17.0	101	1074	8.0	16.0	94	1382	9.2	20.6	109
FOUR SEASONS	C 3873	2100	5.0	54.2	103	623	4.7	16.1	96	607	4.5	15.7	92	870	5.8	22.5	119
GIMME A BREAK	N 4310	2441	5.8	56.6	107	833	6.2	19.3	115	706	5.2	16.4	96	902	6.0	20.9	111
HART TO HART	A 5751	3121	7.5	54.3	103	971	7.3	16.9	100	1028	7.6	17.9	105	1123	7.5	19.5	104
HILL STREET BLUES	N 8568	4478	10.7	52.3	99	1472	11.0	17.2	102	1253	9.3	14.6	86	1752	11.7	20.4	108
HOTEL	A 8801	4922	11.8	55.9	106	1674	12.5	19.0	113	1570	11.6	17.8	105	1679	11.2	19.1	101
JEFFERSONS	C 6978	3792	9.1	54.3	103	1254	9.4	18.0	107	1261	9.3	18.1	106	1277	8.5	18.3	97
JENNIFER SLEPT HERE	N 3021	1601	3.8	53.0	101	543	4.1	18.0	107	426	3.2	14.1	83	632	4.2	20.9	111
KATE & ALLIE	C 6811	3497	8.4	51.3	97	1143	8.6	16.8	100	1149	8.5	16.9	99	1204	8.1	17.7	94
KNIGHT RIDER	N 5256	2729	6.5	51.9	99	882	6.6	16.8	100	844	6.3	16.1	94	1003	6.7	19.1	101
LOVE BOAT	A 7174	3762	9.0	52.4	100	1172	8.8	16.3	97	1219	9.0	17.0	100	1371	9.2	19.1	101
MAGNUM PI	C 10438	5779	13.8	55.4	105	2026	15.2	19.4	115	1748	13.0	16.7	98	2005	13.4	19.2	102
MAMA'S FAMILY	N 3488	1799	4.3	51.6	98	511	3.8	14.7	87	617	4.6	17.7	104	671	4.5	19.2	102
MASTER, THE	N 4127	2258	5.4	54.7	104	750	5.6	18.2	108	623	4.6	15.1	89	885	5.9	21.4	114
MATT HOUSTON	A 5978	3271	7.8	54.7	104	1159	8.7	19.4	115	947	7.0	15.8	93	1165	7.8	19.5	103
NBC MONDAY NIGHT MOVIE	N 10446	5655	13.5	54.1	103	1713	12.8	16.4	97	1827	13.5	17.5	103	2115	14.2	20.2	107
NBC NIGHTLY NEWS	N 5571	2872	6.9	51.6	98	800	6.0	14.4	85	976	7.2	17.5	103	1096	7.3	19.7	104
NBC NIGHTLY NEWS-SAT	N 3675	1802	4.3	49.0	93	592	4.4	16.1	96	621	4.6	16.9	99	589	3.9	16.0	85
NBC NIGHTLY NEWS-SUN	N 2905	1491	3.6	51.3	97	400	3.0	13.8	82	551	4.1	19.0	111	540	3.6	18.6	99
NBC SUNDAY NIGHT MOVIE	N 8352	4447	10.6	53.2	101	1406	10.5	16.8	100	1446	10.7	17.3	102	1594	10.7	19.1	101
NEWHART	C 6864	3629	8.7	52.9	100	1184	8.9	17.2	102	1177	8.7	17.1	101	1268	8.5	18.5	98
ONE DAY AT A TIME	C 3866	2064	4.9	53.4	101	808	6.1	20.9	124	572	4.2	14.8	87	684	4.6	17.7	94
PEOPLE ARE FUNNY	N 3956	2075	5.0	52.5	100	686	5.1	17.3	103	598	4.4	15.1	89	790	5.3	20.0	106
REAL PEOPLE	N 6305	3584	8.6	56.8	108	1053	7.9	16.7	99	1153	8.5	18.3	107	1378	9.2	21.9	116
REMINGTON STEELE	N 5884	3296	7.9	56.0	106	1130	8.5	19.2	114	1013	7.5	17.2	101	1153	7.7	19.6	104
RIPTIDE	N 5706	2891	6.9	50.7	96	974	7.3	17.1	101	910	6.7	15.9	94	1008	6.7	17.7	94
SCARECROW & MRS. KING	N 6202	3314	7.9	53.4	101	1161	8.7	18.7	111	1001	7.4	16.1	95	1152	7.7	18.6	99
SIMON & SIMON	C 6513	3397	8.1	52.2	99	1048	7.9	16.1	96	1195	8.9	18.3	108	1154	7.7	17.7	94
60 MINUTES	C 8593	4744	11.4	55.2	105	1608	12.1	18.7	111	1360	10.1	15.8	93	1776	11.9	20.7	110
ST. ELSEWHERE	N 13342	7217	17.3	54.1	103	2135	16.0	16.0	95	2500	18.5	18.7	110	2582	17.3	19.4	103
THREE'S COMPANY	N 6029	3334	8.0	55.3	105	1045	7.8	17.3	103	1019	7.6	16.9	99	1271	8.5	21.1	112
T.J. HOOKER	A 8565	4554	10.9	53.2	101	1420	10.6	16.6	98	1510	11.2	17.6	104	1624	10.9	19.0	101
TONIGHT SHOW	A 7400	4156	9.9	56.2	107	1264	9.5	17.1	101	1350	10.0	18.2	107	1542	10.3	20.8	111
TRAPPER JOHN, M.D.	N 2433	1302	3.1	53.5	102	438	3.3	18.0	107	431	3.2	17.7	104	434	2.9	17.8	95
TV BLOOPERS & PRAC. JOKES	C 5958	3248	7.8	54.5	103	1065	8.0	17.9	106	999	7.4	16.8	99	1185	7.9	19.9	106
20/20	N 9086	5112	12.2	56.3	107	1484	11.1	16.3	97	1633	12.1	18.0	106	1996	13.4	22.0	117
WEBSTER	A 8306	4579	11.0	55.1	105	1578	11.8	19.0	113	1559	11.6	18.8	110	1442	9.7	17.4	92
WORLD NEWS - SUN	A 6788	3779	9.0	55.7	106	1247	9.3	18.4	109	1156	8.6	17.0	100	1377	9.2	20.3	108
YELLOW ROSE	A 2036	1127	2.7	55.4	105	300	2.2	14.7	88	335	2.5	16.5	97	492	3.3	24.2	128
	N 3174	1833	4.4	57.8	110	563	4.2	17.7	105	532	3.9	16.8	99	739	4.9	23.3	124
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	8435	20.2	51.7	98	2621	19.6	16.1	95	2973	22.0	18.2	107	2841	19.0	17.4	9

	TOTAL U.S. '000	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX
TOTAL MALES	79263	14491	100.0	18.3	100	29154	100.0	36.8	100	4577	100.0	5.8	100				
HOUSEHOLD HEADS	66405	11998	82.8	18.1	99	24927	85.5	37.5	102	3907	85.4	5.9	102				
18 - 24	13945	2492	17.2	17.9	98	4677	16.0	33.5	91	899	19.6	6.4	112				
25 - 34	19334	3635	25.1	18.8	103	7651	26.2	39.6	108	1151	25.1	6.0	103				
35 - 44	14196	2831	19.5	19.9	109	5598	19.2	39.4	107	961	21.0	6.8	117				
45 - 54	10896	2018	13.9	18.5	101	4063	13.9	37.3	101	535	11.7	4.9	85				
55 - 64	10378	1806	12.5	17.4	95	3896	13.4	37.5	102	565	12.3	5.4	94				
65 OR OLDER	10514	1710	11.8	16.3	89	3270	11.2	31.1	85	468	10.2	4.5	77				
18 - 34	33279	6126	42.3	18.4	101	12329	42.3	37.0	101	2049	44.8	6.2	107				
18 - 49	52904	9948	68.6	18.8	103	19984	68.5	37.8	103	3337	72.9	6.3	109				
25 - 54	44426	8484	58.5	19.1	104	17312	59.4	39.0	106	2646	57.8	6.0	103				
35 - 49	19625	3822	26.4	19.5	107	7656	26.3	39.0	106	1288	28.1	6.6	114				
50 OR OLDER	26359	4543	31.4	17.2	94	9170	31.5	34.8	95	1240	27.1	4.7	81				
GRADUATED COLLEGE	15982	2926	20.2	18.3	100	5708	19.6	35.7	97	773	16.9	4.8	84				
ATTENDED COLLEGE	13629	2799	19.3	20.5	112	4705	16.1	34.5	94	847	18.5	6.2	108				
GRADUATED HIGH SCHOOL	28591	5300	36.6	18.5	101	11031	37.8	38.6	105	1484	32.4	5.2	90				
DID NOT GRADUATE HIGH SCHOOL	21061	3466	23.9	16.5	90	7710	26.4	36.6	100	1473	32.2	7.0	121				
EMPLOYED FULL-TIME	52316	9751	67.3	18.6	102	19820	68.0	37.9	103	2999	65.5	5.7	99				
EMPLOYED PART-TIME	4113	*569	3.9	13.8	76	1426	4.9	34.7	94	**322	7.0	7.8	136				
NOT EMPLOYED	22834	4171	28.8	18.3	100	7908	27.1	34.6	94	1256	27.4	5.5	95				
PROFESSIONAL/MANAGER	15034	2715	18.7	18.1	99	5424	18.6	36.1	98	713	15.6	4.7	82				
TECH/CLERICAL/SALES	11255	1989	13.7	17.7	97	3951	13.6	35.1	95	*450	9.8	4.0	69				
PRECISION/CRAFT	11607	2281	15.7	19.7	107	4623	15.9	39.8	108	1039	22.7	9.0	155				
OTHER EMPLOYED	18534	3335	23.0	18.0	98	7248	24.9	39.1	106	1120	24.5	6.0	105				
SINGLE	19562	3553	24.5	18.2	99	6563	22.5	33.5	91	1255	27.4	6.4	111				
MARRIED	51896	9616	66.4	18.5	101	19979	68.5	38.5	105	2876	62.8	5.5	96				
DIVORCED/SEPARATED/WIDOWED	7804	1322	9.1	16.9	93	2613	9.0	33.5	91	*447	9.8	5.7	99				
PARENTS	25372	4862	33.6	19.2	105	10190	35.0	40.2	109	1587	34.7	6.3	108				
WHITE	69658	12391	85.5	17.8	97	24792	85.0	35.6	97	3805	83.1	5.5	95				
BLACK	7909	1698	11.7	21.5	117	3774	12.9	47.7	130	668	14.6	8.4	146				
OTHER	1696	*403	2.8	23.8	130	589	2.0	34.7	94	**104	2.3	6.1	106				
NORTHEAST-CENSUS	17202	2956	20.4	17.2	94	4823	16.5	28.0	76	956	20.9	5.6	96				
NORTH CENTRAL	20461	3439	23.7	16.8	92	7261	24.9	35.5	96	947	20.7	4.6	80				
SOUTH	26695	4870	33.6	18.2	100	11505	39.5	43.1	117	1578	34.5	5.9	102				
WEST	14906	3226	22.3	21.6	118	5565	19.1	37.3	102	1096	23.9	7.4	127				
NORTHEAST-MKTG.	17962	3011	20.8	16.8	92	5232	17.9	29.1	79	1072	23.4	6.0	103				
EAST CENTRAL	11741	1971	13.6	16.8	92	4271	14.6	36.4	99	502	11.0	4.3	74				
WEST CENTRAL	13518	2383	16.4	17.6	96	4768	16.4	35.3	96	632	13.8	4.7	81				
SOUTH	23168	4358	30.1	18.8	103	10210	35.0	44.1	120	1433	31.3	6.2	107				
PACIFIC	12874	2769	19.1	21.5	118	4674	16.0	36.3	99	939	20.5	7.3	126				
COUNTY SIZE A	32596	6318	43.6	19.4	106	10801	37.0	33.1	90	2026	44.3	6.2	108				
COUNTY SIZE B	23814	4400	30.4	18.5	101	9035	31.0	37.9	103	1218	26.6	5.1	89				
COUNTY SIZE C	12663	1988	13.7	15.7	86	4972	17.1	39.3	107	776	17.0	6.1	106				
COUNTY SIZE D	10190	1786	12.3	17.5	96	4346	14.9	42.6	116	*558	12.2	5.5	95				
METRO CENTRAL CITY	23190	4592	31.7	19.8	108	8108	27.8	35.0	95	1560	34.1	6.7	116				
METRO SUBURBAN	36920	6670	46.0	18.1	99	12912	44.3	35.0	95	1831	40.0	5.0	86				
NON METRO	19152	3229	22.3	16.9	92	8134	27.9	42.5	115	1186	25.9	6.2	107				
TOP 5 ADI'S	18703	3589	24.8	19.2	105	6098	20.9	32.6	89	1321	28.9	7.1	122				
TOP 10 ADI'S	26158	4806	33.2	18.4	100	8338	28.6	31.9	87	1669	36.5	6.4	110				
TOP 20 ADI'S	36612	6961	48.0	19.0	104	11906	40.8	32.5	88	2314	50.6	6.3	109				
HSOHD INC. \$50,000 OR MORE	9326	1560	10.8	16.7	91	2966	10.2	31.8	86	*430	9.4	4.6	80				
\$40,000 OR MORE	18002	3178	21.9	17.7	97	6108	21.0	33.9	92	858	18.7	4.8	83				
\$30,000 OR MORE	31361	6040	41.7	19.3	105	11202	38.4	35.7	97	1662	36.3	5.3	92				
\$25,000 OR MORE	39858	7442	51.4	18.7	102	14156	48.6	35.5	97	2090	45.7	5.2	91				
\$20,000 - \$24,999	8664	1389	9.6	16.0	88	3390	11.6	39.1	106	545	11.9	6.3	109				
\$15,000 - \$19,999	7964	1649	11.4	20.7	113	2983	10.2	37.5	102	*402	8.8	5.0	87				
\$10,000 - \$14,999	11093	1929	13.3	17.4	95	4167	14.3	37.6	102	580	12.7	5.2	91				
UNDER \$10,000	11683	2082	14.4	17.8	97	4459	15.3	38.2	104	961	21.0	8.2	142				
HOUSEHOLD OF 1 PERSON	7453	1072	7.4	14.4	79	2163	7.4	29.0	79	402	8.8	5.4	93				
2 PEOPLE	24757	4542	31.3	18.3	100	9444	32.4	38.1	104	1426	31.2	5.8	100				
3 OR 4 PEOPLE	32682	5686	39.2	17.4	95	12480	42.8	38.2	104	1708	37.3	5.2	91				
5 OR MORE PEOPLE	14370	3192	22.0	22.2	122	5068	17.4	35.3	96	1042	22.8	7.3	126				
NO CHILD IN HSHLD	46768	8256	57.0	17.7	97	16506	56.6	35.3	96	3511	54.9	5.4	93				
CHILD(REN) UNDER 2 YRS	4799	1140	7.9	23.8	130	2052	7.0	42.8	116	*389	8.5	8.1	140				
2 - 5 YEARS	11125	2195	15.1	19.7	108	4579	15.7	41.2	112	917	20.0	8.2	143				
6 - 11 YEARS	14193	2845	19.6	20.0	110	5997	20.6	42.3	115	883	19.3	6.2	108				
12 - 17 YEARS	17402	3225	22.3	18.5	101	6239	21.4	35.9	97	1066	23.3	6.1	106				
RESIDENCE OWNED	56398	10345	71.4	18.3	100	20780	71.3	36.8	100	2749	60.1	4.9	84				
VALUE: \$50,000 OR MORE	34811	6356	43.9	18.3	100	12368	42.4	35.5	97	1744	38.1	5.0	87				
VALUE: UNDER \$50,000	21587	3989	27.5	18.5	101	8412	28.9	39.0	106	1005	22.0	4.7	81				

HAND & BODY CREAM, LOTION OR OIL: TYPES
(MALES)

		TOTAL U.S. '000	CREAM				LOTION				OIL				A	B	C	D
			'000	%	DOWN	% ACROSS INDX	'000	%	DOWN	% ACROSS INDX	'000	%	DOWN	% ACROSS INDX	'000	%	DOWN	% ACROSS INDX
TOTAL MALES		79263	14491	100.0	18.3	100	29154	100.0	36.8	100	4577	100.0	5.8	100				
MAGAZINES	QUINTILE 1	16033	3446	23.8	21.5	118	6029	20.7	37.6	102	1017	22.2	6.3	110				
	QUINTILE 2	15354	2770	19.1	18.0	99	5649	19.4	36.8	100	794	17.3	5.2	90				
	QUINTILE 3	15888	2894	20.0	18.2	100	5784	19.8	36.4	99	819	17.9	5.2	89				
	QUINTILE 4	17310	2976	20.5	17.2	94	6658	22.8	38.5	105	1106	24.2	6.4	111				
	QUINTILE 5	14677	2407	16.6	16.4	90	5035	17.3	34.3	93	841	18.4	5.7	99				
NEWSPAPERS	QUINTILE 1	15277	3045	21.0	19.9	109	4829	16.6	31.6	86	842	18.4	5.5	95				
	QUINTILE 2	22745	3832	26.4	16.8	92	8134	27.9	35.8	97	1208	26.4	5.3	92				
	QUINTILE 3	10642	2242	15.5	21.0	115	4017	13.8	37.6	102	670	14.6	6.3	109				
	QUINTILE 4	11646	2223	15.3	19.1	104	4599	15.8	39.5	107	848	10.6	4.1	72				
	QUINTILE 5	18403	3150	21.7	16.7	91	7576	26.0	40.1	109	1375	30.0	7.3	126				
OUTDOOR	QUINTILE 1	16420	2994	20.7	18.0	99	6253	21.4	37.6	102	1083	23.7	6.5	113				
	QUINTILE 2	16377	3185	22.0	19.4	106	6384	21.9	39.0	106	848	18.5	5.2	90				
	QUINTILE 3	15995	2970	20.5	18.6	102	5440	18.7	34.0	92	1169	25.5	7.3	127				
	QUINTILE 4	15592	2909	20.1	18.7	102	5985	20.5	38.4	104	757	16.5	4.9	84				
	QUINTILE 5	14679	2434	16.8	16.6	91	5093	17.5	34.7	94	721	15.8	4.9	85				
RADIO-DRIVE TIME	QUINTILE 1	15746	3115	21.5	19.8	108	5844	20.0	37.1	101	1076	23.5	6.8	118				
	QUINTILE 2	15067	2710	18.7	18.0	98	5862	20.1	38.9	106	889	19.4	5.9	102				
	QUINTILE 3	15631	2873	20.0	18.5	101	5361	18.4	34.3	93	653	14.3	4.2	72				
	QUINTILE 4	16245	2901	20.0	17.9	98	6114	21.0	37.6	102	1059	23.1	6.5	113				
	QUINTILE 5	16573	2873	19.8	17.3	95	5975	20.5	36.1	98	900	19.7	5.4	94				
RADIO-MID- DAY	TERCILE 1	21788	3931	27.1	18.0	99	8088	27.7	37.1	101	1409	30.8	6.5	112				
	TERCILE 2	21151	4078	28.1	19.3	105	7231	24.8	34.2	93	975	21.3	4.6	80				
	TERCILE 3	36323	6483	44.7	17.8	98	13835	47.5	38.1	104	2193	47.9	6.0	105				
RADIO-TOTAL	QUINTILE 1	15977	3002	20.7	18.8	103	5953	20.4	37.3	101	1185	25.9	7.4	128				
	QUINTILE 2	15423	2855	19.7	17.9	98	5795	19.9	36.4	99	856	18.7	5.4	93				
	QUINTILE 3	14980	2746	18.9	18.3	100	5622	19.3	37.5	102	778	17.0	5.2	90				
	QUINTILE 4	17123	3225	22.3	18.8	103	6115	21.0	35.7	97	853	18.6	5.0	86				
	QUINTILE 5	15360	2663	18.4	17.5	95	5669	19.4	37.1	101	907	19.8	5.9	103				
TV-PRIME TIME	QUINTILE 1	15674	3114	21.5	19.9	109	5939	20.4	37.9	103	892	19.5	5.7	99				
	QUINTILE 2	15944	3194	18.6	16.9	92	6238	21.4	39.1	106	852	18.6	5.3	93				
	QUINTILE 3	16037	3151	21.7	19.6	107	5809	19.9	36.2	98	849	18.5	5.3	92				
	QUINTILE 4	15412	2938	20.3	19.1	104	5340	18.3	34.6	94	1032	22.5	6.7	116				
	QUINTILE 5	16194	2595	17.9	16.0	88	5828	20.0	36.0	98	952	20.8	5.9	102				
TV-DAYTIME	TERCILE 1	19156	3504	24.2	18.3	100	7350	25.2	38.4	104	1166	25.5	6.1	105				
	TERCILE 2	19343	3517	24.3	18.2	99	6865	23.5	35.5	96	1094	23.9	5.7	98				
	TERCILE 3	40764	7471	51.6	18.3	100	14940	51.2	36.6	100	2318	50.6	6.7	98				
TV-TOTAL	QUINTILE 1	15844	3173	21.9	20.0	110	6033	20.7	38.1	104	1001	21.9	6.3	109				
	QUINTILE 2	15767	2818	19.4	17.9	98	6103	20.9	38.7	105	826	18.0	5.2	91				
	QUINTILE 3	15775	2732	18.9	17.3	95	5718	19.6	36.2	99	893	19.5	5.7	98				
	QUINTILE 4	15903	3071	21.3	19.4	106	5421	18.6	34.1	93	898	19.6	5.6	98				
	QUINTILE 5	15974	2678	18.5	16.8	92	5879	20.2	36.8	100	960	21.0	6.0	104				
MAGAZINES-NEWSPAPERS: DUAL		21225	4045	28.1	19.2	105	7550	25.9	35.6	97	1204	26.3	5.7	98				
MAGAZINE IMPERATIVE		17728	3609	24.9	20.4	111	7303	25.0	41.2	112	972	21.2	5.5	95				
NEWSPAPER IMPERATIVE		22987	3983	27.3	17.2	94	7768	26.6	33.8	92	1248	27.3	5.4	94				
MAGAZINES-OUTDOOR: DUAL		16244	3256	22.5	20.0	110	5876	20.2	36.2	98	1010	22.1	6.2	108				
MAGAZINE IMPERATIVE		24018	4528	31.2	18.9	103	8633	29.6	35.9	98	1232	26.9	5.1	89				
OUTDOOR IMPERATIVE		26020	4675	32.3	18.0	98	9754	33.5	37.5	102	1687	36.9	6.5	112				
MAGAZINES-RADIO: DUAL		16918	3342	23.1	19.8	108	6427	22.0	38.0	103	1011	22.1	6.0	103				
MAGAZINE IMPERATIVE		23456	4695	32.4	20.0	109	8618	29.6	36.7	100	1248	27.3	5.3	92				
RADIO IMPERATIVE		23900	4036	27.9	16.9	92	8759	30.0	36.6	100	1512	33.0	6.3	110				
MAGAZINES-TELEVISION: DUAL		15791	3105	21.4	19.7	108	6128	21.0	38.8	106	938	20.5	5.9	103				
MAGAZINE IMPERATIVE		25476	4825	33.3	18.9	104	9137	31.3	35.9	98	1445	31.6	5.7	98				
TELEVISION IMPERATIVE		25744	4493	31.0	17.5	95	9535	32.7	37.0	101	1587	34.7	6.2	107				
NEWSPAPERS-OUTDOOR: DUAL		17628	3559	24.6	20.2	110	6313	21.7	35.8	97	1185	25.9	6.7	116				
NEWSPAPER IMPERATIVE		26414	4704	32.5	17.8	97	8740	30.0	33.1	90	1290	28.2	4.9	85				
OUTDOOR IMPERATIVE		23059	4147	28.6	18.0	98	9157	31.4	39.7	108	1438	31.4	6.2	108				
NEWSPAPERS-RADIO: DUAL		17996	3354	23.1	18.6	102	6071	20.8	33.7	92	1103	24.1	6.1	106				
NEWSPAPER IMPERATIVE		26269	4902	33.8	18.7	102	9219	31.6	35.1	95	1327	29.0	5.1	87				
RADIO IMPERATIVE		21342	3959	27.3	18.6	101	8775	30.1	41.1	112	1288	28.1	6.0	105				
NEWSPAPERS-TELEVISION: DUAL		17359	3274	22.6	18.9	103	6114	21.0	35.2	96	887	19.4	5.1	88				
NEWSPAPER IMPERATIVE		26889	4970	34.3	18.5	101	9121	31.3	33.9	92	1530	33.4	5.7	99				
TELEVISION IMPERATIVE		21698	4006	27.6	18.5	101	8981	30.8	41.4	113	1404	30.7	6.5	112				
OUTDOOR-RADIO: DUAL		16456	3022	20.9	18.4	100	6326	21.7	38.4	105	1185	25.9	7.2	125				
OUTDOOR IMPERATIVE		25870	4995	34.5	19.3	106	9436	32.4	36.5	99	1403	30.7	5.4	94				
RADIO IMPERATIVE		23943	4343	30.0	18.1	99	8518	29.2	35.6	97	1341	29.3	5.6	97				
OUTDOOR-TELEVISION: DUAL		15918	2990	20.6	18.7	102	6291	21.6	39.5	107	956	20.9	6.0	104				
OUTDOOR IMPERATIVE		26398	4865	33.6	18.4	101	9592	32.9	36.3	99	1645	35.9	6.2	108				
TELEVISION IMPERATIVE		24851	4558	31.5	18.3	100	9063	31.1	36.5	99	1397	30.5	5.6	97				
RADIO-TELEVISION: DUAL		15584	2788	19.2	17.9	98	5923	20.3	38.0	103	983	21.5	6.3	109				
RADIO IMPERATIVE		25472	4526	31.2	17.8	97	9087	31.2	35.7	97	1545	33.8	6.1	105				
TELEVISION IMPERATIVE		25578	4847	33.4	18.9	104	9676	33.2	37.8	103	1382	30.2	5.4	94				

	TOTAL U.S. '000	CREAM				LOTION				OIL				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	14491	100.0	18.3	100	29154	100.0	36.8	100	4577	100.0	5.8	100				
ATLANTIC MONTHLY	452	**120	0.8	26.5	145	*144	0.5	31.9	87	**446	1.0	10.2	176				
BARRON'S	1058	*326	2.2	30.8	169	328	1.1	31.0	84	**114	2.5	10.8	187				
BETTER HOMES & GARDENS	4773	1205	8.3	25.2	138	1952	6.7	40.9	111	405	8.8	8.5	147				
BON APPETIT	1037	*168	1.2	16.2	89	434	1.5	41.9	114	**98	2.1	9.5	164				
BUSINESS WEEK	3193	800	5.5	25.1	137	1104	3.8	34.6	94	330	7.2	10.3	179				
CAR AND DRIVER	2705	578	4.0	21.4	117	919	3.2	34.0	92	*188	4.1	7.0	120				
CBS MAGAZINE NETWORK (GROSS)	5678	1177	8.1	20.7	113	2155	7.4	38.0	103	550	12.0	9.7	168				
CHANGING TIMES	1847	446	3.1	24.1	132	723	2.5	39.1	106	*81	1.8	4.4	76				
COLONIAL HOMES	492	*158	1.1	32.1	176	*159	0.5	32.3	88	*81	1.8	16.5	285				
CONDE NAST MAG. PKG. (GROSS)	2066	630	4.3	30.5	167	614	2.1	29.7	81	*302	6.6	14.6	253				
CONSUMERS DIGEST	1719	391	2.7	22.7	124	629	2.2	36.6	99	*204	4.5	11.9	206				
COSMOPOLITAN	1762	410	2.8	23.3	127	503	1.7	28.5	78	**180	3.9	10.2	177				
COUNTRY LIVING	1110	*159	1.1	14.3	78	388	1.3	35.0	95	*95	2.1	8.6	148				
CUISINE	660	*131	0.9	19.8	109	297	1.0	45.0	122	*94	2.1	14.2	247				
CYCLE WORLD	1924	386	2.7	20.1	110	670	2.3	34.8	95	**130	2.8	6.8	117				
DCI:CREATIVE IDEAS FOR LIV	437	**115	0.8	26.3	144	*161	0.6	36.8	100	**54	1.2	12.4	214				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	454	3.1	18.2	100	1006	3.5	40.4	110	**190	4.2	7.6	132				
DISCOVER	1279	372	2.6	29.1	159	408	1.4	31.9	87	*172	3.8	13.4	233				
EBONY	2898	648	4.5	22.4	122	1329	4.6	45.9	125	246	5.4	8.5	147				
ESQUIRE	1384	409	2.8	29.6	162	589	2.0	42.6	116	*163	3.6	11.8	204				
ESSENCE	850	*317	2.2	37.3	204	443	1.5	52.1	142	**106	2.3	12.5	216				
FAMILY CIRCLE	2430	541	3.7	22.3	122	888	3.0	36.5	99	*199	4.3	8.2	142				
THE FAMILY HANDYMAN	2356	499	3.4	21.2	116	928	3.2	39.4	107	*173	3.8	7.3	127				
FAMILY WEEKLY	11533	2158	14.9	18.7	102	4278	14.7	37.1	101	601	13.1	5.2	90				
FIELD & STREAM	7444	1595	11.0	21.4	117	2619	9.0	35.2	96	520	11.4	7.0	121				
FOOD & WINE	416	**39	0.3	9.4	51	*146	0.5	35.1	95	**74	1.6	17.8	308				
FORBES	1865	356	2.5	19.1	104	601	2.1	32.2	88	*129	2.8	6.9	120				
FORTUNE	1849	411	2.8	22.2	122	652	2.2	35.3	96	*129	2.8	7.0	121				
GENTLEMEN'S QUARTERLY	2284	633	4.4	27.7	152	892	3.1	39.1	106	*247	5.4	10.8	187				
GLAMOUR	538	**139	1.0	25.8	141	*164	0.6	30.5	83	**64	1.4	11.9	206				
GOLF DIGEST	1649	*189	1.3	11.5	63	420	1.4	25.5	69	**94	2.1	5.7	99				
GOLF DIGEST/TENNIS (GROSS)	2294	249	1.7	10.9	59	672	2.3	29.3	80	*177	3.9	7.7	134				
GOLF MAGAZINE	1577	*245	1.7	15.5	85	495	1.7	31.4	85	**158	3.5	10.0	174				
GOLF MAGAZINE/SKI (GROSS)	2487	426	2.9	17.1	94	860	2.9	34.6	94	*235	5.1	9.4	164				
GOOD HOUSEKEEPING	2569	555	3.8	21.6	118	1031	3.5	40.1	109	*184	4.0	7.2	124				
HARPER'S BAZAAR	431	**106	0.7	24.6	135	*163	0.6	37.8	103	**50	1.1	11.6	201				
HEALTH	788	**169	1.2	21.4	117	314	1.1	39.8	108	*170	3.7	21.6	374				
HEARST MAG CORP. BUY (GROSS)	18781	4038	27.9	21.5	118	6963	23.9	37.1	101	1515	33.1	8.1	140				
HEARST MAN POWER (GROSS)	9169	1961	13.5	21.4	117	3373	11.6	36.8	100	553	12.1	6.0	104				
HEARST WOMAN POWER (GROSS)	5452	1152	7.9	21.1	116	2016	6.9	37.0	101	445	9.7	8.2	141				
HOUSE BEAUTIFUL	1020	289	2.0	28.3	155	409	1.4	40.1	109	**103	2.3	10.1	175				
INC.	993	*288	2.0	29.0	159	338	1.2	34.0	93	**89	1.9	9.0	155				
JET	2808	595	4.1	21.2	116	1370	4.7	48.8	133	*242	5.3	8.6	149				
LADIES' HOME JOURNAL	1868	388	2.7	20.8	114	639	2.2	34.2	93	**171	3.7	9.2	159				
LHJ FAMILY GRP COMBO(GROSS)	3582	744	5.1	20.8	114	1303	4.5	36.4	99	460	10.1	12.8	222				
LIFE	4817	1034	7.1	21.5	117	1787	6.1	37.1	101	335	7.3	7.0	120				
L.A. TIMES HOME MAGAZINE	1465	*217	1.5	14.8	81	586	2.0	40.0	109	*111	2.4	7.6	131				
MADAMEISSELLE	460	**138	1.0	30.0	164	**83	0.3	18.0	49	*75	1.6	16.3	282				
MC CALL'S	1764	377	2.6	21.4	117	741	2.5	42.0	114	*145	3.2	8.2	142				
MC CALL'S/WRK MOTHER (GROSS)	2062	465	3.2	22.6	123	842	2.9	40.8	111	*201	4.4	9.7	169				
MECHANIX ILLUSTRATED	3625	764	5.3	21.1	115	1581	5.4	43.6	119	*261	5.7	7.2	125				
METROPOLITAN HOME	495	*150	1.0	30.3	166	*179	0.6	36.2	98	*88	1.9	17.8	308				
MONEY	3017	737	5.1	24.4	134	1256	4.3	41.6	113	*185	4.0	6.1	106				
MOTHER EARTH NEWS	1203	*313	2.2	26.0	142	535	1.8	44.5	121	*159	3.5	13.2	229				
MS.	*257	**80	0.6	31.1	170	*100	0.3	38.9	106	**46	1.0	17.9	310				
NATIONAL ENQUIRER	6921	1390	9.6	20.1	110	2729	9.4	39.4	107	476	10.4	6.9	119				
NATIONAL GEOGRAPHIC	11626	2337	16.1	20.1	110	4238	14.5	36.5	99	701	15.3	6.0	104				
NATIONAL SUNDAY MAGAZINE PKG	49424	9226	63.7	18.7	102	17705	60.7	35.8	97	2574	56.2	5.2	90				
NATURAL HISTORY	753	*209	1.4	27.8	152	*283	1.0	37.6	102	*86	1.9	11.4	198				
NEW WOMAN	*296	**135	0.9	45.6	249	**93	0.3	31.4	85	**103	2.3	34.8	603				
NEW YORK INCLUDING CUE	541	*108	0.7	20.0	109	*163	0.6	30.1	82	*81	1.8	15.0	259				
THE NEW YORKER	1078	207	1.4	19.2	105	352	1.2	32.7	89	*107	2.3	9.9	172				
NEWSWEEK	9602	2087	14.4	21.7	119	3458	11.9	36.0	98	615	13.4	6.4	111				
THE N.Y. TIMES DAILY EDITION	1376	263	1.8	19.1	105	380	1.3	27.6	75	*63	1.4	4.6	79				
THE N.Y. TIMES MAGAZINE	2110	425	2.9	20.1	110	643	2.2	30.5	83	*118	2.6	5.6	97				
OMNI	1927	523	3.6	27.1	148	852	2.9	44.2	120	**154	3.4	8.0	138				
ON CABLE	911	*160	1.1	17.6	96	226	0.8	24.8	67	*65	1.4	7.1	124				
1001 HOME IDEAS	927	*187	1.3	20.2	110	351	1.2	37.9	103	**120	2.6	12.9	224				
ORGANIC GARDENING	1430	248	1.7	17.3	95	487	1.7	34.1	93	*90	2.0	6.3	109				
OUTDOOR LIFE	4064	903	6.2	22.2	122	1566	5.4	38.5	105	*307	6.7	7.6	131				
PARADE MAGAZINE	24538	4538	31.3	18.5	101	8879	30.5	36.2	98	1271	27.8	5.2	90				

HAND & BODY CREAM, LOTION OR OIL: TYPES
(MALES)

	TOTAL U.S. '000	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX
TOTAL MALES	79263	14491	100.0	18.3	100	29154	100.0	36.8	100	4577	100.0	5.8	100				
PARENTS	1126	*266	1.8	23.6	129	445	1.5	39.5	107	**112	2.4	9.9	172				
PENTHOUSE	4157	946	6.5	22.8	124	1536	5.3	36.9	100	331	7.2	8.0	138				
PEOPLE	7591	1522	10.5	20.1	110	2984	10.2	39.3	107	459	10.0	6.0	105				
PLAYBOY	8379	1687	11.6	20.1	110	3139	10.8	37.5	102	580	12.7	6.9	120				
POPULAR HOT RODDING	2110	425	2.9	20.1	110	805	2.8	38.2	104	**132	2.9	6.3	108				
POPULAR MECHANICS	4850	1117	7.7	23.0	126	1854	6.4	38.2	104	308	6.7	6.4	110				
POPULAR SCIENCE	3397	766	5.3	22.5	123	1170	4.0	34.4	94	*223	4.9	6.6	114				
PREVENTION	1720	326	2.2	19.0	104	637	2.2	37.0	101	*158	3.5	9.2	159				
PSYCHOLOGY TODAY	1344	407	2.8	30.3	166	520	1.8	38.7	105	**124	2.7	9.2	160				
READER'S DIGEST	16016	3251	22.4	20.3	111	6214	21.3	38.8	105	1027	22.4	6.4	111				
REDBOOK	1121	*186	1.3	16.6	91	482	1.7	43.0	117	**81	1.8	7.2	125				
ROAD & TRACK	2161	529	3.7	24.5	134	774	2.7	35.8	97	*185	4.0	8.6	148				
ROLLING STONE	1948	385	2.7	19.8	108	735	2.5	37.7	103	*151	3.3	7.8	134				
RUNNER'S WORLD	899	*286	2.0	31.8	174	*369	1.3	41.0	112	**115	2.5	12.8	222				
SATURDAY EVENING POST	841	*205	1.4	24.4	133	332	1.1	39.5	107	**121	2.6	14.4	249				
SCIENCE 84	841	*139	1.0	16.5	90	*288	1.0	34.2	93	**112	2.4	13.3	231				
SCIENCE DIGEST	1194	*289	2.0	24.2	132	362	1.2	30.3	82	**95	2.1	8.0	138				
SCIENTIFIC AMERICAN	1379	294	2.0	21.3	117	343	1.2	24.9	68	**128	2.8	9.3	161				
SELF	436	**151	1.0	34.6	189	**98	0.3	22.5	61	**70	1.5	16.1	278				
SEVENTEEN	614	**163	1.1	26.5	145	*312	1.1	50.8	138	**123	2.7	20.0	347				
SKI	910	*181	1.2	19.9	109	365	1.3	40.1	109	**77	1.7	8.5	147				
SMITHSONIAN	2937	663	4.6	22.6	123	1029	3.5	35.0	95	*168	3.7	5.7	99				
SOAP OPERA DIGEST	545	**129	0.9	23.7	129	*260	0.9	47.7	130	**89	1.9	16.3	283				
SOUTHERN LIVING	2054	340	2.3	16.6	91	845	2.9	41.1	112	**136	3.0	6.6	115				
SOUTH	2799	629	4.3	22.5	123	1150	3.9	41.1	112	**137	3.0	4.9	85				
THE SPORTING NEWS	1938	383	2.6	19.8	108	613	2.1	31.6	86	*146	3.2	7.5	130				
SPORTS AFIELD	3125	555	3.8	17.8	97	1157	4.0	37.0	101	**149	3.3	4.8	83				
SPORTS ILLUSTRATED	11159	2212	15.3	19.8	108	3876	13.3	34.7	94	529	11.6	4.7	82				
STAR	4095	742	5.1	18.1	99	1442	4.9	35.2	96	*264	5.8	6.4	112				
SUNDAY	25169	4583	31.6	18.2	100	8205	28.1	32.6	89	1259	27.5	5.0	87				
SUNSET	1294	*269	1.9	20.8	114	395	1.4	30.5	83	**121	2.6	9.4	162				
TV GUIDE	18508	3681	25.4	19.9	109	7123	24.4	38.5	105	1173	25.6	6.3	110				
TENNIS	645	**60	0.4	9.3	51	252	0.9	39.1	106	**83	1.8	12.9	223				
TIME	12124	2612	18.0	21.5	118	4261	14.6	35.1	96	818	17.9	6.7	117				
TOWN & COUNTRY	493	**85	0.6	17.2	94	*168	0.6	34.1	93	**99	2.2	20.1	348				
TRAVEL & LEISURE	1122	*307	2.1	27.4	150	358	1.2	31.9	87	**85	1.9	7.6	131				
TRUE STORY	690	*280	1.9	40.6	222	*303	1.0	43.9	119	**114	2.5	16.5	286				
U.S. NEWS & WORLD REPORT	6571	1489	10.3	22.7	124	2505	8.6	38.1	104	422	9.2	6.4	111				
USA TODAY	3120	505	3.5	16.2	89	1103	3.8	35.4	96	*183	4.0	5.9	102				
US	1315	*256	1.8	19.5	106	490	1.7	37.3	101	**103	2.3	7.8	136				
VOGUE	632	**203	1.4	32.1	176	*269	0.9	42.6	116	**93	2.0	14.7	255				
WALL STREET JOURNAL	4247	828	5.7	19.5	107	1429	4.9	33.6	91	222	4.9	5.2	91				
WEIGHT WATCHERS	398	**112	0.8	28.1	154	*179	0.6	45.0	122	**12	0.3	3.0	52				
WOMAN'S DAY	1139	*197	1.4	17.3	95	462	1.6	40.6	110	*157	3.4	13.8	239				
WORKING MOTHER	*298	**89	0.6	29.9	163	**101	0.3	33.9	92	**56	1.2	18.8	325				
WORKING WOMAN	327	**82	0.6	25.1	137	**95	0.3	29.1	79	**74	1.6	22.6	392				
WORLD TENNIS	397	**50	0.3	12.6	69	*155	0.5	39.0	106	**109	2.4	27.5	475				
ZIFF-DAVIS MAG NETHK (GROSS)	9635	2152	14.9	22.3	122	3420	11.7	35.5	97	894	19.5	9.3	161				
BLAIR INSERTS	43762	8172	56.4	18.7	102	15624	53.6	35.7	97	2310	50.5	5.3	91				
DAILY NEWSPAPERS																	
READ ANY	52459	9816	67.7	18.7	102	18482	63.4	35.2	96	2898	63.3	5.5	96				
READ ONE	41891	7757	53.5	16.5	101	15107	51.8	36.1	98	2324	50.8	5.5	96				
READ TWO OR MORE	10568	2059	14.2	19.5	107	3375	11.6	31.9	87	574	12.5	5.4	94				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9648	66.6	18.6	102	18549	63.6	35.7	97	2799	61.2	5.4	93				
READ ONE	44561	8357	57.7	18.8	103	16324	56.0	36.6	100	2417	52.8	5.4	94				
READ TWO OR MORE	7368	1291	8.9	17.5	96	2225	7.6	30.2	82	382	8.3	5.2	90				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.23				30.14				29.82							
30 DAY REACH	71522	13222	91.2	18.5	101	26421	90.6	36.9	100	4204	91.9	5.9	102				
50 SHWG - 30 DAY AV FREQ	15.55	14.69				15.78				15.49							
30 DAY REACH	68168	12731	87.9	18.7	102	25276	86.7	37.1	101	4054	88.6	5.9	103				
25 SHWG - 30 DAY AV FREQ	8.43	8.03				8.50				8.32							
30 DAY REACH	62898	11604	80.1	18.4	101	23504	80.6	37.4	102	3792	82.8	6.0	104				
CABLE TV: HOME WIRED	31664	5444	37.6	17.2	94	11788	40.4	37.2	101	1721	37.6	5.4	94				
HOME NOT WIRED	47599	9048	62.4	19.0	104	17366	59.6	36.5	99	2856	62.4	6.0	104				
HAVE PAY CABLE	17139	2996	20.7	17.5	96	6604	22.7	38.5	105	1013	22.1	5.9	102				

	TOTAL U.S. '000	A '000	CREAM B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	14491	100.0	18.3	100	29154	100.0	36.8	100	4577	100.0	5.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	8829	60.9	18.5	101	17638	60.5	37.0	101	2809	61.4	5.9	102				
10:00 AM - 3:00 PM	29926	5585	38.5	18.7	102	10686	36.7	35.7	97	1721	37.6	5.8	100				
3:00 PM - 7:00 PM	37666	7205	49.7	19.1	105	13706	47.0	36.4	99	2251	49.2	6.0	103				
7:00 PM - MIDNIGHT	18909	3394	23.4	17.9	98	6762	23.2	35.8	97	1211	26.5	6.4	111				
MIDNIGHT - 6:00 AM	11822	2234	15.4	18.9	103	4681	16.1	39.6	108	892	19.5	7.5	131				
6:00 AM - MIDNIGHT	63254	11712	80.8	18.5	101	23285	79.9	36.8	100	3686	80.5	5.8	101				
ENTIRE DAY	64057	11884	82.0	18.6	101	23593	80.9	36.8	100	3744	81.8	5.8	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	3010	20.8	18.1	99	5995	20.6	36.1	98	858	18.7	5.2	90				
ALL NEWS	3542	694	4.8	19.6	107	1123	3.9	31.7	86	*232	5.1	6.5	113				
AOR/PROGRESSIVE	7465	1476	10.2	19.8	108	2660	9.1	35.6	97	375	8.2	5.0	87				
BEAUTIFUL MUSIC	5061	869	6.0	17.2	94	1927	6.6	38.1	104	293	6.4	5.8	100				
BLACK	1914	482	3.3	25.2	138	984	3.4	51.4	140	*252	5.5	13.2	228				
CLASSICAL	2304	475	3.3	20.6	113	885	3.0	38.4	104	*192	4.2	8.3	144				
CHR/ROCK	10663	2056	14.2	19.3	105	4010	13.8	37.6	102	687	15.0	6.4	112				
COUNTRY	13919	2518	17.4	18.1	99	5485	18.8	39.4	107	798	17.4	5.7	99				
GOLDEN OLDIES	2040	297	2.0	14.6	80	764	2.6	37.5	102	*99	2.2	4.9	84				
MOR/OSTALGIA	5105	999	6.9	19.6	107	1787	6.1	35.0	95	341	7.5	6.7	116				
NEWS/TALK	4764	819	5.7	17.2	94	1553	5.3	32.6	89	*197	4.3	4.1	72				
RELIGIOUS	2164	404	2.8	18.7	102	837	2.9	38.7	105	*135	2.9	6.2	108				
SOFT ROCK	623	*105	0.7	16.9	92	*157	0.5	25.2	69	*28	0.6	4.5	78				
URBAN CONTEMPORARY	1331	*220	1.5	16.5	90	459	1.6	34.5	94	*141	3.1	10.6	183				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	591	4.1	18.5	101	1203	4.1	37.8	103	*235	5.1	7.4	128				
ABC DIRECTION	2724	484	3.3	17.8	97	984	3.4	36.1	98	*113	2.5	4.1	72				
ABC ENTERTAINMENT	5256	1060	7.3	20.2	110	1828	6.3	34.8	95	*320	7.0	6.1	105				
ABC FM	2263	402	2.8	17.8	97	777	2.7	34.3	93	*163	3.6	7.2	125				
ABC INFORMATION	5618	883	6.1	15.7	86	2007	6.9	35.7	97	311	6.8	5.5	96				
ABC ROCK	2857	399	2.8	14.0	76	1030	3.5	36.1	98	*110	2.4	3.9	67				
CBS	5953	1081	7.5	18.2	99	2086	7.2	35.0	95	356	7.8	6.0	104				
MUTUAL	4979	947	6.5	19.0	104	1892	6.5	38.0	103	*216	4.7	4.3	75				
NBC	7279	1205	8.3	16.6	91	2634	9.0	36.2	98	413	9.0	5.7	98				
RADIORADIO	2389	596	4.1	24.9	136	879	3.0	36.2	100	*134	2.9	5.6	97				
RKO ONE	2583	560	3.9	21.7	119	951	3.3	36.8	100	*136	3.0	5.3	91				
RKO TWO	3674	540	3.7	14.7	80	1346	4.6	36.6	100	*160	3.5	4.4	75				
THE SOURCE	3514	733	5.1	20.9	114	1434	4.9	40.8	111	*176	3.8	5.0	87				
NON-HIRED: BLAIR	9864	1725	11.9	17.5	96	3803	13.0	38.6	105	627	13.7	6.4	110				
INTERNET	13522	2834	19.6	21.0	115	4974	17.1	36.8	100	953	20.8	7.0	122				
KATZ RADIO GROUP	19321	3362	23.2	17.4	95	6957	23.9	36.0	98	980	21.4	5.1	88				
SUPERNET	10739	2097	14.5	19.5	107	4107	14.1	38.2	104	674	14.7	6.3	109				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1087	7.5	21.3	116	1995	6.8	39.1	106	349	7.6	6.8	118				
WKDAY 9:00 AM - 1:00 PM	5383	1030	7.1	19.1	105	2073	7.1	38.5	105	321	7.0	6.0	103				
WKDAY 1:00 PM - 4:30 PM	6469	1217	8.4	18.8	103	2502	8.6	38.7	105	371	8.1	5.7	99				
WKDAY 4:30 PM - 7:30 PM	19661	3720	25.7	18.9	103	7392	25.4	37.6	102	1148	25.1	5.8	101				
WKDAY 7:30 PM - 8:00 PM	27579	5178	35.7	18.8	103	10258	35.2	37.2	101	1554	34.0	5.6	98				
WKDAY 11:00 PM - 11:30 PM	22964	4571	31.5	19.9	109	8506	29.2	37.0	101	1364	29.8	5.9	103				
WKDAY 11:30 PM - 1:00 AM	8158	1621	11.2	19.9	109	3105	10.7	38.1	103	505	11.0	6.2	107				
M-SAT 8-11 PM-SUN 7-11 PM	30140	5647	39.0	18.7	102	11295	38.7	37.5	102	1694	37.0	5.6	97				
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	340	2.3	16.6	91	854	2.9	41.7	113	*81	1.8	4.0	68				
ANOTHER WORLD	N 1214	155	1.1	12.8	70	476	1.6	39.2	107	*77	1.7	6.3	110				
AS THE WORLD TURNS	C 1740	266	1.8	15.3	84	567	1.9	32.6	89	*73	1.6	4.2	73				
CAPITOL	C 1016	178	1.2	17.5	96	399	1.4	39.3	107	*59	1.3	5.8	101				
CBS MORN. NEWS 1	C 1203	237	1.6	19.7	108	478	1.6	39.7	108	*104	2.3	8.6	150				
CBS MORN. NEWS 2	C 773	112	0.8	14.5	79	277	1.0	35.8	97	*71	1.6	9.2	159				
DAYS OF OUR LIVES	N 1629	262	1.8	16.1	88	660	2.3	40.5	110	*96	2.1	5.9	102				
FACTS OF LIFE - DAYTIME	N 961	285	2.0	29.7	162	392	1.3	40.8	111	*37	0.8	3.9	67				
FAMILY FEUD	A 1390	238	1.6	17.1	94	490	1.7	35.3	96	*68	1.5	4.9	85				
GENERAL HOSPITAL	A 1463	213	1.5	14.6	80	606	2.1	41.4	113	*57	1.2	3.9	67				
GOOD MORNING, AMERICA-730	A 1705	375	2.6	22.0	120	708	2.4	41.5	113	*90	2.0	5.3	91				
GOOD MORNING, AMERICA-830	A 889	212	1.5	23.8	130	380	1.3	42.7	116	*21	0.5	2.4	41				
GUIDING LIGHT	C 1754	272	1.9	15.5	85	594	2.0	33.9	92	*64	1.4	3.6	63				
ONE LIFE TO LIVE	A 1100	208	1.4	18.9	103	557	1.9	50.6	138	*29	0.6	2.6	46				
PRESS YOUR LUCK	C 1222	250	1.7	20.5	112	477	1.6	39.0	106	*62	1.4	5.1	88				
PRICE IS RIGHT 1	C 2692	516	3.6	19.2	105	1047	3.6	38.9	106	139	3.0	5.2	89				
PRICE IS RIGHT 2	C 2764	619	4.3	22.4	122	1114	3.8	40.3	110	148	3.2	5.4	93				
RYAN'S HOPE	A 880	*195	1.3	22.2	121	408	1.4	46.4	126	*41	0.9	4.7	81				
SALE OF THE CENTURY	N 926	268	1.8	28.9	158	421	1.4	45.5	124	*51	1.1	5.5	95				
SEARCH FOR TOMORROW	N 359	*70	0.5	19.5	107	171	0.6	47.6	130	*29	0.6	8.1	140				
TODAY SHOW 1	N 1890	412	2.8	21.8	119	802	2.8	42.4	115	*95	2.1	5.0	87				
TODAY SHOW 2	N 1344	368	2.5	27.4	150	521	1.8	38.8	105	*41	0.9	3.1	53				
\$25,000 PYRAMID	C 1462	259	1.8	17.7	97	600	2.1	41.0	112	*99	2.2	6.8	117				
WHEEL OF FORTUNE	N 1497	324	2.2	21.6	118	549	1.9	36.7	100	*88	1.9	5.9	102				
YOUNG AND THE RESTLESS	C 1954	283	2.0	14.5	79	784	2.7	40.1	109	*108	2.4	5.5	96				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 2755	473	3.3	17.2	94	976	3.3	35.4	96	237	5.2	8.6	149				
NBA PLAYOFF GAME -1	C 3881	716	4.9	18.4	101	1313	4.5	33.8	92	243	5.3	6.3	108				
NBC MAJOR LEAGUE PRE-GAME N	2805	469	3.2	16.7	91	1207	4.1	43.0	117	*213	4.7	7.6	132				
SPORTSWORLD - SUN	N 2041	454	3.1	22.2	122	742	2.5	36.4	99	*165	3.6	8.1	140				
SUNDAY MORNING	C 2555	463	3.2	18.1	99	1172	4.0	45.9	125	*153	3.3	6.0	104				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HAND & BODY CREAM, LOTION OR OIL: TYPES
(MALES)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	14491	100.0	18.3	100	29154	100.0	36.8	100	4577	100.0	5.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	4427	30.5	18.2	100	9055	31.1	37.2	101	1360	29.7	5.6	97				
NETWORK AFFILIATES - LATE	17197	3376	23.3	19.6	107	6388	21.9	37.1	101	955	20.9	5.6	96				
INDEPENDENTS - LATE	2887	604	4.2	20.9	114	990	3.4	34.3	93	255	5.6	8.8	153				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	2200	15.2	19.5	106	4591	15.7	40.6	110	610	13.3	5.4	93				
ABC MONDAY NIGHT MOVIE	A 4379	877	6.1	20.0	110	1691	5.8	38.6	105	171	3.7	3.9	68				
ABC SUNDAY NIGHT MOVIE	A 9910	1889	13.0	19.1	104	3770	12.9	38.0	103	537	11.7	5.4	94				
ABC WORLD NEWS TONIGHT	A 6212	1023	7.1	16.5	90	2366	8.1	38.1	104	301	6.6	4.8	84				
AFTERMASH	C 4575	788	5.4	17.2	94	1878	6.4	41.0	112	*275	6.0	6.0	104				
ALICE	C 6777	1188	8.2	17.5	96	2732	9.4	40.3	110	359	7.8	5.3	92				
AMERICAN PARADE	C 4868	880	6.1	18.1	99	1810	6.2	37.2	101	190	4.2	3.9	68				
BENSON	A 7593	1503	10.4	19.8	108	2909	10.0	38.3	104	406	8.9	5.3	93				
BLUE THUNDER	A 6036	1121	7.7	18.6	102	2335	8.0	38.7	105	287	6.3	4.8	82				
CAGNEY & LACEY	C 7698	1145	7.9	14.9	81	2952	10.1	38.3	104	371	8.1	4.8	83				
CBS EVENING NEWS-DEAN	C 4066	628	4.3	15.4	84	1370	4.7	33.7	92	*151	3.3	3.7	64				
CBS EVENING NEWS-RATHER	C 8092	1411	9.7	17.4	95	2934	10.1	36.3	99	497	10.9	6.1	106				
CBS SAT. NEWS-SCHIEFFER	C 4795	859	5.9	17.9	98	1662	5.7	34.7	94	285	6.2	5.9	103				
CBS SATURDAY NIGHT MOVIE	C 6034	1075	7.4	17.8	97	2227	7.6	36.9	100	263	5.7	4.4	75				
CBS WEDNESDAY NIGHT MOVIE	C 4993	918	6.3	18.4	101	1855	6.4	37.2	101	209	4.6	4.2	72				
CHEERS	N 6976	1529	10.6	21.9	120	2657	9.1	38.1	104	348	7.6	5.0	86				
DALLAS	C 13575	2543	17.5	18.7	102	5750	19.7	42.4	115	886	19.4	6.5	113				
DIFF'RENT STROKES	N 3684	733	5.1	19.9	109	1308	4.5	35.5	97	*188	4.1	5.1	88				
DOUBLE TROUBLE	N 4462	658	4.5	14.7	81	1852	6.4	41.5	113	*246	5.4	5.5	95				
DUCK FACTORY	N 4810	920	6.3	19.1	105	1846	6.3	38.4	104	241	5.3	5.0	87				
DUKES OF HAZZARD	C 5951	900	6.2	15.1	83	2224	7.6	37.4	102	298	6.5	5.0	87				
DYNASTY	A 11325	2484	17.1	21.9	120	4754	16.3	42.0	114	721	15.8	6.4	110				
FACTS OF LIFE	N 4512	729	5.0	16.2	88	1916	6.6	42.5	115	330	7.2	7.3	127				
FALCON CREST	C 9215	1842	12.7	20.0	109	4002	13.7	43.4	118	594	13.0	6.4	112				
FALL GUY	A 8604	1714	11.8	19.9	109	3331	11.4	38.7	105	476	10.4	5.5	96				
FAMILY TIES	N 4179	850	5.9	20.3	111	1605	5.5	38.4	104	*185	4.0	4.4	77				
FANTASY ISLAND	A 4781	840	5.8	17.6	96	1771	6.1	37.0	101	238	5.2	5.0	86				
FOULUPS, BLEEPERS & BLUNDERS	A 6697	1354	9.3	20.2	111	2486	8.5	37.1	101	363	7.9	5.4	94				
FOUR SEASONS	C 3873	679	4.7	17.5	96	1532	5.3	39.6	108	*278	6.1	7.2	124				
GIMME A BREAK	N 4310	936	6.5	21.7	119	1753	6.0	40.7	111	209	4.6	4.8	84				
HART TO HART	A 5751	1062	7.3	18.5	101	1995	6.8	34.7	94	408	8.9	7.1	123				
HILL STREET BLUES	N 8568	1535	10.6	17.9	98	3065	10.5	35.8	97	498	10.9	5.8	101				
HOTEL	A 8801	1752	12.1	19.9	109	3268	11.2	37.1	101	474	10.4	5.4	93				
JEFFERSONS	C 6978	1198	8.3	17.2	94	2721	9.3	39.0	106	387	8.5	5.5	96				
JENNIFER SLEPT HERE	N 3021	536	3.7	17.7	97	1079	3.7	35.7	97	*160	3.5	3.5	92				
KATE & ALLIE	C 6811	1089	7.5	16.0	87	2465	8.5	36.2	98	305	6.7	4.5	78				
KNIGHT RIDER	N 5256	879	6.1	16.7	91	1931	6.6	36.7	100	287	6.3	5.5	95				
LOVE BOAT	A 7174	1213	8.4	16.9	92	2437	8.4	34.0	92	407	8.9	5.7	98				
MAGNUM PI	C 10438	1929	13.3	18.5	101	4043	13.9	38.7	105	597	13.0	5.7	99				
MAMA'S FAMILY	N 3488	630	4.3	18.1	99	1267	4.3	36.3	99	*218	4.8	6.3	108				
MASTER, THE	N 4127	865	6.0	21.0	115	1581	5.4	38.3	104	*209	4.6	5.1	88				
MATT HOUSTON	A 5978	1286	8.9	21.5	118	2314	7.9	38.7	105	365	8.0	6.1	106				
NBC MONDAY NIGHT MOVIE	N 10446	1995	13.8	19.1	104	4048	13.9	38.8	105	502	11.0	4.8	83				
NBC NIGHTLY NEWS	N 5571	904	6.2	16.2	89	2063	7.1	37.0	101	229	5.0	4.1	71				
NBC NIGHTLY NEWS-SAT	N 3675	674	4.7	18.3	100	1147	3.9	31.2	85	*128	2.8	3.5	60				
NBC NIGHTLY NEWS-SUN	N 2905	593	4.1	20.4	112	1044	3.6	35.9	98	*101	2.2	3.5	60				
NBC SUNDAY NIGHT MOVIE	N 8352	1797	12.4	21.5	118	3041	10.4	36.4	99	387	8.5	4.6	80				
NEWHART	C 6864	1050	7.2	15.3	84	2595	8.9	37.8	103	346	7.6	5.0	87				
ONE DAY AT A TIME	C 3866	676	4.7	17.5	96	1503	5.2	38.9	106	*155	3.4	4.0	69				
PEOPLE ARE FUNNY	N 3956	764	5.3	19.3	106	1448	5.0	36.6	100	281	6.1	7.1	123				
REAL PEOPLE	N 6305	1080	7.5	17.1	94	2545	8.7	40.4	110	408	8.9	6.5	112				
REMINGTON STEELE	N 5884	1087	7.5	18.5	101	2274	7.8	38.6	105	264	5.8	4.5	78				
RIPLEY'S BELIEVE IT - NOT	A 5706	1018	7.0	17.8	98	2047	7.0	35.9	98	366	8.0	6.4	111				
RIPTIDE	N 6202	1276	8.8	20.6	113	2292	7.9	37.0	100	289	6.3	4.7	81				
SCARECROW & MRS. KING	C 6513	1188	8.2	18.2	100	2323	8.0	35.7	97	295	6.4	4.5	78				
SIMON & SIMON	C 8593	1660	11.5	19.3	106	3340	11.5	38.9	106	410	9.0	4.8	83				
60 MINUTES	C 13342	2471	17.1	18.5	101	4906	16.8	36.8	100	728	15.9	5.5	94				
ST. ELSEWHERE	N 6029	1109	7.7	18.4	101	2389	8.2	39.6	108	348	7.6	5.8	100				
THREE'S COMPANY	A 8565	1674	11.6	19.5	107	3159	10.8	36.9	100	524	11.4	6.1	106				
T.J. HOOKER	A 7400	1217	8.4	16.4	90	2898	9.9	39.2	106	460	10.1	6.2	108				
TONIGHT SHOW	N 2433	557	3.8	22.9	125	912	3.1	37.5	102	140	3.1	5.8	100				
TRAPPER JOHN, M.D.	C 5958	956	6.6	16.0	88	2378	8.2	39.9	109	*234	5.1	3.9	68				
TV BLOOPERS & PRAC. JOKES	N 9086	1760	12.1	19.4	106	3771	12.9	41.5	113	503	11.0	5.5	96				
20/20	A 8306	1646	11.4	19.8	108	3309	11.4	39.8	108	453	9.9	5.5	94				
WEBSTER	A 6788	1396	9.6	20.6	112	2594	8.9	38.2	104	408	8.9	6.0	104				
WORLD NEWS - SUN	A 2036	378	2.6	18.6	102	852	2.9	41.8	114	**75	1.6	3.7	64				
YELLOW ROSE	N 3174	623	4.3	19.6	107	1284	4.4	40.5	110	*205	4.5	6.5	112				
TV VIEWING SPORTS EVENTS																	

	TOTAL U.S. '000	COCOA				JERGENS LOTION				JOHNSON & JOHNSON BABY OIL				KERT LOTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3978	100.0	5.0	100	5393	100.0	6.8	100	3987	100.0	5.0	100	3202	100.0	4.0	100
HOUSEHOLD HEADS	66405	3193	80.3	4.8	96	4317	80.0	6.5	96	3369	84.5	5.1	101	2741	85.6	4.1	102
18 - 24	13945	859	21.6	6.2	123	1053	19.5	6.6	111	758	19.0	5.4	108	*405	12.6	2.9	72
25 - 34	19334	916	23.0	4.7	94	1264	23.4	6.5	96	1032	25.9	5.3	106	926	28.9	4.8	119
35 - 44	14196	716	18.0	5.0	100	969	18.0	6.8	100	896	22.5	6.3	125	625	19.5	4.4	109
45 - 54	10896	*480	12.1	4.4	88	744	13.8	6.8	100	*524	13.1	4.8	96	468	14.6	4.3	106
55 - 64	10378	*569	14.3	5.5	109	637	11.8	6.1	90	*455	11.4	4.4	87	*364	11.4	3.5	87
65 OR OLDER	10514	*438	11.0	4.2	83	725	13.4	6.9	101	*323	8.1	3.1	61	414	12.9	3.9	97
18 - 34	33279	1775	44.6	5.3	106	2318	43.0	7.0	102	1790	44.9	5.4	107	1331	41.6	4.0	99
18 - 49	52904	2736	68.8	5.2	103	3677	68.2	7.0	102	2938	73.7	5.6	110	2096	65.5	4.0	98
25 - 54	44426	2112	53.1	4.8	95	2977	55.2	6.7	98	2452	61.5	5.5	110	2018	63.0	4.5	112
35 - 49	19625	961	24.2	4.9	98	1359	25.2	6.9	102	1148	28.8	5.8	116	765	23.9	3.9	96
50 OR OLDER	26359	1242	31.2	4.7	94	1716	31.8	6.5	96	1049	26.3	4.0	79	1106	34.5	4.2	104
GRADUATED COLLEGE	15982	*559	14.1	3.5	70	673	12.5	4.2	62	618	15.5	3.9	77	628	19.6	3.9	97
ATTENDED COLLEGE	13629	*524	13.2	3.8	77	704	13.1	5.2	76	720	18.1	5.3	105	517	16.1	3.8	94
GRADUATED HIGH SCHOOL	28591	1394	35.0	4.9	97	2074	38.5	7.3	107	1394	35.0	4.9	97	1259	39.3	4.4	109
DID NOT GRADUATE HIGH SCHOOL	21061	1502	37.8	7.1	142	1943	36.0	9.2	136	1256	31.5	6.0	119	798	24.9	3.8	94
EMPLOYED FULL-TIME	52316	2468	62.0	4.7	94	3201	59.4	6.1	90	2583	64.8	4.9	98	2174	67.9	4.2	103
EMPLOYED PART-TIME	4113	**211	5.3	5.1	102	*266	4.9	6.5	95	**271	6.8	6.6	131	**149	4.7	3.6	90
NOT EMPLOYED	22834	1300	32.7	5.7	113	1926	35.7	8.4	124	1134	28.4	5.0	99	879	27.5	3.8	95
PROFESSIONAL/MANAGER	15034	*600	15.1	4.0	80	761	14.1	5.1	74	486	12.2	3.2	64	645	20.1	4.3	106
TECH/CLERICAL/SALES	11255	*338	8.5	3.0	60	558	10.3	5.0	73	*539	13.5	4.8	95	*447	14.0	4.0	98
PRECISION/CRAFT	11607	564	14.2	4.9	97	765	14.2	6.6	97	830	20.8	7.2	142	*377	11.8	3.2	80
OTHER EMPLOYED	18534	1177	29.6	6.4	127	1383	25.6	7.5	110	999	25.1	5.4	107	854	26.7	4.6	114
SINGLE	19562	982	24.7	5.0	100	1527	28.3	7.8	115	1071	26.9	5.5	109	667	20.8	3.4	84
MARRIED	51896	2725	68.5	5.3	105	3237	60.0	6.2	92	2602	65.3	5.0	100	2224	69.5	4.3	106
DIVORCED/SEPARATED/WIDOWED	7804	*271	6.8	3.5	69	629	11.7	8.1	118	*315	7.9	4.0	80	*310	9.7	4.0	98
PARENTS	25372	1579	39.7	6.2	124	1571	29.1	6.2	91	1583	39.7	6.2	124	1107	34.6	4.4	108
WHITE	69658	2660	66.9	3.8	76	4090	75.8	5.9	86	3328	83.5	4.8	95	2685	83.9	3.9	95
BLACK	7909	1277	32.1	16.1	322	1144	21.2	14.5	213	598	15.0	7.6	150	*322	10.1	4.1	101
OTHER	1696	**42	1.1	2.5	49	**159	2.9	9.4	138	**62	1.6	3.7	73	**194	6.1	11.4	283
NORTHEAST-CENSUS	17202	508	12.8	3.0	59	611	11.3	3.6	52	720	18.1	4.2	83	685	21.4	4.0	99
NORTH CENTRAL	20461	891	22.4	4.4	87	1299	24.1	6.3	93	887	22.2	4.3	86	708	22.1	3.5	86
SOUTH	26695	2106	52.9	7.9	157	2115	39.2	7.9	116	1444	36.2	5.4	108	1109	34.6	4.2	103
WEST	14906	*474	11.9	3.2	63	1367	25.3	9.2	135	936	23.5	6.3	125	700	21.9	4.7	116
NORTHEAST-MKTG.	17962	541	13.6	3.0	60	612	11.3	3.4	50	716	18.0	4.0	79	742	23.2	4.1	102
EAST CENTRAL	11741	530	13.3	4.5	90	714	13.2	6.1	89	396	9.9	3.4	67	466	14.6	4.0	98
WEST CENTRAL	13518	596	15.0	4.4	88	918	17.0	6.8	100	655	16.4	4.8	96	*357	11.1	2.6	65
SOUTH	23168	1933	48.6	8.3	166	2065	38.3	8.9	131	1357	34.0	5.9	116	976	30.5	4.2	104
PACIFIC	12874	*379	9.5	2.9	59	1085	20.1	8.4	124	863	21.6	6.7	133	660	20.6	5.1	127
COUNTY SIZE A	32596	1362	34.2	4.2	83	1975	36.6	6.1	89	1572	39.4	4.8	96	1460	45.6	4.5	111
COUNTY SIZE B	23814	1311	33.0	5.5	110	1679	31.1	7.1	104	1091	27.4	4.6	91	925	28.9	3.9	96
COUNTY SIZE C	12663	645	16.2	5.1	101	813	15.1	6.4	94	*689	17.3	5.4	108	*534	16.7	4.2	104
COUNTY SIZE D	10190	*660	16.6	6.5	129	926	17.2	9.1	134	*635	15.9	6.2	124	*283	8.8	2.8	69
METRO CENTRAL CITY	23190	1327	33.4	5.7	114	1553	28.8	6.7	98	1375	34.5	5.9	118	1076	33.6	4.6	115
METRO SUBURBAN	36920	1433	36.0	3.9	77	2242	41.6	6.1	89	1597	40.1	4.3	86	1584	49.5	4.3	106
NON METRO	19152	1219	30.6	6.4	127	1599	29.6	8.3	123	1015	25.5	5.3	105	*541	16.9	2.8	70
TOP 5 ADI'S	18703	717	18.0	3.8	76	1274	23.6	6.8	100	1129	28.3	6.0	120	929	29.0	5.0	123
TOP 10 ADI'S	26158	950	23.9	3.6	72	1566	29.0	6.0	88	1303	32.7	5.0	99	1245	38.9	4.8	118
TOP 20 ADI'S	36612	1620	40.7	4.4	88	2110	39.1	5.8	85	1776	44.5	4.9	96	1624	50.7	4.4	110
HS40 INC. \$50,000 OR MORE	9326	**247	6.2	2.6	53	*491	9.1	5.3	77	*352	8.8	3.8	75	*406	12.7	4.4	108
\$40,000 OR MORE	18002	*556	14.0	3.1	62	869	16.1	4.8	71	695	17.4	3.9	77	724	22.6	4.0	100
\$30,000 OR MORE	13161	1208	30.4	3.9	77	1733	32.1	5.5	81	1357	34.0	4.3	86	1410	44.0	4.5	111
\$25,000 OR MORE	39858	1513	38.0	3.8	76	2146	39.8	5.4	79	1771	44.4	4.4	88	1793	56.0	4.5	111
\$20,000 - \$24,999	8664	*456	11.5	5.3	105	*557	10.3	6.4	94	*429	10.8	5.0	98	*255	8.0	2.9	73
\$15,000 - \$19,999	7964	*487	12.2	6.1	122	576	10.7	7.2	106	*255	6.4	3.2	64	*335	10.5	4.2	104
\$10,000 - \$14,999	11093	697	17.5	6.3	125	856	15.9	7.7	113	583	14.6	5.3	104	*402	12.6	3.6	90
UNDER \$10,000	11683	825	20.7	7.1	141	1258	23.3	10.8	158	950	23.8	8.1	162	*417	13.0	3.6	88
HOUSEHOLD OF 1 PERSON	7453	*195	4.9	2.6	52	491	9.1	6.6	97	*257	6.4	3.4	69	*205	6.4	2.8	68
2 PEOPLE	24757	961	24.2	3.9	77	1473	27.3	5.9	87	1133	28.4	4.6	91	1089	34.0	4.4	109
3 OR 4 PEOPLE	32682	1806	45.4	5.5	110	2236	41.5	6.8	101	1712	42.9	5.2	104	1468	45.8	4.5	111
5 OR MORE PEOPLE	14370	1016	25.5	7.1	141	1192	22.1	8.3	122	885	22.2	6.2	122	*439	13.7	3.1	76
NO CHILD IN HS40	46768	1861	46.8	4.0	79	3089	57.3	6.6	97	1997	50.1	4.3	85	1939	60.6	4.1	103
CHILD(REN) UNDER 2 YRS	4799	*425	10.7	8.9	176	*379	7.0	7.9	116	*261	6.5	5.4	108	*237	7.4	4.9	122
2 - 5 YEARS	11125	725	18.2	6.5	130	917	17.0	8.2	121	770	19.3	6.9	138	*431	13.5	3.9	96
6 - 11 YEARS	14193	1126	28.3	7.9	158	1194	22.1	8.4	124	942	23.6	6.6	132	681	21.3	4.8	119
12 - 17 YEARS	17402	968	24.3	5.6	111	1196	22.2	6.9	101	967	24.3	5.6	110	*510	15.9	2.9	73
RESIDENCE OWNED	56398	2557	64.3	4.5	90	3637	67.4	6.4	95	2374	59.5	4.2	84	2220	69.3	3.9	97
VALUE: \$50,000 OR MORE	34811	1291	32.5	3.7	74	1847	34.2	5.3	78	1378	34.6	4.0	79	1421	44.4	4.1	101
VALUE: UNDER \$50,000	21587	1266	31.8	5.9	117	1789	33.2	8.3	122	996	25.0	4.6	92	798	24.9	3.7	92

			TOTAL U.S. '000	COCOA				BUTTER LOTION				JERGENS LOTION				JOHNSON & JOHNSON BABY OIL				KERI LOTION			
				'000	A % DOWN	B % ACROSS	C % INDX	'000	A % DOWN	B % ACROSS	C % INDX	'000	A % DOWN	B % ACROSS	C % INDX	'000	A % DOWN	B % ACROSS	C % INDX				
TOTAL MALES			79263	3978	100.0	5.0	100	5393	100.0	6.8	100	3987	100.0	5.0	100	3202	100.0	4.0	100				
MAGAZINES	QUINTILE 1	16033	886	22.3	5.5	110	972	18.0	6.1	89	880	22.1	5.5	109	709	22.1	4.4	109					
	QUINTILE 2	15354	734	18.5	4.8	95	1020	18.9	6.6	98	775	19.4	5.0	100	656	20.5	4.3	106					
	QUINTILE 3	15888	818	20.6	5.1	103	1244	23.1	7.8	115	740	18.6	4.7	93	568	17.7	3.6	88					
	QUINTILE 4	17310	900	22.6	5.2	104	1089	20.2	6.3	92	792	19.9	4.6	91	708	22.1	4.1	101					
	QUINTILE 5	14677	640	16.1	4.4	87	1068	19.8	7.3	107	801	20.1	5.5	108	560	17.5	3.8	94					
NEWSPAPERS	QUINTILE 1	15277	596	15.0	3.9	78	739	13.7	4.8	71	760	19.1	5.0	99	669	20.9	4.4	108					
	QUINTILE 2	22745	991	24.9	4.4	87	1283	23.8	5.6	83	964	24.2	4.2	84	960	30.0	4.2	104					
	QUINTILE 3	10692	*565	14.2	5.3	105	688	12.8	6.4	95	*612	15.3	5.7	114	*300	9.4	2.8	66					
	QUINTILE 4	11646	*580	14.6	5.0	99	869	16.1	7.5	110	*564	14.1	4.8	96	*506	15.8	4.3	108					
	QUINTILE 5	18903	1247	31.3	6.6	131	1814	33.6	9.6	141	1088	27.3	5.8	114	767	24.0	4.1	100					
OUTDOOR	QUINTILE 1	16620	815	20.5	4.9	98	931	17.3	5.6	82	799	20.0	4.8	96	722	22.5	4.3	108					
	QUINTILE 2	16377	973	24.5	5.9	118	1389	25.8	8.5	125	834	20.9	5.1	101	802	25.0	4.9	121					
	QUINTILE 3	15995	840	21.1	5.3	105	1114	20.7	7.0	102	983	24.7	6.1	122	673	21.0	4.2	104					
	QUINTILE 4	15592	806	20.3	5.2	103	1024	19.0	6.6	97	745	18.7	4.8	95	528	16.5	3.4	84					
	QUINTILE 5	14679	544	13.7	3.7	74	935	17.3	6.4	94	626	15.7	4.3	85	477	14.9	3.2	80					
RADIO-DRIVE TIME	QUINTILE 1	15746	700	17.6	4.4	89	1035	19.2	6.6	97	791	19.8	5.0	100	606	18.9	3.8	95					
	QUINTILE 2	15067	948	23.8	6.3	125	985	18.3	6.5	96	880	22.1	5.8	116	630	19.7	4.2	104					
	QUINTILE 3	15631	648	16.3	4.1	83	1106	20.5	7.1	104	725	18.2	4.6	92	513	16.0	3.3	81					
	QUINTILE 4	16245	950	23.9	5.8	117	1143	21.2	7.0	103	882	22.1	5.4	108	651	20.3	4.0	99					
	QUINTILE 5	16573	733	18.4	4.4	88	1124	20.8	6.8	100	709	17.8	4.3	85	801	25.0	4.8	120					
RADIO-MID- DAY	TERCILE 1	21788	1026	25.8	4.7	94	1546	28.7	7.1	104	1284	32.2	5.9	117	751	23.5	3.4	85					
	TERCILE 2	21151	1028	25.8	4.9	97	1313	24.3	6.2	91	905	22.7	4.3	85	858	26.8	4.1	100					
	TERCILE 3	36323	1924	48.4	5.3	106	2534	47.0	7.0	103	1798	45.1	5.0	98	1593	49.8	4.4	109					
RADIO-TOTAL	QUINTILE 1	15977	695	17.5	4.4	87	1116	20.7	7.0	103	1004	25.2	6.3	125	553	17.3	3.5	86					
	QUINTILE 2	15923	885	22.2	5.6	111	1085	20.1	6.8	100	844	21.2	5.3	105	518	16.2	3.3	81					
	QUINTILE 3	14980	786	19.8	5.2	105	971	18.0	6.5	95	635	15.9	4.2	84	706	22.0	4.7	117					
	QUINTILE 4	17123	904	22.7	5.3	105	1132	21.0	6.6	97	840	21.1	4.9	98	689	21.5	4.0	100					
	QUINTILE 5	15260	709	17.8	4.6	93	1089	20.2	7.1	105	663	16.6	4.3	86	735	23.0	4.8	119					
TV-PRIME TIME	QUINTILE 1	15674	996	25.0	6.4	127	1129	20.9	7.2	106	724	18.2	4.6	92	621	19.4	4.0	98					
	QUINTILE 2	15944	823	20.7	5.2	103	961	17.8	6.0	89	812	20.4	5.1	101	718	22.4	4.5	111					
	QUINTILE 3	16037	784	19.7	4.9	97	1170	21.7	7.3	107	787	19.7	4.9	98	800	25.0	5.0	123					
	QUINTILE 4	15412	637	16.0	4.1	82	892	16.5	5.8	85	897	22.5	5.8	116	527	16.5	3.4	85					
	QUINTILE 5	16194	738	18.6	4.6	91	1241	23.0	7.7	113	768	19.3	4.7	94	536	16.7	3.3	82					
TV-DAYTIME	TERCILE 1	19156	1121	28.2	5.9	117	1387	25.7	7.2	106	1067	26.8	5.6	111	844	26.4	4.4	109					
	TERCILE 2	19343	1044	26.2	5.4	108	1356	25.1	7.0	103	831	20.8	4.3	85	793	24.8	4.1	101					
	TERCILE 3	40764	1813	45.6	4.4	89	2650	49.1	6.5	96	2089	52.4	5.1	102	1565	48.9	3.8	95					
TV-TOTAL	QUINTILE 1	15844	1082	27.2	6.8	136	1149	21.3	7.3	107	811	20.3	5.1	102	652	20.4	4.1	102					
	QUINTILE 2	15767	684	17.2	4.3	86	945	17.5	6.0	88	871	21.8	5.5	110	631	19.7	4.0	99					
	QUINTILE 3	15775	939	23.6	6.0	119	1083	20.1	6.9	101	681	17.1	4.3	86	709	22.1	4.5	111					
	QUINTILE 4	15903	686	17.2	4.3	86	1097	20.3	6.9	101	789	19.8	5.0	99	676	21.1	4.3	105					
	QUINTILE 5	15974	*588	14.8	3.7	73	1118	20.7	7.0	103	836	21.0	5.2	104	534	16.7	3.3	83					
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	21225	935	23.5	4.4	88	1114	20.7	5.2	77	1095	27.5	5.2	103	933	29.1	4.4	109					
	NEWSPAPER IMPERATIVE	17728	1232	31.0	6.9	138	1634	30.3	9.2	135	968	24.3	5.5	109	668	20.9	3.8	93					
	NEWSPAPER IMPERATIVE	22987	949	23.9	4.1	82	1294	24.0	5.6	83	991	24.9	4.3	86	861	26.9	3.7	93					
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	940	23.6	5.8	115	1047	19.4	6.4	95	800	20.1	4.9	98	671	21.0	4.1	102					
	MAGAZINE IMPERATIVE	24016	1098	27.6	4.6	91	1483	27.5	6.2	91	1250	31.4	5.2	103	946	29.5	3.9	98					
	OUTDOOR IMPERATIVE	26020	1416	35.6	5.4	108	1909	35.4	7.3	108	1459	36.6	5.6	111	1105	34.5	4.2	105					
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	939	23.6	5.6	111	1051	19.5	6.2	91	1028	25.8	6.1	121	630	19.7	3.7	92					
	MAGAZINE IMPERATIVE	23456	1117	28.1	4.8	95	1674	31.0	7.1	105	975	24.5	4.2	83	1093	34.1	4.7	115					
	RADIO IMPERATIVE	23900	1196	30.1	5.0	100	1749	32.4	7.3	108	1208	30.3	5.1	100	923	28.8	3.9	96					
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	885	22.2	5.6	112	1114	20.7	7.1	104	690	17.3	4.4	87	648	20.2	4.1	102					
	MAGAZINE IMPERATIVE	25476	1229	30.9	4.8	96	1684	31.2	6.6	97	1411	35.4	5.5	110	1056	33.0	4.1	103					
	TELEVISION IMPERATIVE	25744	1424	35.8	5.5	110	1688	31.3	6.6	96	1440	36.1	5.6	111	999	31.2	3.9	96					
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	748	18.8	4.2	85	976	18.1	5.5	81	936	23.5	5.3	106	845	26.4	4.8	119					
	NEWSPAPER IMPERATIVE	26414	1160	29.2	4.4	88	1381	25.6	5.2	77	1163	29.2	4.4	88	963	30.1	3.6	90					
	OUTDOOR IMPERATIVE	23059	1578	39.7	6.8	136	2060	38.2	8.9	131	1279	32.1	5.5	110	988	30.9	4.3	106					
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	886	22.3	4.9	98	899	16.7	5.0	73	999	25.1	5.6	110	650	20.3	3.6	89					
	NEWSPAPER IMPERATIVE	26269	1061	26.7	4.0	80	1515	28.1	5.8	85	1067	26.8	4.1	81	1191	37.2	4.5	112					
	RADIO IMPERATIVE	21342	1178	29.6	5.5	110	1885	35.0	8.8	130	1154	28.9	5.4	107	779	24.3	3.7	90					
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	795	20.0	4.6	91	779	14.4	4.5	66	666	16.7	3.8	76	845	26.4	4.9	120					
	NEWSPAPER IMPERATIVE	26889	1071	26.9	4.0	79	1641	30.4	6.1	90	1331	33.4	4.9	98	989	30.9	3.7	91					
	TELEVISION IMPERATIVE	21698	1559	39.2	7.2	143	1878	34.8	8.7	127	1347	33.8	6.2	123	682	21.3	3.1	78					
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456	911	22.9	5.5	110	1183	21.9	7.2	106	1046	26.2	6.4	126	617	19.3	3.7	93					
	OUTDOOR IMPERATIVE	25870	1406	35.3	5.4	108	1794	33.3	6.9	102	1192	29.9	4.6	92	1340	41.8	5.2	128					
	RADIO IMPERATIVE	23943	1037	26.1	4.3	86	1532	28.4	6.4														

	TOTAL U.S. '000	COCOA BUTTER LOTION				JERGENS LOTION				JOHNSON & JOHNSON BABY OIL				KERI LOTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3978	100.0	5.0	100	5393	100.0	6.8	100	3987	100.0	5.0	100	3202	100.0	4.0	100
ATLANTIC MONTHLY	452	**16	0.4	3.5	71	**4	0.1	0.9	13	**15	0.4	3.3	66	**15	0.5	3.3	82
BARRON'S	1058	**11	0.3	1.0	21	**35	0.6	3.3	49	**36	0.9	3.4	68	**72	2.2	6.8	168
BETTER HOMES & GARDENS	4773	269	6.8	5.6	112	328	6.1	6.9	101	**292	7.3	6.1	122	229	7.2	4.8	119
BON APPETIT	1037	**44	1.1	4.2	85	**50	0.9	4.8	71	**57	1.4	5.5	109	**60	1.9	5.8	143
BUSINESS WEEK	3193	**115	2.9	3.6	72	**12	3.9	6.6	98	**183	4.6	5.7	114	**121	3.8	3.8	94
CAR AND DRIVER	2705	**111	2.8	4.1	82	**103	1.9	3.8	56	**159	4.0	5.9	117	**159	5.0	5.9	146
CBS MAGAZINE NETWORK (GROSS)	5678	410	10.3	7.2	144	272	5.0	4.8	70	337	8.5	5.9	118	**291	9.1	5.1	127
CHANGING TIMES	1847	**95	2.4	5.1	102	**111	2.1	6.0	88	**92	2.3	5.0	99	**118	3.7	6.4	158
COLONIAL HOMES	492	**18	0.5	3.7	73	**15	0.3	3.0	45	**39	1.0	7.9	158	**20	0.6	4.1	101
CONDE NAST MAG. PKG. (GROSS)	2066	**144	3.6	7.0	139	**129	2.4	6.2	92	**157	3.9	7.6	151	**61	1.9	3.0	73
CONSUMERS DIGEST	1719	**87	2.2	5.1	101	**173	3.2	10.1	148	**109	2.7	6.3	126	**99	3.1	5.8	143
COSMOPOLITAN	1762	**104	2.6	5.9	118	**144	2.7	8.2	120	**156	3.9	8.9	176	**29	0.9	1.6	41
COUNTRY LIVING	1110	**57	1.4	5.1	102	**41	0.8	3.7	54	**32	0.8	2.9	57	**43	1.3	3.9	96
CUISINE	660	**39	1.0	5.9	118	**52	1.0	7.9	116	**65	1.6	9.8	196	**10	0.3	1.5	38
CYCLE WORLD	1924	**197	5.0	10.2	204	**86	1.6	4.5	66	**107	2.7	5.6	111	**96	3.0	5.0	124
DCI:CREATIVE IDEAS FOR LIV	437	**31	0.8	7.1	141	**63	1.2	14.4	212	**20	0.5	4.6	91	**14	0.4	3.2	79
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**140	3.5	5.6	112	**195	3.6	7.8	115	**137	3.4	5.5	109	**100	3.1	4.0	99
DISCOVER	1279	**59	1.5	4.6	92	**97	1.8	7.6	111	**72	1.8	5.6	112	**80	2.5	6.3	155
EBONY	2898	513	12.9	17.7	353	435	8.1	15.0	221	**194	4.9	6.7	133	**98	3.1	3.4	84
ESQUIRE	1384	**79	2.0	5.7	114	**77	1.4	5.6	82	**110	2.8	7.9	158	**75	2.3	5.4	134
ESSENCE	850	**156	3.9	18.4	366	**137	2.5	16.1	237	**53	1.3	6.2	124	**76	2.4	8.9	221
FAMILY CIRCLE	2430	**129	3.2	5.3	106	**191	3.5	7.9	116	**145	3.6	6.0	119	**128	4.0	5.3	130
THE FAMILY HANDYMAN	2356	**105	2.6	4.5	89	**184	3.4	7.8	115	**133	3.3	5.6	112	**92	2.9	3.9	97
FAMILY WEEKLY	11533	589	14.8	5.1	102	835	15.5	7.2	106	508	12.7	4.4	88	415	13.0	3.6	89
FIELD & STREAM	7444	374	9.4	5.0	100	452	8.4	6.1	89	459	11.5	6.2	123	262	8.2	3.5	87
FOOD & WINE	416	**29	0.7	7.0	139	**34	0.6	8.2	120	**45	1.1	10.8	215	**8	0.2	1.9	48
FORBES	1865	**53	1.3	2.8	57	**74	1.4	4.0	58	**79	2.0	4.2	84	**54	1.7	2.9	72
FORTUNE	1849	**65	1.6	3.5	70	**97	1.8	5.2	77	**53	1.3	2.9	57	**118	3.7	6.4	158
GENTLEMEN'S QUARTERLY	2284	**192	4.8	8.4	167	**199	3.7	8.7	128	**171	4.3	7.5	149	**104	3.2	4.6	113
GLAMOUR	538	**26	0.7	4.8	96	**34	0.6	6.3	93	**34	0.9	6.3	126	**33	1.0	6.1	152
GOLF DIGEST	1649	**42	1.1	2.5	51	**67	1.2	4.1	60	**62	1.6	3.8	75	**45	1.4	2.7	68
GOLF DIGEST/TENNIS (GROSS)	2294	**81	2.0	3.5	70	**81	1.5	3.5	52	**97	2.4	4.2	84	**70	2.2	3.1	76
GOLF MAGAZINE	1577	**52	1.3	3.3	66	**89	1.7	5.6	83	**124	3.1	7.9	156	**42	1.3	2.7	66
GOLF MAGAZINE/SKI (GROSS)	2487	**62	1.6	2.5	50	**165	3.1	6.6	98	**156	3.9	6.3	125	**87	2.7	3.5	87
GOOD HOUSEKEEPING	2569	**104	2.6	4.0	81	**163	3.0	6.3	93	**169	4.2	6.6	131	**113	3.5	4.4	109
HARPER'S BAZAAR	431	**44	1.1	10.2	203	**37	0.7	8.6	126	**29	0.7	6.7	134	**10	0.3	2.3	57
HEALTH	788	**41	1.0	5.2	104	**51	0.9	6.5	95	**121	3.0	15.4	305	**43	1.3	5.5	135
HEARST MAG CORP. BUY (GROSS)	18781	1023	25.7	5.4	109	1000	18.5	5.3	78	1051	26.4	5.6	111	699	21.8	3.7	92
HEARST MAN POWER (GROSS)	9169	452	11.4	4.9	98	426	7.9	4.6	68	450	11.3	4.9	98	329	10.3	3.6	89
HEARST WOMAN POWER (GROSS)	5452	255	6.4	4.7	93	359	6.7	6.6	97	394	9.9	7.2	144	**211	6.6	3.9	96
HOUSE BEAUTIFUL	1020	**102	2.6	10.0	199	**86	1.6	8.4	124	**69	1.7	6.8	134	**33	1.0	3.2	80
INC.	993	**30	0.8	3.0	60	**67	1.2	6.7	99	**34	0.9	3.4	68	**24	0.7	2.4	60
JET	2808	395	9.9	14.1	280	482	8.9	17.2	252	214	5.4	7.6	152	**83	2.6	3.0	73
LADIES' HOME JOURNAL	1868	**99	2.5	5.3	106	**205	3.8	11.0	161	**120	3.0	6.4	128	**43	1.3	2.3	57
LMJ FAMILY GRP COMBO(GROSS)	3582	**208	5.2	5.8	116	345	6.4	9.6	142	361	9.1	10.1	200	**142	4.4	4.0	98
LIFE	4817	361	9.1	7.5	149	344	6.4	7.1	105	266	6.7	5.5	110	**152	4.7	3.2	78
L.A. TIMES HOME MAGAZINE	1465	**80	2.0	5.5	109	**136	2.5	9.3	136	**111	2.8	7.6	151	**84	2.6	5.7	142
MADMOISELLE	460	**23	0.6	5.0	100	**43	0.8	9.3	137	**45	1.1	9.8	194	**5	0.2	1.1	27
MC CALL'S	1764	**234	5.9	13.3	264	**249	4.6	14.1	207	**92	2.3	5.2	104	**34	1.1	1.9	48
MC CALL'S/HRK MOTHER (GROSS)	2062	**268	6.7	13.0	259	**261	4.8	12.7	186	**116	2.9	5.6	112	**34	1.1	1.6	41
MECHANIX ILLUSTRATED	3625	**286	7.2	7.9	157	**271	5.0	7.5	110	**245	6.1	6.8	134	**227	7.1	6.3	155
METROPOLITAN HOME	495	**14	0.4	2.8	56	**22	0.4	4.4	65	**40	1.0	8.1	161	**8	0.2	1.6	40
MONEY	3017	**87	2.2	2.9	57	**165	3.1	5.5	80	**85	2.1	2.8	56	**167	5.2	5.5	137
MOTHER EARTH NEWS	1203	**53	1.3	4.4	88	**41	0.8	3.4	50	**86	2.2	7.1	142	**40	1.2	3.3	82
MS.	**257	**41	1.0	16.0	318	**26	0.5	10.1	149	**20	0.5	7.8	155	**1	0.0	0.4	10
NATIONAL ENQUIRER	6921	539	13.5	7.8	155	608	11.3	8.8	129	394	9.9	5.7	113	248	7.7	3.6	89
NATIONAL GEOGRAPHIC	11626	429	10.8	3.7	74	542	10.1	4.7	69	628	15.8	5.4	107	466	14.6	4.0	99
NATIONAL SUNDAY MAGAZINE PKG	49424	2225	55.9	4.5	90	2843	52.7	5.8	85	2228	55.9	4.5	90	1997	62.4	4.0	100
NATURAL HISTORY	753	**90	2.3	12.0	238	**52	1.0	6.9	101	**48	1.2	6.4	127	**5	0.2	0.7	16
NEW WOMAN	**296	**42	1.1	14.2	283	**35	0.6	11.8	174	**69	1.7	23.3	463	**23	0.7	7.8	192
NEW YORK INCLUDING CUE	541	**20	0.5	3.7	74	**16	0.3	3.0	43	**31	0.8	5.7	114	**26	0.8	4.8	119
THE NEW YORKER	1078	**46	1.2	4.3	85	**23	0.4	2.1	31	**44	1.1	4.1	81	**52	1.6	4.8	119
NEWSWEEK	9602	456	11.5	4.7	95	613	11.4	6.4	94	515	12.9	5.4	107	305	9.5	3.2	79
THE N.Y. TIMES DAILY EDITION	1376	**29	0.7	2.1	42	**32	0.6	2.3	34	**48	1.2	3.5	69	**39	1.2	2.8	70
THE N.Y. TIMES MAGAZINE	2110	**46	1.2	2.2	43	**49	0.9	2.3	34	**100	2.5	4.7	94	**54	1.7	2.6	63
OMNI	1927	**72	1.8	3.7	74	**97	1.8	5.0	74	**122	3.1	6.3	126	**141	4.4	7.3	181
ON CABLE	911	**25	0.6	2.7	55	**62	1.1	6.8	100	**33	0.8	3.6	72	**18	0.6	2.0	49
1001 HOME IDEAS	927	**67	1.7	7.2	144	**89	1.7	9.6	141	**120	3.0	12.9	257	**56	1.7	6.0	150
ORGANIC GARDENING	1430	**93	2.3	6.5	130	**50	0.9	3.5	51	**35	0.9	2.4	49	**41	1.3	2.9	71
OUTDOOR LIFE	4064	**255	6.4	6.3	125	**172	3.2	4.2	62	**257	6.4	6.3	126	**139	4.3	3.4	85
PARADE MAGAZINE	24538	1084	27.2	4.4	88	1347	25.0	5.5	81	1027	25.8	4.2	83	1073	33.5	4.4	108

	TOTAL U.S. '000	COCOA				JERGENS LOTION				JOHNSON & JOHNSON BABY OIL				KERI LOTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3978	100.0	5.0	100	5393	100.0	6.8	100	3987	100.0	5.0	100	3202	100.0	4.0	100
PARENTS	1126	**81	2.0	7.2	143	**63	1.2	5.6	82	**66	1.7	5.9	117	**45	1.4	4.0	99
PENTHOUSE	4157	**292	7.3	7.0	140	352	6.5	8.5	124	298	7.5	7.2	143	**140	4.4	3.4	83
PEOPLE	7591	326	8.2	4.3	86	506	9.4	6.7	98	419	10.5	5.5	110	396	12.4	5.2	129
PLAYBOY	8379	513	12.9	6.1	122	628	11.6	7.5	110	444	11.1	5.3	105	307	9.6	3.7	91
POPULAR HOT RODDING	2110	**143	3.6	6.8	135	**104	1.9	4.9	72	**105	2.6	5.0	99	**57	1.8	2.7	67
POPULAR MECHANICS	4850	*227	5.7	4.7	93	248	4.6	5.1	75	*243	6.1	5.0	100	*210	6.6	4.3	107
POPULAR SCIENCE	3397	*157	3.9	4.6	92	*232	4.3	6.8	100	*157	3.9	4.6	92	*146	4.6	4.3	106
PREVENTION	1720	**65	1.6	3.8	75	**92	1.7	5.3	79	**86	2.2	5.0	99	**24	0.7	1.4	35
PSYCHOLOGY TODAY	1344	*80	2.0	6.0	119	*76	1.4	5.7	83	*73	1.8	5.4	108	*74	2.3	5.5	136
READER'S DIGEST	16016	784	19.7	4.9	98	1134	21.0	7.1	104	**81	21.3	5.3	106	755	23.6	4.7	117
REDBOOK	1121	**47	1.2	4.2	84	**52	1.0	4.6	68	**69	1.7	6.2	122	**69	2.2	6.2	152
ROAD & TRACK	2161	**74	1.9	3.4	68	**65	1.2	3.0	44	**149	3.7	6.9	137	**115	3.6	5.3	132
ROLLING STONE	1948	**82	2.1	4.2	84	**113	2.1	5.8	85	**83	2.1	4.3	85	**146	4.6	7.5	186
RUNNER'S WORLD	899	*31	0.8	3.4	69	**55	1.0	6.1	90	**65	1.6	7.2	144	**94	2.9	10.5	259
SATURDAY EVENING POST	841	**48	1.2	5.7	114	*73	1.4	8.7	128	**56	1.4	6.7	132	**25	0.8	3.0	74
SCIENCE 84	841	**27	0.7	3.2	64	**62	1.1	7.4	108	**52	1.3	6.2	123	**56	1.7	6.7	165
SCIENCE DIGEST	1194	**17	0.4	1.4	28	**47	0.9	3.9	58	**62	1.6	5.2	103	**37	1.2	3.1	77
SCIENTIFIC AMERICAN	1379	**56	1.4	4.1	81	*37	0.7	2.7	39	**44	1.1	3.2	63	**40	1.2	2.9	72
SELF	436	**55	1.4	12.6	251	**10	0.2	2.3	34	**41	1.0	9.4	187	**0	0.0	0.0	0
SEVENTEEN	614	**51	1.3	8.3	166	**19	0.4	3.1	45	**89	2.2	14.5	288	**68	2.1	11.1	274
SKI	910	**10	0.3	1.1	22	**75	1.4	8.2	121	**32	0.8	3.5	70	**45	1.4	4.9	122
SMITHSONIAN	2937	*103	2.6	3.5	70	*142	2.6	4.8	71	**106	2.7	3.6	72	234	7.3	8.0	197
SOAP OPERA DIGEST	545	**54	1.4	9.9	197	**48	0.9	8.8	129	**42	1.1	7.7	153	**8	0.2	1.5	36
SOUTHERN LIVING	2054	**109	2.7	5.3	106	**132	2.4	6.4	94	**118	3.0	5.7	114	**86	2.7	4.2	104
SPORT	2799	*191	4.8	6.8	136	*226	4.2	8.1	119	*124	3.1	4.4	88	**138	4.3	4.9	122
THE SPORTING NEWS	1938	*117	2.9	6.0	120	*91	1.7	4.7	69	**93	2.3	4.8	95	**31	1.0	1.6	40
SPORTS AFIELD	3125	*209	5.3	6.7	133	*131	2.4	4.2	62	**145	3.6	4.6	92	**81	2.5	2.6	64
SPORTS ILLUSTRATED	11159	522	13.1	4.7	93	677	12.6	6.1	89	449	11.3	4.0	80	438	13.7	3.9	97
STAR	4095	331	8.3	8.1	161	375	7.0	9.2	135	*204	5.1	5.0	99	*159	5.0	3.9	96
SUNDAY	25169	1066	26.8	4.2	84	1151	21.3	4.6	67	1118	28.0	4.4	88	1070	33.4	4.3	105
SUNSET	1294	**24	0.6	1.9	37	**39	0.7	3.0	44	**78	2.0	6.0	120	**19	0.6	1.5	36
TV GUIDE	18508	1197	30.1	6.5	129	1234	22.9	6.7	98	1141	28.6	6.2	123	775	24.2	4.2	104
TENNIS	645	**39	1.0	6.0	120	**14	0.3	2.2	32	**35	0.9	5.4	108	**25	0.8	3.9	96
TIME	12124	477	12.0	3.9	78	729	13.5	6.0	88	729	18.3	6.0	120	564	17.6	4.7	115
TOWN & COUNTRY	493	**19	0.5	3.9	77	**0	0.0	0.0	0	**25	0.6	5.1	101	**18	0.6	3.7	90
TRAVEL & LEISURE	1122	**51	1.3	4.5	91	**61	1.1	5.4	80	**31	0.8	2.8	55	**27	0.8	2.4	60
TRUE STORY	690	**127	3.2	18.4	367	**73	1.4	10.6	155	**80	2.0	11.6	230	**25	0.8	3.6	90
U.S. NEWS & WORLD REPORT	6571	*785	7.2	4.3	86	386	7.2	5.9	86	394	9.9	6.0	119	254	7.9	3.9	96
USA TODAY	3120	*136	3.4	4.4	87	*198	3.7	6.3	93	*128	3.2	4.1	82	*116	3.6	3.7	92
US	1315	**85	2.1	6.5	129	**67	1.2	5.1	75	**83	2.1	6.3	125	**43	1.3	3.3	81
VOGUE	632	**41	1.0	6.5	129	**41	0.8	6.5	95	**37	0.9	5.9	116	**22	0.7	3.5	86
WALL STREET JOURNAL	4247	**139	3.5	3.3	65	189	3.5	4.5	65	*202	5.1	4.8	95	*151	4.7	3.6	88
WEIGHT WATCHERS	398	**20	0.5	5.0	100	**27	0.5	6.8	100	**11	0.3	2.8	55	**35	1.1	8.8	218
WOMAN'S DAY	1139	**102	2.6	9.0	178	**78	1.4	6.8	101	**107	2.7	9.4	187	**69	2.2	6.1	150
WORKING MOTHER	*298	**34	0.9	11.4	227	**13	0.2	4.4	64	**24	0.6	8.1	160	**0	0.0	0.0	0
WORKING WOMAN	327	**23	0.6	7.0	140	**21	0.4	6.4	94	**18	0.5	5.5	109	**5	0.2	1.5	38
WORLD TENNIS	397	**8	0.2	2.0	40	**28	0.5	7.1	104	**44	1.1	11.1	220	**5	0.2	1.3	31
ZIFF-DAVIS MAG NETWK (GROSS)	9635	558	14.0	5.8	115	608	11.3	6.3	93	552	13.8	5.7	114	481	15.0	5.0	124
BLAIR INSERTS	43762	1959	49.2	4.5	89	2503	46.4	5.7	84	2019	50.6	4.6	92	1821	56.9	4.2	103
DAILY NEWSPAPERS																	
READ ANY	52459	2383	59.9	4.5	91	3141	58.2	6.0	88	2596	65.1	4.9	98	2112	66.0	4.0	100
READ ONE	41891	2097	52.7	5.0	100	2645	49.0	6.3	93	2132	53.5	5.1	101	1703	53.2	4.1	101
READ TWO OR MORE	10568	266	7.2	2.7	54	496	9.2	4.7	69	465	11.7	4.4	87	409	12.8	3.9	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2325	58.4	4.5	89	2949	54.7	5.7	83	2455	61.6	4.7	94	2146	67.0	4.1	102
READ ONE	44561	1991	50.1	4.5	89	2608	48.4	5.9	86	2113	53.0	4.7	94	1845	57.6	4.1	102
READ TWO OR MORE	7368	334	8.4	4.5	90	341	6.3	4.6	68	343	8.6	4.7	93	301	9.4	4.1	101
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	31.01				28.03				28.88				31.95			
30 DAY REACH	71522	3678	92.5	5.1	102	4873	90.4	6.8	100	3662	91.8	5.1	102	3029	94.6	4.2	105
50 SHMG - 30 DAY AV FREQ	15.55	15.94				14.68				15.08				16.59			
30 DAY REACH	68168	3591	90.3	5.3	105	4654	86.3	6.8	100	3519	88.3	5.2	103	2929	91.5	4.3	106
25 SHMG - 30 DAY AV FREQ	8.43	8.50				7.91				8.05				9.06			
30 DAY REACH	62898	3754	84.3	5.3	106	4321	80.1	6.9	101	3308	83.0	5.3	105	2663	83.2	4.2	105
CABLE TV: HOME WIRED	31664	1464	36.8	4.6	92	1780	33.0	5.6	83	1426	35.8	4.5	90	1344	42.0	4.2	105
HOME NOT WIRED	47599	2515	63.2	5.3	105	3613	67.0	7.6	112	2561	64.2	5.4	107	1858	58.0	3.9	97
HAVE PAY CABLE	17139	762	19.2	4.4	89	1075	19.9	6.3	92	756	19.0	4.4	88	799	25.0	4.7	115

	TOTAL U.S. '000	COCOA				BUTTER LOTION				JERGENS LOTION				JOHNSON & JOHNSON BABY OIL				KERI LOTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3978	100.0	5.0	100	5393	100.0	6.8	100	3987	100.0	5.0	100	3202	100.0	4.0	100				
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	47626	2323	58.4	4.9	97	3154	58.5	6.6	97	2492	62.5	5.2	104	1978	61.8	4.2	103				
10:00 AM - 3:00 PM	29926	1370	34.4	4.6	91	2015	37.4	6.7	99	1592	39.9	5.3	106	1202	37.5	4.0	99				
3:00 PM - 7:00 PM	37666	1956	49.2	5.2	103	2431	45.1	6.5	95	1967	49.3	5.2	104	1405	43.9	3.7	92				
7:00 PM - MIDNIGHT	18909	1020	25.6	5.4	107	1344	24.9	7.1	104	957	24.0	5.1	101	662	20.7	3.5	87				
MIDNIGHT - 6:00 AM	11822	597	15.0	5.0	101	881	16.3	7.5	110	653	16.4	5.5	110	455	14.2	3.8	95				
6:00 AM - MIDNIGHT	63254	3144	79.0	5.0	99	4298	79.7	6.8	100	3228	81.0	5.1	101	2496	78.0	3.9	98				
ENTIRE DAY	64057	3180	79.9	5.0	99	4394	81.5	6.9	101	3268	82.0	5.1	101	2533	79.1	4.0	99				
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY																					
ALL NEWS	16598	679	17.1	4.1	82	1013	18.8	6.1	90	868	21.8	5.2	104	737	23.0	4.4	110				
AOR/PROGRESSIVE	3542	*184	4.6	5.2	104	239	4.4	6.7	99	*167	4.2	4.7	94	*154	4.8	4.3	108				
BEAUTIFUL MUSIC	7465	397	10.0	5.3	106	439	8.1	5.9	86	315	7.9	4.2	84	362	11.3	4.8	120				
BLACK	5061	*225	5.7	4.4	89	353	6.5	7.0	103	*238	6.0	4.7	93	*208	6.5	4.1	102				
CLASSICAL	1914	*278	7.0	14.5	289	*257	4.8	13.4	197	*226	5.7	11.8	235	*77	2.4	4.0	100				
CHR/ROCK	2304	*119	3.0	5.2	103	*141	2.6	6.1	90	*150	3.8	6.5	129	*63	2.0	2.7	68				
COUNTRY	10663	643	16.2	6.0	120	640	11.9	6.0	88	580	14.5	5.4	108	445	13.9	4.2	103				
GOLDEN OLDIES	13919	686	17.2	4.9	98	1146	21.2	8.2	121	765	19.2	5.5	109	466	14.6	3.3	83				
MOR/NOSTALGIA	2040	*115	2.9	5.6	112	*117	2.2	5.7	84	*117	2.9	5.7	114	*133	4.2	6.5	161				
NEWS/TALK	5105	*134	3.4	2.6	52	342	6.3	6.7	98	*289	7.2	5.7	113	*177	5.5	3.5	86				
RELIGIOUS	4764	*166	4.2	3.5	69	247	4.6	5.2	76	*198	5.0	4.2	83	*129	4.0	2.7	67				
SOFT ROCK	2164	*140	3.5	6.5	129	*128	2.4	5.9	87	*96	2.4	4.4	88	*183	5.7	8.5	209				
URBAN CONTEMPORARY	623	*5	0.1	0.8	16	*19	0.4	3.0	45	*27	0.7	4.3	86	*6	0.2	1.0	24				
WIRED NETWORKS:																					
ABC CONTEMPORARY	3186	*312	7.8	9.8	195	*233	4.3	7.3	107	*228	5.7	7.2	142	*94	2.9	3.0	73				
ABC DIRECTION	2724	*113	2.8	4.1	83	*245	4.5	9.0	132	*169	4.2	6.2	123	*63	2.0	2.3	57				
ABC ENTERTAINMENT	5256	*287	7.2	5.5	109	373	6.9	7.1	104	*267	6.7	5.1	101	*232	7.2	4.4	109				
ABC FM	2263	*189	4.8	8.4	166	*227	4.2	10.0	147	*60	1.5	2.7	53	*53	1.7	2.3	58				
ABC INFORMATION	5618	*232	5.8	4.1	82	402	7.5	7.2	105	*303	7.6	5.4	107	*206	6.4	3.7	91				
ABC ROCK	2857	*177	4.4	6.2	123	*128	2.4	4.5	66	*114	2.9	4.0	79	*134	4.2	4.7	116				
CBS	5953	312	7.8	5.2	104	381	7.1	6.4	94	259	6.5	4.4	86	247	7.7	4.1	103				
MUTUAL	4979	*226	5.7	4.5	90	441	8.2	8.9	130	*234	5.9	4.7	93	*148	4.6	3.0	74				
NBC	7279	*240	6.0	3.3	66	342	6.3	4.7	69	355	8.9	4.9	97	326	10.2	4.5	111				
RADIORADIO	2389	*132	3.3	5.5	110	*227	4.2	9.5	140	*124	3.1	5.2	103	*75	2.3	3.1	78				
RKO ONE	2583	*201	5.1	7.8	155	*206	3.8	8.0	117	*128	3.2	5.0	99	*90	2.8	3.5	86				
RKO TWO	3674	*132	3.3	3.6	72	*209	3.9	5.7	84	*117	2.9	3.2	63	*85	2.7	2.3	57				
THE SOURCE	3514	*219	5.5	6.2	124	*303	5.6	8.6	127	*214	5.4	6.1	121	*223	7.0	6.3	157				
NON-WIRED: BLAIR	9864	488	12.3	4.9	99	580	10.8	5.9	86	498	12.5	5.0	100	501	15.6	5.1	126				
INTERNET	13522	751	18.9	5.6	111	932	17.3	6.9	101	871	21.8	6.4	128	446	13.9	3.3	82				
KATZ RADIO GROUP	19321	828	20.8	4.3	85	1198	22.2	6.2	91	860	21.6	4.5	88	727	22.7	3.8	93				
SUPERNET	10739	694	17.4	6.5	129	712	13.2	6.6	97	627	15.7	5.8	116	455	14.2	4.2	105				
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	5106	347	8.7	6.8	135	338	6.3	6.6	97	329	8.3	6.4	128	214	6.7	4.2	104				
WKDAY 9:00 AM - 1:00 PM	5383	297	7.5	5.5	110	368	6.8	6.8	100	290	7.3	5.4	107	190	5.9	3.5	87				
WKDAY 1:00 PM - 4:30 PM	6469	457	11.5	7.1	141	517	9.6	8.0	117	382	9.6	5.9	117	236	7.4	3.6	90				
WKDAY 4:30 PM - 7:30 PM	19661	1144	28.8	5.8	116	1358	25.2	6.9	102	960	24.1	4.9	97	760	23.7	3.9	96				
WKDAY 7:30 PM - 8:00 PM	27579	1554	39.1	5.6	112	1843	34.2	6.7	98	1340	33.6	4.9	97	1093	34.1	4.0	98				
WKDAY 11:00 PM - 11:30 PM	22964	1450	36.5	6.3	126	1679	31.1	7.3	107	1294	32.5	5.6	112	936	29.2	4.1	101				
WKDAY 11:30 PM - 1:00 AM	8158	455	11.4	5.6	111	570	10.6	7.0	103	494	12.4	6.1	120	302	9.4	3.7	92				
M-SAT 8-11 PM-SUN 7-11 PM	30140	1641	41.3	5.4	108	2052	38.0	6.8	100	1480	37.1	4.9	98	1272	39.7	4.2	104				
WKDAY DAYTIME NTHK 7AM-4:30PM																					
ALL MY CHILDREN	A 2048	*176	4.4	8.6	171	*179	3.3	8.7	128	*88	2.2	4.3	85	*39	1.2	1.9	47				
ANOTHER WORLD	N 1214	*68	1.7	5.6	112	*92	1.7	7.6	111	*70	1.8	5.8	115	*24	0.7	2.0	49				
AS THE WORLD TURNS	C 1740	*106	2.7	6.1	121	*105	1.9	6.0	89	*62	1.6	3.6	71	*63	2.0	3.6	90				
CAPITOL	C 1016	*83	2.1	8.2	163	*90	1.7	8.9	130	*53	1.3	5.2	104	*51	1.6	5.0	124				
CBS MORN. NEWS 1	C 1203	*73	1.8	6.1	121	*99	1.8	8.2	121	*64	1.6	5.3	106	*57	1.8	4.7	117				
CBS MORN. NEWS 2	C 773	*36	0.9	4.7	93	*77	1.4	10.0	146	*22	0.6	2.8	57	*29	0.9	3.8	93				
DAYS OF OUR LIVES	N 1629	*89	2.2	5.5	109	*123	2.3	7.6	111	*129	3.2	7.9	157	*80	2.5	4.9	122				
FACTS OF LIFE - DAYTIME	N 961	*71	1.8	7.4	147	*41	0.8	4.3	63	*36	0.9	3.7	74	*40	1.2	4.2	103				
FAMILY FEUD	A 1390	*127	3.2	9.1	182	*50	0.9	3.6	53	*62	1.6	4.5	89	*46	1.4	3.3	82				
GENERAL HOSPITAL	A 1463	*105	2.6	7.2	143	*98	1.8	6.7	98	*103	2.6	7.0	140	*16	0.5	1.1	27				
GOOD MORNING, AMERICA-730	A 1705	*100	2.5	5.9	117	128	2.4	7.5	110	*98	2.5	5.7	114	*58	1.8	3.4	84				
GOOD MORNING, AMERICA-830	A 889	*42	1.1	4.7	94	*83	1.5	9.3	137	*38	1.0	4.3	85	*17	0.5	1.9	47	</			

	TOTAL U.S. '000	COCOA				JERGENS LOTION				JOHNSON & JOHNSON BABY OIL				KERI LOTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3978	100.0	5.0	100	5393	100.0	6.8	100	3917	100.0	5.0	100	3202	100.0	4.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1781	32.2	5.3	105	1585	29.4	6.5	94	1232	30.9	5.1	101	942	29.4	3.9	96
NETWORK AFFILIATES - LATE	17197	1136	28.6	6.6	132	1163	21.6	6.8	99	909	22.8	5.3	105	723	22.6	4.2	104
INDEPENDENTS - LATE	2887	115	2.9	4.0	79	186	3.4	6.4	95	226	5.7	7.8	156	143	4.5	5.0	123
TV EVENING NTM6 6 PM - 2 AM																	
A TEAM	N 11301	802	20.2	7.1	141	855	15.9	7.6	111	586	14.7	5.2	103	402	12.6	3.6	88
ABC MONDAY NIGHT MOVIE	A 4379	231	5.8	5.3	106	354	6.6	8.1	119	*161	4.0	3.7	73	*157	4.9	3.6	89
ABC SUNDAY NIGHT MOVIE	A 9910	457	11.5	4.6	92	717	13.3	7.2	106	349	8.8	3.5	70	444	13.9	4.5	111
ABC WORLD NEWS TONIGHT	A 6212	423	10.6	6.8	136	501	9.3	8.1	119	259	6.5	4.2	83	240	7.5	3.9	96
AFTERMASH	C 4575	*230	5.8	5.0	100	*257	4.8	5.6	83	*205	5.1	4.5	89	*247	7.7	5.4	134
ALICE	C 6777	339	8.5	5.0	100	455	8.4	6.7	99	*237	5.9	3.5	70	253	7.9	3.7	92
AMERICAN PARADE	C 4868	*184	4.6	3.8	75	418	7.8	8.6	126	*203	5.1	4.2	83	224	7.0	4.6	114
BENSON	A 7593	382	9.6	5.0	100	462	8.6	6.1	89	298	7.5	3.9	78	254	7.9	3.3	83
BLUE THUNDER	A 6036	318	8.0	5.3	105	372	6.9	6.2	91	*220	5.5	3.6	72	*194	6.1	3.2	80
CAGNEY & LACEY	C 7698	413	10.4	5.4	107	594	11.0	7.7	113	366	9.2	4.8	95	350	10.9	4.5	113
CBS EVENING NEWS-DEAN	C 4066	*167	4.2	4.1	82	*279	5.2	6.9	101	*170	4.3	4.2	83	*175	5.5	4.3	107
CBS EVENING NEWS-RATHER	C 8092	309	7.8	3.8	76	428	7.9	5.3	78	403	10.1	5.0	99	323	10.1	4.0	99
CBS SAT. NEWS-SCHIEFFER	C 4795	*180	4.5	3.8	75	322	6.0	6.7	99	*208	5.2	4.3	86	208	6.5	4.3	107
CBS SATURDAY NIGHT MOVIE	C 6034	292	7.3	4.8	96	486	9.0	8.1	118	260	6.5	4.3	86	261	8.2	4.3	107
CBS MEDNESDAY NIGHT MOVIE	C 4993	230	5.8	4.6	92	367	6.8	7.4	108	168	4.2	3.4	67	216	6.7	4.3	107
CHEERS	N 6976	425	10.7	6.1	121	389	7.2	5.6	82	341	8.6	4.9	97	297	9.3	4.3	105
DALLAS	C 13575	696	17.5	5.1	102	1287	23.9	9.5	139	739	18.5	5.4	108	673	21.0	5.0	123
DIFF'RENT STROKES	N 3684	*331	8.5	9.2	183	*230	4.3	6.2	92	*133	3.3	3.6	72	*123	3.8	3.3	83
DOUBLE TROUBLE	N 4462	*268	6.7	6.0	120	337	6.2	7.6	111	*311	7.8	7.0	139	*164	5.1	3.7	91
DUCK FACTORY	N 4810	*297	7.5	6.2	123	274	5.1	5.7	84	244	6.1	5.1	101	*225	7.0	4.7	116
DUKES OF HAZZARD	C 5951	*290	7.3	4.9	97	388	7.2	6.5	96	*183	4.6	3.1	61	234	7.3	3.9	97
DYNASTY	A 11325	838	21.1	7.4	147	1001	18.6	8.8	130	587	14.7	5.2	103	473	14.8	4.2	103
FACTS OF LIFE	N 4512	*234	5.9	5.2	104	316	5.9	7.0	103	345	8.7	7.6	152	*170	5.3	3.8	93
FALCON CREST	C 9215	*81	12.1	5.2	104	967	17.9	10.5	154	494	12.4	5.4	107	557	17.4	6.0	150
FALL GUY	A 8604	701	17.6	8.1	162	659	12.2	7.7	113	336	8.4	3.9	78	286	8.9	3.3	82
FAMILY TIES	N 4179	*339	8.5	8.1	162	*260	4.8	6.2	91	*153	3.8	3.7	73	*191	6.0	4.6	113
FANTASY ISLAND	A 4781	298	7.5	6.2	124	343	6.4	7.2	105	*165	4.1	3.5	69	*180	5.6	3.8	93
FOULUPS, BLEEPs & BLUNDERS	A 6697	315	7.9	4.7	94	502	9.3	7.5	110	302	7.6	4.5	90	264	8.2	3.9	98
FOUR SEASONS	C 3873	*169	4.2	4.4	87	*235	4.4	6.1	89	*209	5.2	5.4	107	*172	5.4	4.4	110
GIMME A BREAK	N 4310	*418	10.5	9.7	193	*285	5.3	6.6	97	*182	4.6	4.2	84	*193	6.0	4.5	111
HART TO HART	A 5751	*273	6.9	4.7	95	383	7.1	6.7	98	287	7.2	5.0	99	*168	5.2	2.9	72
HILL STREET BLUES	N 8568	500	12.6	5.8	116	462	8.6	5.4	79	397	10.0	4.6	92	366	11.4	4.3	106
HOTEL	C 8801	507	12.7	5.8	115	615	11.4	7.0	108	409	10.3	4.6	92	359	11.2	4.1	101
JEFFERSONS	C 6978	345	8.7	4.9	99	536	9.9	7.7	113	*243	6.1	3.5	69	263	8.2	3.8	93
JENNIFER SLEPT HERE	N 3021	*219	5.5	7.2	144	*213	3.9	7.1	104	*134	3.4	4.4	88	*84	2.6	2.8	69
KATE & ALLIE	C 6811	315	7.9	4.6	92	454	8.4	6.7	98	*176	4.4	2.6	51	264	8.2	3.9	96
KNIGHT RIDER	N 5256	448	11.3	8.5	170	360	6.7	6.8	101	*275	6.9	5.2	104	306	9.6	5.8	144
LOVE BOAT	A 7174	439	11.0	6.1	122	470	8.7	6.6	96	*217	5.4	3.0	60	262	8.2	3.7	90
MAGNUM PI	C 10438	541	13.6	5.2	103	592	11.0	5.7	83	486	12.2	4.7	93	384	12.0	3.7	91
MAMA'S FAMILY	N 3488	*201	5.1	5.8	115	*199	3.7	5.7	84	*191	4.8	5.5	109	*145	4.5	4.2	103
MASTER, THE	N 4127	*281	7.1	6.8	136	242	4.5	5.9	86	*206	5.2	5.0	99	*172	5.4	4.2	103
MATT HOUSTON	A 5978	334	8.4	5.6	111	443	8.2	7.4	109	259	6.5	4.3	86	203	6.3	3.4	84
NBC MONDAY NIGHT MOVIE	N 10446	555	14.0	5.3	106	712	13.2	6.8	100	492	12.3	4.7	94	485	15.1	4.6	115
NBC NIGHTLY NEWS	N 5571	301	7.6	5.4	108	329	6.1	5.9	87	272	6.8	4.9	97	185	5.8	3.3	82
NBC NIGHTLY NEWS-SAT	N 3675	*177	4.4	4.8	96	*228	4.2	6.2	91	*154	3.9	4.2	83	*148	4.6	4.0	100
NBC NIGHTLY NEWS-SUN	N 2905	*143	3.6	4.9	98	*162	3.0	5.6	82	*84	2.1	2.9	57	*142	4.4	4.9	121
NBC SUNDAY NIGHT MOVIE	N 8352	547	13.8	6.5	130	640	11.9	7.7	113	321	8.1	3.8	76	*345	10.8	4.1	102
NEWHART	C 6864	371	9.3	5.4	108	518	9.6	7.5	111	*220	5.5	3.2	64	278	8.7	4.1	100
ONE DAY AT A TIME	C 3866	*195	4.9	5.0	101	303	5.6	7.8	115	*177	4.4	4.6	91	*212	6.6	5.5	136
PEOPLE ARE FUNNY	N 3956	*194	4.9	4.9	98	*254	4.7	6.4	94	*270	6.8	6.8	136	*189	5.9	4.8	118
REAL PEOPLE	N 6305	282	7.1	4.5	89	363	6.7	5.8	85	404	10.1	6.4	127	261	8.2	4.1	102
REMINGTON STEELE	N 5884	429	10.8	7.3	145	401	7.4	6.8	100	312	7.8	5.3	105	*202	6.3	3.4	85
RIPLY'S BELIEVE IT - NOT	A 5706	*196	4.9	3.4	68	289	5.4	5.1	74	287	7.2	5.0	100	*172	5.4	3.0	75
RIP TIDE	N 6202	471	11.8	7.6	151	449	8.3	7.2	106	317	8.0	5.1	102	*188	5.9	3.0	75
SCARECROW & MRS. KING	C 6513	263	6.6	4.0	80	387	7.2	5.9	87	238	6.0	3.7	73	212	6.6	3.3	81
SIMON & SIMON	C 8593	471	11.8	5.5	109	621	11.5	7.2	106	411	10.3	4.8	95	301	9.4	3.5	87
60 MINUTES	C 13342	486	12.2	3.6	73	829	15.4	6.2	91	559	14.0	4.2	83	637	19.9	4.8	118
ST. ELSEWHERE	N 6029	413	10.4	6.9	136	418	7.8	6.9	102	365	9.2	6.1	120	282	8.8	4.7	116
THREE'S COMPANY	A 8565	418	10.5	4.9	97	559	10.4	6.5	96	461	11.6	5.4	107	315	9.8	3.7	91
T.J. HOOKER	A 7400	510	12.8	6.9	137	585	10.8	7.9	116	298	7.5	4.0	80	251	7.8	3.4	84
TONIGHT SHOW	N 2433	140	3.5	5.8	115	187	3.5	7.7	113	100	2.5	4.1	82	87	2.7	3.6	89
TRAPPER JOHN, M.D.	C 5958	*251	6.3	4.2	84	452	8.4	7.6	112	*192	4.8	3.2	64	*273	8.5	4.6	113
TV BLOOPERS & PRAC. JOKES	N 9086	395	9.9	4.3	87	457	8.5	5.0	74	427	10.7	4.7	93	434	13.6	4.8	118
20/20	A 8306	454	11.4	5.5	109	707	13.1	8.5	125	387	9.7	4.7	93	392	12.2	4.7	117
WHEELER	A 6788	*391	9.8	8.8	115	407	7.5	6.0	88	288	7.2	4.2	84	*195	6.1	2.9	71
WORLD NEWS - SUN	A 2036	*119	3.0	5.8	116	*168	3.1	8.3	121	*85	2.1	4.2	83	*61	1.9	3.0	74
YELLOW ROSE	N 3174	*184	4.6	5.8	116	*170	3.2	5.4	79	*230	5.8	7.2	144	*98	3.1	3.1	76
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	886	22.3	5.4	108	1100	20.4	6.7	99	874	21.9	5.4	107	877	27.4	5.4	133
BASKETBALL - COLLEGE GAMES	10054	588	14.8	5.8	117	763	14.1	7.6	112	*416	10.4	4.1	82	*334	10.4	3.3	82
BASKETBALL - PRO GAMES	8248	513	12.9	6.2	124	707	13.1	8.6	126	509	12.8	6.2	123	441	13.8	5.3	132
BOHUNG	5356	*226	5.7	4.2	84	*454	8.4	8.5	125	*234	5.9	4.4	88	*174	5.4	3.2	80</

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				OIL OF OLAY				VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	3884	100.0	4.9	100	3581	100.0	4.5	100	4292	100.0	5.4	100	13204	100.0	16.7	100
HOUSEHOLD HEADS	66405	2875	74.0	6.3	88	3119	87.1	4.7	104	3772	87.9	5.7	105	11023	83.5	16.6	100
18 - 24	13945	914	23.5	6.6	134	*522	14.6	3.7	83	*477	11.1	3.4	63	2366	17.9	17.0	102
25 - 34	19334	909	23.4	4.7	96	658	18.4	3.4	75	1008	23.5	5.2	96	3281	24.8	17.0	102
35 - 44	14196	634	16.3	4.5	91	794	22.2	5.6	124	903	21.0	6.4	117	2325	17.7	16.4	99
45 - 54	10896	*464	11.9	4.3	87	*431	12.0	4.0	88	629	14.7	5.8	107	1887	14.3	17.3	104
55 - 64	10378	*480	12.4	4.6	94	640	17.9	6.2	136	621	14.5	6.0	111	1796	13.6	17.3	104
65 OR OLDER	10514	483	12.4	4.6	94	537	15.0	5.1	113	654	15.2	6.2	115	1538	11.6	14.6	88
18 - 34	33279	1823	46.9	5.5	112	1180	33.0	3.5	78	1486	34.6	4.5	82	5648	42.8	17.0	102
18 - 49	52904	2674	68.8	5.1	103	2259	63.1	4.3	95	2687	62.6	5.1	94	8949	67.8	16.9	102
25 - 54	44426	2007	51.7	4.5	92	1882	52.6	4.2	94	2540	59.2	5.7	106	7504	56.8	16.9	101
35 - 49	19625	851	21.9	4.3	88	1079	30.1	5.5	122	1202	28.0	6.1	113	3301	25.0	16.8	101
50 OR OLDER	26359	1210	31.2	4.6	94	1322	36.9	5.0	111	1604	37.4	6.1	112	4255	32.2	16.1	97
GRADUATED COLLEGE	15982	580	14.9	3.6	74	630	17.6	3.9	87	933	21.7	5.8	108	2395	18.1	15.0	90
ATTENDED COLLEGE	13629	*552	14.2	4.1	83	623	17.4	4.6	101	511	11.9	3.7	69	2260	17.1	16.6	100
GRADUATED HIGH SCHOOL	28591	1532	39.4	5.4	109	1275	35.6	4.5	99	1684	39.2	5.9	109	5200	39.4	18.2	109
DID NOT GRADUATE HIGH SCHOOL	21061	1220	31.4	5.8	118	1053	29.4	5.0	111	1163	27.1	5.5	102	3349	25.4	15.9	95
EMPLOYED FULL-TIME	52316	2139	55.1	4.1	83	2120	59.2	4.1	90	2759	64.3	5.3	97	8750	66.3	16.7	100
EMPLOYED PART-TIME	4113	*100	2.6	2.4	50	*181	5.1	4.4	97	*180	4.2	4.4	81	652	4.9	15.9	95
NOT EMPLOYED	22834	1646	42.4	7.2	147	1281	35.8	5.6	124	1352	31.5	5.9	109	3802	28.8	16.7	100
PROFESSIONAL/MANAGER	15034	*523	13.5	3.5	71	589	16.4	3.9	87	1002	23.3	6.7	123	2379	18.0	15.8	95
TECH/CLERICAL/SALES	11255	*330	8.5	2.9	60	*486	13.6	4.3	96	538	12.5	4.8	88	1749	13.2	15.5	93
PRECISION/CRAFT	11607	*557	14.3	4.8	98	*472	13.2	4.1	90	508	11.8	4.4	81	2165	16.4	18.7	112
OTHER EMPLOYED	18534	828	21.3	4.5	91	754	21.1	4.1	90	892	20.8	4.8	89	3109	23.5	16.8	101
SINGLE	19562	1411	36.3	7.2	147	*604	16.9	3.1	68	764	17.8	3.9	72	3252	24.6	16.6	100
MARRIED	51896	2202	56.7	4.2	87	2713	75.8	5.2	116	3042	70.9	5.9	108	8813	66.7	17.0	102
DIVORCED/SEPARATED/WIDOWED	7804	*271	7.0	3.5	71	*265	7.4	3.4	75	486	11.3	6.2	115	1138	8.6	14.6	88
PARENTS	25372	1173	30.2	4.6	94	1232	34.4	4.9	107	1555	36.2	6.1	113	4474	33.9	17.6	106
WHITE	69658	3125	80.5	4.5	92	3124	87.2	4.5	99	3854	89.8	5.5	102	11137	84.3	16.0	96
BLACK	7909	665	17.1	8.4	172	*405	11.3	5.1	113	420	8.8	5.3	98	1855	14.0	23.5	141
OTHER	1696	*94	2.4	5.5	113	*52	1.5	3.1	68	*18	0.4	1.1	20	*212	1.6	12.5	75
NORTHEAST-CENSUS	17202	906	23.3	5.3	107	652	18.2	3.8	84	744	17.3	4.3	80	2347	17.8	13.6	82
NORTH CENTRAL	20461	1009	26.0	4.9	101	709	19.8	3.5	77	1079	25.1	5.3	97	3342	25.3	16.3	98
SOUTH	26695	1349	34.7	5.1	103	1488	41.6	5.6	123	1388	32.3	5.2	96	5073	38.4	19.0	114
WEST	14906	*621	16.0	4.2	85	732	20.4	4.9	109	1082	25.2	7.3	134	2442	18.5	16.4	98
NORTHEAST-MKTG.	17962	801	20.6	4.5	91	686	19.2	3.8	85	629	14.7	3.5	65	2262	17.1	12.6	76
EAST CENTRAL	11741	617	15.9	5.3	107	455	12.7	3.9	86	683	15.9	5.8	107	1836	13.9	15.6	94
WEST CENTRAL	13518	643	16.6	4.8	97	*435	12.1	3.2	71	767	17.9	5.7	105	2439	18.5	18.0	108
SOUTH	23168	1323	34.1	5.7	117	1381	38.6	6.0	132	1372	32.0	5.9	109	4553	34.5	19.7	118
PACIFIC	12874	*501	12.9	3.9	79	625	17.5	4.9	107	841	19.6	6.5	121	2115	16.0	16.4	99
COUNTY SIZE A	32596	1386	35.7	4.3	87	1503	42.0	4.6	102	1552	36.2	4.8	88	5182	39.2	15.9	95
COUNTY SIZE B	23814	1233	31.7	5.2	106	1026	28.7	4.3	95	1327	30.9	5.6	103	3864	29.3	16.2	97
COUNTY SIZE C	12663	*689	17.7	5.4	111	*457	12.8	3.6	80	917	21.4	7.2	134	2118	16.0	16.7	100
COUNTY SIZE D	10190	*576	14.8	5.7	115	*595	16.6	5.8	129	*496	11.6	4.9	90	2041	15.5	20.0	120
METRO CENTRAL CITY	23190	1079	27.8	4.7	95	1097	30.6	4.7	105	1285	29.9	5.5	102	3833	29.0	16.5	99
METRO SUBURBAN	36920	1705	43.9	4.6	94	1569	43.8	4.2	94	1903	44.3	5.2	95	5786	43.8	15.7	94
NON METRO	19152	1100	28.3	5.7	117	916	25.6	4.8	106	1104	25.7	5.8	106	3585	27.2	18.7	112
TOP 5 ADI'S	18703	844	21.7	4.5	92	1072	29.9	5.7	127	795	18.5	4.3	78	3098	23.5	16.6	99
TOP 10 ADI'S	26158	1065	27.4	4.1	83	1263	35.3	4.8	107	1165	27.1	4.5	82	3930	29.8	15.0	90
TOP 20 ADI'S	36612	1731	44.6	4.7	96	1745	48.7	4.8	105	1774	41.3	4.8	89	5608	42.5	15.3	92
HSHLD INC. \$50,000 OR MORE	9326	*302	7.8	3.2	66	*323	9.0	3.5	77	*440	10.3	4.7	87	1363	10.3	14.6	88
\$40,000 OR MORE	18002	675	17.4	3.7	77	690	19.3	3.8	85	880	20.5	4.9	90	2604	19.7	14.5	87
\$30,000 OR MORE	31361	1421	36.6	4.5	92	1285	35.9	4.1	91	1747	40.7	5.6	103	4894	37.1	15.6	94
\$25,000 OR MORE	39858	1782	45.9	4.5	91	1747	48.8	4.4	97	2245	52.3	5.6	104	6280	47.6	15.8	95
\$20,000 - \$24,999	8664	*448	11.5	5.2	106	*292	8.2	3.4	75	*476	11.1	5.5	101	1487	11.3	17.2	103
\$15,000 - \$19,999	7964	*372	9.6	4.7	95	*280	7.8	3.5	78	*324	7.5	4.1	75	1455	11.0	18.3	110
\$10,000 - \$14,999	11093	*387	10.0	3.5	71	728	20.3	6.6	145	464	10.8	4.2	77	2029	15.4	18.3	110
UNDER \$10,000	11683	895	23.0	7.7	156	*534	14.9	4.6	101	783	18.2	6.7	124	1953	14.8	16.7	100
HOUSEHOLD OF 1 PERSON	7453	*253	6.5	3.4	69	*118	3.3	1.6	35	375	8.7	5.0	93	1032	7.8	13.8	83
2 PEOPLE	24757	1038	26.7	4.2	86	1326	37.0	5.4	119	1547	36.0	6.2	115	4167	31.6	16.8	101
3 OR 4 PEOPLE	32682	1706	43.9	5.2	107	1415	39.5	4.3	96	1748	40.7	5.3	99	5378	40.7	16.5	99
5 OR MORE PEOPLE	14370	887	22.8	6.2	126	*722	20.2	5.0	111	*621	14.5	4.3	80	2628	19.9	18.3	110
NO CHILD IN HSHLD	46768	2240	57.7	4.8	98	1953	54.5	4.2	92	2524	58.8	5.4	100	7491	56.7	16.0	96
CHILD(REN) UNDER 2 YRS	4799	*216	5.6	4.5	92	*276	7.7	5.8	127	*185	4.3	3.9	71	968	7.3	20.2	121
2 - 5 YEARS	11125	*511	13.2	4.6	94	*510	14.2	4.6	101	*521	12.1	4.7	86	2155	16.3	19.4	116
6 - 11 YEARS	14193	740	19.1	5.2	106	741	20.7	5.2	116	846	19.7	6.0	110	2614	19.8	18.4	111
12 - 17 YEARS	17402	908	23.4	5.2	106	848	23.7	4.9	108	973	22.7	5.6	103	2854	21.6	16.4	98
RESIDENCE OWNED	56398	2508	64.6	4.4	91	2727	76.2	4.8	107	3323	77.4	5.9	109	9193	69.6	16.3	98
VALUE: \$50,000 OR MORE	34811	1399	36.0	4.0	82	1560	43.6	4.5	99	2100	48.9	6.0	111	5427	41.1	15.6	94
VALUE: UNDER \$50,000	21587	1109	28.6	5.1	105	1167	32.6	5.4	120	1223	28.5	5.7	105	3766	28.5	17.4	105

		TOTAL U.S. '000	NOXZEMA SKIN CREAM				OIL OF OLAY				VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	3884	100.0	4.9	100	3581	100.0	4.5	100	4292	100.0	5.4	100	13204	100.0	16.7	100
MAGAZINES	QUINTILE 1	16033	926	23.8	5.8	118	560	15.6	3.5	77	1147	26.7	7.2	132	2869	21.7	17.9	107
	QUINTILE 2	15354	694	17.9	4.5	92	785	21.9	5.1	113	663	15.4	4.3	80	2876	21.8	18.7	112
	QUINTILE 3	15888	797	20.5	5.0	102	804	22.5	5.1	112	819	19.1	5.2	95	2429	18.4	15.3	92
	QUINTILE 4	17310	840	21.6	4.9	99	838	23.4	4.8	107	835	19.5	4.8	89	2937	22.2	17.0	102
	QUINTILE 5	14677	628	16.2	4.3	87	594	16.6	4.0	90	828	19.3	5.6	104	2093	15.9	14.3	86
NEWSPAPERS	QUINTILE 1	15277	842	21.7	5.5	112	653	18.2	4.3	95	809	18.8	5.3	98	2526	19.1	16.5	99
	QUINTILE 2	22745	913	23.5	4.0	82	1067	29.8	4.7	104	1109	25.8	4.9	90	3526	26.7	15.5	93
	QUINTILE 3	10692	*434	11.2	4.1	83	*502	14.0	4.7	104	613	14.3	5.7	106	1825	13.8	17.1	102
	QUINTILE 4	11646	*677	17.4	5.8	119	*559	15.6	4.8	106	748	17.4	6.4	119	1988	15.1	17.1	102
	QUINTILE 5	18903	1017	26.2	5.4	110	799	22.3	4.2	94	1013	23.6	5.4	99	3339	25.3	17.7	106
OUTDOOR	QUINTILE 1	16620	710	18.3	4.3	87	657	18.3	4.0	87	924	21.5	5.6	103	2772	21.0	16.7	100
	QUINTILE 2	16377	904	23.3	5.5	113	731	20.4	4.5	99	845	19.7	5.2	95	3018	22.9	18.4	111
	QUINTILE 3	15995	828	21.3	5.2	106	947	26.4	5.9	131	871	20.3	5.4	101	2541	19.2	15.9	95
	QUINTILE 4	15592	843	21.7	5.4	110	661	18.5	4.2	94	856	19.9	5.5	101	2736	20.7	17.5	105
	QUINTILE 5	14679	599	15.4	4.1	83	585	16.3	4.0	88	797	18.6	5.4	100	2137	16.2	14.6	87
RADIO-DRIVE TIME	QUINTILE 1	15746	707	18.2	4.5	92	762	21.3	4.8	107	830	19.3	5.3	97	2686	20.3	17.1	102
	QUINTILE 2	15067	843	21.7	5.6	114	521	14.5	3.5	77	1032	24.0	6.8	126	2680	20.3	17.8	107
	QUINTILE 3	15631	846	21.8	5.4	110	582	16.3	3.7	82	666	15.5	4.3	79	2578	19.5	16.5	99
	QUINTILE 4	16245	723	18.6	4.5	91	911	25.4	5.6	124	762	17.8	4.7	87	2688	20.4	16.5	99
	QUINTILE 5	16573	764	19.7	4.6	94	804	22.5	4.9	107	1003	23.4	6.1	112	2573	19.5	15.5	93
RADIO-MID- DAY	TERCILE 1	21788	1061	27.3	4.9	99	828	23.1	3.8	84	1392	32.4	6.4	118	3664	27.7	16.8	101
	TERCILE 2	21151	1076	27.7	5.1	104	960	26.8	4.5	100	955	22.3	4.5	83	3445	26.1	16.3	98
	TERCILE 3	36323	1747	45.0	4.8	98	1793	50.1	4.9	109	1945	45.3	5.4	99	6095	46.2	16.8	101
RADIO-TOTAL	QUINTILE 1	15977	721	18.6	4.5	92	720	20.1	4.5	100	890	20.7	5.6	103	2647	20.0	16.6	99
	QUINTILE 2	15923	867	22.3	5.4	111	537	15.0	3.4	75	954	22.2	6.0	111	2776	21.0	17.4	105
	QUINTILE 3	14980	748	19.3	5.0	102	584	16.3	3.9	86	687	16.0	4.6	85	2548	19.3	17.0	102
	QUINTILE 4	17123	798	20.5	4.7	95	931	26.0	5.4	120	796	18.5	4.6	86	2667	20.2	15.6	93
	QUINTILE 5	15260	750	19.3	4.9	100	809	22.6	5.3	117	965	22.5	6.3	117	2566	19.4	16.8	101
TV-PRIME TIME	QUINTILE 1	15674	964	24.8	6.2	126	739	20.6	4.7	104	911	21.2	5.8	107	2515	19.0	16.0	96
	QUINTILE 2	15944	729	18.8	4.6	93	673	18.8	4.2	93	969	22.6	6.1	112	2802	21.2	17.6	105
	QUINTILE 3	16037	792	20.4	4.9	101	1010	28.2	6.3	139	823	19.2	5.1	95	3140	23.8	19.6	118
	QUINTILE 4	15412	706	18.2	4.6	93	606	16.9	3.9	87	884	20.6	5.7	106	2292	17.4	14.9	89
	QUINTILE 5	16194	692	17.8	4.3	87	553	15.4	3.4	76	705	16.4	4.4	80	2455	18.6	15.2	91
TV-DAYTIME	TERCILE 1	19156	1101	28.3	5.7	117	892	24.9	4.7	103	1156	26.9	6.0	111	3253	24.6	17.0	102
	TERCILE 2	19343	852	21.9	4.4	90	834	23.3	4.3	95	966	22.5	5.0	92	3307	25.0	17.1	103
	TERCILE 3	40764	1930	49.7	4.7	97	1854	51.8	4.5	101	2170	50.6	5.3	98	6644	50.3	16.3	98
TV-TOTAL	QUINTILE 1	15844	1171	30.1	7.4	151	777	21.7	4.9	109	1007	23.5	6.4	117	2559	19.4	16.2	97
	QUINTILE 2	15767	553	14.2	3.5	72	657	18.3	4.2	92	816	19.0	5.2	96	2929	22.2	18.6	112
	QUINTILE 3	15775	695	17.9	4.4	90	820	22.9	5.2	115	770	17.9	4.9	90	2720	20.6	17.2	104
	QUINTILE 4	15903	801	20.6	5.0	103	643	18.0	4.0	89	996	23.2	6.3	116	2544	19.3	16.0	96
	QUINTILE 5	15974	664	17.1	4.2	85	684	19.1	4.3	95	702	16.4	4.4	81	2451	18.6	15.3	92
MAGAZINES-NEWSPAPERS: DUAL		21225	1068	27.5	5.0	103	943	26.3	4.4	98	1285	29.9	6.1	112	3850	29.2	18.1	109
MAGAZINE IMPERATIVE		17728	991	25.5	5.6	114	807	22.5	4.6	101	998	23.3	5.6	104	3277	24.8	18.5	111
NEWSPAPER IMPERATIVE		22987	880	22.7	3.8	78	1090	30.4	4.7	105	1056	24.6	4.6	85	3284	24.9	14.3	86
MAGAZINES-OUTDOOR: DUAL		16244	877	22.6	5.4	110	701	19.6	4.3	96	901	21.0	5.5	102	2823	21.4	17.4	104
MAGAZINE IMPERATIVE		24016	1214	31.3	5.1	103	1070	29.9	4.5	99	1390	32.4	5.8	107	4082	30.9	17.0	102
OUTDOOR IMPERATIVE		26020	1170	30.1	4.5	92	1300	36.3	5.0	111	1204	28.1	4.6	85	4385	33.2	16.9	101
MAGAZINES-RADIO: DUAL		16918	999	25.7	5.9	121	782	21.8	4.6	102	1007	23.5	6.0	110	3009	22.8	17.8	107
MAGAZINE IMPERATIVE		23456	1148	29.6	4.9	100	1133	31.6	4.8	107	1277	29.8	5.4	101	4087	31.0	17.4	105
RADIO IMPERATIVE		23900	1023	26.3	4.3	87	879	24.5	3.7	81	1256	29.3	5.3	97	3761	28.5	15.7	94
MAGAZINES-TELEVISION: DUAL		15791	923	23.8	5.8	119	713	19.9	4.5	100	854	19.9	5.4	100	3064	23.2	19.4	116
MAGAZINE IMPERATIVE		25476	1179	30.4	4.6	94	1044	29.2	4.1	91	1405	32.7	5.5	102	4163	31.5	16.3	98
TELEVISION IMPERATIVE		25744	1234	31.8	4.8	98	1226	34.2	4.8	105	1374	32.0	5.3	99	4027	30.5	15.6	94
NEWSPAPERS-OUTDOOR: DUAL		17628	906	23.3	5.1	105	906	25.3	5.1	114	1067	24.9	6.1	112	2763	20.9	15.7	94
NEWSPAPER IMPERATIVE		26414	1144	29.5	4.3	88	1143	31.9	4.3	96	1220	28.4	4.6	85	4256	32.2	16.1	97
OUTDOOR IMPERATIVE		23059	1134	29.2	4.9	100	985	27.5	4.3	95	1125	26.2	4.9	90	4266	32.3	18.5	111
NEWSPAPERS-RADIO: DUAL		17996	895	23.0	5.0	101	666	18.6	3.7	82	882	20.5	4.9	91	2910	22.0	16.2	97
NEWSPAPER IMPERATIVE		26269	1111	28.6	4.2	86	1395	39.0	5.3	118	1331	31.0	5.1	94	4171	31.6	15.9	95
RADIO IMPERATIVE		21342	1132	29.1	5.3	108	838	23.4	3.9	87	1341	31.2	6.3	116	3849	29.2	18.0	108
NEWSPAPERS-TELEVISION: DUAL		17359	819	21.1	4.7	96	907	25.3	5.2	116	855	19.9	4.9	91	2947	22.3	17.0	102
NEWSPAPER IMPERATIVE		26889	1189	30.6	4.4	90	1117	31.2	4.2	92	1413	32.9	5.3	97	4214	31.9	15.7	94
TELEVISION IMPERATIVE		21698	1201	30.9	5.5	113	933	26.1	4.3	95	1343	31.3	6.2	114	3916	29.7	18.0	108
OUTDOOR-RADIO: DUAL		16456	676	17.4	4.1	84	631	17.6	3.8	85	951	22.2	5.8	107	2999	22.7	18.2	109
OUTDOOR IMPERATIVE		25870	1421	36.6	5.5	112	1375	38.4	5.3	118	1262	29.4	4.9	90	4430	33.6	17.1	103
RADIO IMPERATIVE		23943	1265	32.6	5.3	108	941	26.3	3.9	87	1313	30.6	5.5	101	3735	28.3	15.6	94
OUTDOOR-TELEVISION: DUAL		15918	823	21.2	5.2	106	833	23.3	5.2	116	897	20.9	5.6	104	2685	20.3	16.	

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				OIL OF OLAY				VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	3884	100.0	4.9	100	3581	100.0	4.5	100	4292	100.0	5.4	100	13204	100.0	16.7	100
ATLANTIC MONTHLY	452	**11	0.3	2.4	50	**11	0.3	2.4	54	**25	0.6	5.5	102	**135	1.0	29.9	179
BARRON'S	1058	**84	2.2	7.9	162	**43	1.2	4.1	90	**42	1.0	4.0	73	**264	2.0	25.0	150
BETTER HOMES & GARDENS	4773	*205	5.3	4.3	88	249	7.0	5.2	115	315	7.3	6.6	122	967	7.3	20.3	122
BON APPETIT	1037	**25	0.6	2.4	49	**55	1.5	5.3	117	**136	3.2	13.1	242	*184	1.4	17.7	107
BUSINESS WEEK	3193	*232	6.0	7.3	148	*133	3.7	4.2	92	*185	4.3	5.8	107	682	5.2	21.4	128
CAR AND DRIVER	2705	*210	5.4	7.8	158	**17	1.6	2.1	47	*180	4.2	6.7	123	632	4.8	23.4	140
CBS MAGAZINE NETWORK (GROSS)	5678	370	9.5	6.5	133	*210	5.9	3.7	82	466	10.9	8.2	152	1274	9.6	22.4	135
CHANGING TIMES	1847	**186	4.8	10.1	206	*125	3.5	6.8	150	**179	4.2	9.7	179	485	3.7	26.3	158
COLONIAL HOMES	492	**30	0.8	6.1	124	**21	0.6	4.3	94	**44	1.0	8.9	165	**144	1.1	29.3	176
CONDE NAST MAG. PKG. (GROSS)	2066	**52	1.3	2.5	51	**61	1.7	3.0	65	**61	1.4	3.0	55	613	4.6	29.7	178
CONSUMERS DIGEST	1719	**124	3.2	7.2	147	**69	1.9	4.0	89	*173	4.0	10.1	186	333	2.5	19.4	116
COSMOPOLITAN	1762	**77	2.0	4.4	89	**35	1.0	2.0	44	**83	1.9	4.7	87	449	3.4	25.5	153
COUNTRY LIVING	1110	**45	1.2	4.1	83	**38	1.1	3.4	76	**76	1.8	6.8	126	*234	1.8	21.1	127
CUISINE	660	**66	1.7	10.0	204	**27	0.8	4.1	91	**51	1.2	7.7	143	*194	1.5	29.4	176
CYCLE WORLD	1924	**172	4.4	8.9	182	*87	2.4	4.5	100	**154	3.6	8.0	148	460	3.5	23.9	144
DCI:CREATIVE IDEAS FOR LIV	437	**5	0.1	1.1	23	**27	0.8	6.2	137	**23	0.5	5.3	97	**95	0.7	21.7	130
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**93	2.4	3.7	76	*115	3.2	4.6	102	**84	2.0	3.4	62	583	4.4	23.4	140
DISCOVER	1279	**66	1.7	5.2	105	**73	2.0	5.7	126	**60	1.4	4.7	87	*256	1.9	20.0	120
ECONY	2898	*193	5.0	6.7	136	*184	5.1	6.3	141	*126	2.9	4.3	80	658	5.0	22.7	136
ESQUIRE	1384	**62	1.6	4.5	91	**51	1.4	3.7	82	**85	2.0	6.1	113	342	2.6	24.7	148
ESSENCE	850	**69	1.8	8.1	166	**40	1.1	4.7	104	**61	1.4	7.2	133	*283	2.1	33.3	200
FAMILY CIRCLE	2430	**137	3.5	5.6	115	*119	3.3	4.9	108	*221	5.1	9.1	168	587	4.4	24.2	145
THE FAMILY HANDYMAN	2356	*166	4.3	7.0	144	**96	2.7	4.1	90	*149	3.5	6.3	117	689	5.2	29.2	176
FAMILY WEEKLY	11533	664	17.1	5.8	117	535	14.9	4.6	103	763	17.8	6.6	122	1858	14.1	16.1	97
FIELD & STREAM	7444	410	10.6	5.5	112	*234	6.5	3.1	70	410	9.6	5.5	102	1241	9.4	16.7	100
FOOD & WINE	416	**12	0.3	2.9	59	**16	0.4	3.8	85	**24	0.6	5.8	107	**75	0.6	18.0	108
FOUR	1865	**88	2.3	4.7	96	**49	1.4	2.6	58	**64	1.5	3.4	63	360	2.7	19.3	116
FOURTIME	1849	*109	2.8	5.9	120	**27	0.8	1.5	32	**79	1.8	4.3	79	370	2.8	20.0	120
GENTLEMEN'S QUARTERLY	2284	*235	6.1	10.3	210	**83	2.3	3.6	80	**118	2.7	5.2	95	531	4.0	23.2	140
GLAMOUR	538	**20	0.5	3.7	76	**2	0.1	0.4	8	**9	0.2	1.7	31	**149	1.1	27.7	166
GOLF DIGEST	1649	**48	1.2	2.9	59	**51	1.4	3.1	68	**56	1.3	3.4	63	226	1.7	13.7	82
GOLF DIGEST/TENNIS (GROSS)	2294	**51	1.3	2.2	45	*81	2.3	3.5	78	**81	1.9	3.5	65	414	3.1	18.0	108
GOLF MAGAZINE	1577	**69	1.8	4.4	89	**40	1.1	2.5	56	**72	1.7	4.6	84	239	1.8	15.2	91
GOLF MAGAZINE/SKI (GROSS)	2487	**93	2.4	3.7	76	**45	1.3	1.8	40	*127	3.0	5.1	94	435	3.3	17.5	105
GOOD HOUSEKEEPING	2569	**135	3.5	5.3	107	**85	2.4	3.3	73	*178	4.1	6.9	128	525	4.0	20.4	123
HARPER'S BAZAAR	431	**34	0.9	7.9	161	**13	0.4	3.0	67	**5	0.1	1.2	21	**112	0.8	26.0	156
HEALTH	788	**82	2.1	10.4	212	**5	0.1	0.6	14	**79	1.8	10.0	185	**179	1.4	22.7	136
HEARST MAG CORP. BUY (GROSS)	18781	1016	26.2	5.4	110	691	19.3	3.7	81	1163	27.1	6.2	114	4007	30.3	21.3	128
HEARST MAN POWER (GROSS)	9169	505	13.0	5.5	112	314	8.8	3.4	76	577	13.4	6.3	116	1706	12.9	18.6	112
HEARST WOMAN POWER (GROSS)	5452	*253	6.5	4.6	95	*143	4.0	2.6	58	330	7.7	6.1	112	1213	9.2	22.2	134
HOUSE BEAUTIFUL	1020	**122	3.1	12.0	244	**77	2.2	7.5	167	**78	1.8	7.6	141	*240	1.8	23.5	141
INC.	993	**72	1.9	7.3	148	**18	0.5	1.8	40	**25	0.6	2.5	46	*209	1.6	21.0	126
JET	2808	*202	5.2	7.2	147	*171	4.8	6.1	135	*136	3.2	4.8	89	636	4.8	22.6	136
LADIES' HOME JOURNAL	1868	**77	2.0	4.1	84	**88	2.5	4.7	104	*191	4.5	10.2	189	322	2.4	17.2	103
LHJ FAMILY GRP COMBO(GROSS)	3582	*275	7.1	7.7	157	*167	4.7	4.7	103	326	7.6	9.1	168	762	5.8	21.3	128
LIFE	4817	*255	6.6	5.3	108	*186	5.2	3.9	85	268	6.2	5.6	103	913	6.9	19.0	114
L.A. TIMES HOME MAGAZINE	1465	**49	1.3	3.3	68	**92	2.6	6.3	139	**73	1.7	5.0	92	198	1.5	13.5	81
MADAMOISELLE	460	**1	0.0	0.2	4	**7	0.2	1.5	34	**3	0.1	0.7	12	**157	1.2	34.1	205
MC CALL'S	1764	**142	3.7	8.0	164	**82	2.3	4.6	103	**134	3.1	7.6	140	490	3.7	27.8	167
MC CALL'S/WRK MOTHER (GROSS)	2062	**142	3.7	6.9	141	**85	2.4	4.1	91	*138	3.2	6.7	124	621	4.7	30.1	181
MECHANIX ILLUSTRATED	3625	*230	5.9	6.3	129	*203	5.7	5.6	124	*310	7.2	8.6	158	806	6.1	22.2	133
METROPOLITAN HOME	495	**25	0.6	5.1	103	**18	0.5	3.6	80	**7	0.2	1.4	26	*106	0.8	21.4	129
MONEY	3017	**145	3.7	4.8	98	*135	3.8	4.5	99	*191	4.5	6.3	117	513	3.9	17.0	102
MOTHER EARTH NEWS	1203	**43	1.1	3.6	73	**54	1.5	4.5	99	*121	2.8	10.1	186	*288	2.2	23.9	144
MS.	*257	**23	0.6	8.9	183	**1	0.0	0.4	9	*19	0.4	7.4	137	*138	1.0	53.7	322
NATIONAL ENQUIRER	6921	359	9.2	5.2	106	307	8.6	4.4	98	403	9.4	5.8	108	1229	9.3	17.8	107
NATIONAL GEOGRAPHIC	11626	565	14.5	4.9	99	442	12.3	3.8	84	637	14.8	5.5	101	2015	15.3	17.3	104
NATIONAL SUNDAY MAGAZINE PKG	49424	2415	62.2	4.9	100	2234	62.4	4.5	100	2714	63.2	5.5	101	8093	61.3	16.4	98
NATURAL HISTORY	753	**106	2.7	14.1	287	**25	0.7	3.3	73	**28	0.7	3.7	69	*205	1.6	27.2	163
NEW WOMAN	*296	**42	1.1	14.2	290	*15	0.4	5.1	112	*118	0.4	6.1	112	*222	1.7	75.0	450
NEW YORK INCLUDING CUE	541	**31	0.8	5.7	117	**18	0.5	3.3	74	**35	0.8	6.5	119	*135	1.0	25.0	150
THE NEW YORKER	1078	**48	1.2	4.5	91	**40	1.1	3.7	82	**50	1.2	4.6	86	*234	1.8	21.7	130
WENSWEEK	9602	530	13.6	5.5	113	484	13.5	5.0	112	636	14.8	6.6	122	1840	13.9	19.2	115
THE N.Y. TIMES DAILY EDITION	1376	**50	1.3	3.6	74	**46	1.3	3.3	74	**45	1.0	3.3	60	195	1.5	14.2	85
THE N.Y. TIMES MAGAZINE	2110	**91	2.3	4.3	88	*113	3.2	5.4	119	*70	1.6	3.3	61	380	2.9	18.0	108
OMNI	1927	**90	2.3	4.7	95	**31	0.9	1.6	36	*106	2.5	5.5	102	375	2.8	19.5	117
ON CABLE	911	**34	0.9	3.7	76	**41	1.1	4.5	100	*37	0.9	4.1	75	*169	1.3	18.6	111
1001 HOME IDEAS	927	**117	3.0	12.6	258	**73	2.0	7.9	174	*55	1.3	5.9	110	*261	2.0	28.2	169
ORGANIC GARDENING	1430	**40	1.0	2.8	57	*30	0.8	2.1	46	*102	2.4	7.1	132	381	2.9	26.6	160
OUTDOOR LIFE	4064	*195	5.0	4.8	98	*90	2.5	2.2	49	*282	6.6	6.9	128	718	5.4	17.7	106
PARADE MAGAZINE	24538	1089	28.0	4.4	91	1137	31.8	4.6	103	1318	30.7	5.4	99	4244	32.1	17.3	104

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				OIL OF OLAY				VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3884	100.0	4.9	100	3581	100.0	4.5	100	4292	100.0	5.4	100	12204	100.0	16.7	100
PARENTS	1126	**69	1.8	6.1	125	**50	1.4	4.4	98	**28	0.7	2.5	46	**204	1.6	18.3	110
PENTHOUSE	4157	**224	5.8	5.4	110	**107	3.0	2.6	57	**163	3.8	3.9	72	733	5.6	17.6	106
PEOPLE	7591	429	11.0	5.7	115	331	9.2	4.4	97	416	9.7	5.5	101	1550	11.7	20.4	123
PLAYBOY	8379	402	10.4	4.8	98	343	9.6	4.1	91	421	9.8	5.0	93	1490	11.3	17.8	107
POPULAR HOT RODDING	2110	*266	6.8	12.6	257	**68	1.9	3.2	71	**151	3.5	7.2	132	465	3.5	22.0	132
POPULAR MECHANICS	4850	*307	7.9	6.3	129	*178	5.0	3.7	81	342	8.0	7.1	130	971	7.4	20.0	120
POPULAR SCIENCE	3397	*170	4.4	5.0	102	**111	3.1	3.3	72	*207	4.8	6.1	113	677	5.1	19.9	120
PREVENTION	1720	*66	1.7	3.8	78	*71	2.0	4.1	91	**112	2.6	6.5	120	352	2.7	20.5	123
PSYCHOLOGY TODAY	1344	*27	0.7	2.0	41	**45	1.3	3.3	74	*74	1.7	5.5	102	*243	1.8	18.1	109
READER'S DIGEST	16016	*901	23.2	5.6	115	857	23.9	5.4	118	956	22.3	6.0	110	2902	22.0	18.1	109
REDBOOK	1121	**40	1.0	3.6	73	*23	0.6	2.1	45	**69	1.6	6.2	114	*239	1.8	21.3	128
ROAD & TRACK	2161	**98	2.5	4.5	93	**69	1.9	3.2	71	*131	3.1	6.1	112	358	2.7	16.6	99
ROLLING STONE	1948	**62	1.6	3.2	65	**39	1.1	2.0	44	**147	3.4	7.5	139	*298	2.3	15.3	92
RUNNER'S WORLD	899	*71	1.8	7.9	161	*22	0.6	2.4	54	**88	2.1	9.8	181	**200	1.5	22.2	134
SATURDAY EVENING POST	841	*76	2.0	9.0	184	*44	1.2	5.2	116	*49	1.1	5.8	108	*215	1.6	25.6	153
SCIENCE 84	841	**42	1.1	5.0	102	*22	0.6	2.6	58	*47	1.1	5.6	103	*176	1.3	20.9	126
SCIENCE DIGEST	1194	*72	1.9	6.0	123	*42	1.2	3.5	78	*37	0.9	3.1	57	*252	1.9	21.1	127
SCIENTIFIC AMERICAN	1379	*71	1.8	5.1	105	*52	1.5	3.8	83	*38	0.9	2.8	51	*217	1.6	15.7	94
SELF	436	*7	0.2	1.6	33	*3	0.1	0.7	15	*15	0.3	3.4	64	**125	0.9	28.7	172
SEVENTEEN	614	*15	0.4	2.4	50	*44	1.2	7.2	159	*42	1.0	6.8	126	**221	1.7	36.0	216
SKI	910	*24	0.6	2.6	54	*5	0.1	0.5	12	*55	1.3	6.0	112	*196	1.5	21.5	129
SMITHSONIAN	2937	*162	4.2	5.5	113	*116	3.2	3.9	87	*184	4.3	6.3	116	492	3.7	16.8	101
SOAP OPERA DIGEST	545	*89	2.3	16.3	333	*23	0.6	4.2	93	*32	0.7	5.9	108	**142	1.1	26.1	156
SOUTHERN LIVING	2054	*89	2.3	4.3	88	*88	2.5	4.3	95	*62	1.4	3.0	56	488	3.7	23.8	143
SPORT	2799	*166	4.3	5.9	121	*139	3.9	5.0	110	*118	2.7	4.2	78	623	4.7	22.3	134
THE SPORTING NEWS	1938	*81	2.1	4.2	85	*88	2.5	4.5	101	*77	1.8	4.0	73	387	2.9	20.0	120
SPORTS AFIELD	3125	*126	3.2	4.0	82	*94	2.6	3.0	67	*199	4.6	6.4	118	482	3.7	15.4	93
SPORTS ILLUSTRATED	11159	551	14.2	4.9	101	451	12.6	4.0	89	609	14.2	5.5	101	1894	14.3	17.0	102
STAR	4095	*182	4.7	4.4	91	*182	5.1	4.4	98	*203	4.7	5.0	92	699	5.3	17.1	102
SUNDAY	25169	1193	30.7	4.7	97	981	27.4	3.9	86	1211	28.2	4.8	89	3878	29.4	15.4	92
SUNSET	1294	*38	1.0	2.9	60	*50	1.4	3.9	86	*141	3.3	10.9	201	*294	2.2	22.7	136
TV GUIDE	18508	973	25.1	5.3	107	975	27.2	5.3	117	1051	24.5	5.7	105	3339	25.3	18.0	108
TENNIS	645	*3	0.1	0.5	9	*30	0.8	4.7	103	*25	0.6	3.9	72	*188	1.4	29.1	175
TIME	12124	804	20.7	6.6	135	518	14.5	4.3	95	784	18.3	6.5	119	2219	16.8	18.3	110
TOWN & COUNTRY	493	*11	0.3	2.2	46	*42	1.2	8.5	189	*22	0.5	4.5	82	*155	1.2	31.4	189
TRAVEL & LEISURE	1122	*59	1.5	5.3	107	*57	1.6	5.1	112	*46	1.1	4.1	76	*338	2.6	30.1	181
TRUE STORY	690	*76	2.0	11.0	225	*68	1.9	9.9	218	*47	1.1	6.8	126	*183	1.4	26.5	159
U.S. NEWS & WORLD REPORT	6571	375	9.7	5.7	116	302	8.4	4.6	102	327	7.6	5.0	92	1211	9.2	18.4	111
USA TODAY	3120	*126	3.2	4.0	82	*73	2.0	2.3	52	*132	3.1	4.2	78	552	4.2	17.7	106
US	1315	*115	3.0	8.7	178	*31	0.9	2.4	52	*28	0.7	2.1	39	*352	2.7	26.8	161
VOGUE	632	*25	0.6	4.0	81	*49	1.4	7.8	172	*34	0.8	5.4	99	*183	1.4	29.0	174
WALL STREET JOURNAL	4247	*205	5.3	4.8	99	*154	4.3	3.6	80	203	4.7	4.8	88	659	5.0	15.5	93
WEIGHT WATCHERS	398	*9	0.2	2.3	46	*22	0.6	5.5	122	*33	0.8	8.3	153	*79	0.6	19.8	119
WOMAN'S DAY	1139	*103	2.7	9.0	185	*59	1.6	5.2	115	*70	1.6	6.1	113	*272	2.1	23.9	143
WORKING MOTHER	*298	*0	0.0	0.0	0	*3	0.1	1.0	22	*4	0.1	1.3	25	*131	1.0	44.0	264
WORKING WOMAN	327	*6	0.2	1.8	37	*4	0.1	1.2	27	*16	0.4	4.9	90	*115	0.9	35.2	211
WORLD TENNIS	397	*19	0.5	4.8	98	*20	0.6	5.0	112	*14	0.3	3.5	65	*147	1.1	37.0	222
ZIFF-DAVIS MAG NETWK (GROSS)	9635	569	14.6	5.9	121	293	8.2	3.0	67	457	10.6	4.7	88	2232	16.9	23.2	139
BLAIR INSERTS	43762	2027	52.2	4.6	95	1919	53.6	4.4	97	2332	54.3	5.3	98	7136	54.0	16.3	98
DAILY NEWSPAPERS																	
READ ANY	52459	2445	63.0	4.7	95	2408	67.2	4.6	102	2694	62.8	5.1	95	8447	64.0	16.1	97
READ ONE	41891	1864	48.0	4.4	91	1956	54.6	4.7	103	2165	50.4	5.2	95	6556	49.7	15.7	94
READ TWO OR MORE	10568	581	15.0	5.5	112	452	12.6	4.3	95	530	12.3	5.0	93	1891	14.3	17.9	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	2478	63.8	4.8	97	2337	65.3	4.5	100	2839	66.1	5.5	101	8405	63.7	16.2	97
READ ONE	44561	2122	54.6	4.8	97	2094	58.5	4.7	104	2529	58.9	5.7	105	7112	53.9	16.0	96
READ TWO OR MORE	7368	356	9.2	4.8	99	244	6.8	3.3	73	310	7.2	4.2	78	1292	9.8	17.5	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.87				26.42				30.08				29.74			
30 DAY REACH	71522	3484	89.7	4.9	99	3283	91.7	4.6	102	3755	87.5	5.3	97	12009	90.9	16.8	101
50 SHWG - 30 DAY AV FREQ	15.55	14.72				14.00				15.62				15.49			
30 DAY REACH	68168	3417	88.0	5.0	102	3103	86.7	4.6	101	3612	84.2	5.3	98	11559	87.5	17.0	102
25 SHWG - 30 DAY AV FREQ	8.43	7.97				7.33				8.28				8.31			
30 DAY REACH	62898	3158	81.3	5.0	102	2964	82.8	4.7	104	3420	79.7	5.4	100	10788	81.7	17.2	103
CABLE TV: HOME WIRED	31664	1241	32.0	3.9	80	1460	40.8	4.6	102	1813	42.2	5.7	106	4963	37.6	15.7	94
HOME NOT WIRED	47599	2642	68.0	5.6	113	2121	59.2	4.5	99	2479	57.8	5.2	96	8241	62.4	17.3	104
HAVE PAY CABLE	17139	778	20.0	4.5	93	891	24.9	5.2	115	1073	25.0	6.3	116	2600	19.7	15.2	91

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				OIL OF OLAY				VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	3884	100.0	4.9	100	3581	100.0	4.5	100	4292	100.0	5.4	100	13204	100.0	16.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	2186	56.3	4.6	94	2180	60.9	4.6	101	2560	59.6	5.4	99	8111	61.4	17.0	102
10:00 AM - 3:00 PM	29926	1520	39.1	5.1	104	1262	35.2	4.2	93	1774	41.3	5.9	109	4902	37.1	16.4	98
3:00 PM - 7:00 PM	37666	1812	46.7	4.8	98	1636	45.7	4.3	96	2169	50.5	5.8	106	6249	47.3	16.6	100
7:00 PM - MIDNIGHT	18909	983	25.3	5.2	106	705	19.7	3.7	83	941	21.9	5.0	92	3182	24.1	16.8	101
MIDNIGHT - 6:00 AM	11822	650	16.7	5.5	112	681	19.0	5.8	128	601	14.0	5.1	94	2050	15.5	17.3	104
6:00 AM - MIDNIGHT	63254	3068	79.0	4.9	99	2908	81.2	4.6	102	3359	78.3	5.3	98	10663	80.8	16.9	100
ENTIRE DAY	64057	3112	80.1	4.9	99	2941	82.1	4.6	102	3440	80.1	5.4	99	10751	81.4	16.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	781	20.1	4.7	96	868	24.2	5.2	116	875	20.4	5.3	97	2676	20.3	16.1	97
ALL NEWS	3542	*144	3.7	4.1	83	*156	4.4	4.4	97	*224	5.2	6.3	117	502	3.8	14.2	85
AOR/PROGRESSIVE	7465	353	9.1	4.7	97	385	10.8	5.2	114	383	8.9	5.1	95	1189	9.0	15.9	96
BEAUTIFUL MUSIC	5061	*270	7.0	5.3	109	*205	5.7	4.1	90	254	5.9	5.0	93	855	6.5	16.9	101
BLACK	1914	*187	4.8	9.8	199	**112	3.1	5.9	130	**109	2.5	5.7	105	500	3.8	26.1	157
CLASSICAL	2304	**150	3.9	6.5	133	**81	2.3	3.5	78	*137	3.2	5.9	110	503	3.8	21.8	131
CHR/ROCK	10663	527	13.6	4.9	101	472	13.2	4.4	98	619	14.4	5.8	107	1731	13.1	16.2	97
COUNTRY	13919	637	16.4	4.6	93	683	19.1	4.9	109	706	16.4	5.1	94	2478	18.8	17.8	107
GOLDEN OLDIES	2040	**82	2.1	4.0	82	**63	1.8	3.1	68	**134	3.1	6.6	121	*252	1.9	12.4	74
MOR/NOSTALGIA	5105	317	8.2	6.2	127	*187	5.2	3.7	81	352	8.2	6.9	127	797	6.0	15.6	94
NEWS/TALK	4764	*164	4.2	3.4	70	*135	3.8	2.8	63	*202	4.7	4.2	78	892	6.8	18.7	112
RELIGIOUS	2164	**127	3.3	5.9	120	**139	3.9	6.4	142	**161	3.8	7.4	137	401	3.0	18.5	111
SOFT ROCK	623	**26	0.7	4.2	85	**16	0.4	2.6	57	**47	1.1	7.5	139	**72	0.5	11.6	69
URBAN CONTEMPORARY	1331	**82	2.1	6.2	126	**34	0.9	2.6	57	**54	1.3	4.1	75	*306	2.3	23.0	138
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	**149	3.8	4.7	95	**93	2.6	2.9	65	*172	4.0	5.4	100	416	3.2	13.1	78
ABC DIRECTION	2724	**119	3.1	4.4	89	**95	2.7	3.5	77	*125	2.9	4.6	85	455	3.4	16.7	100
ABC ENTERTAINMENT	5256	*265	6.8	5.0	103	*324	9.0	6.2	136	*198	4.6	3.8	70	861	6.5	16.4	98
ABC FM	2263	**170	4.4	7.5	153	**70	2.0	3.1	68	**141	3.3	6.2	115	367	2.8	16.2	97
ABC INFORMATION	5618	*197	5.1	3.5	72	*229	6.4	4.1	90	*199	4.6	3.5	65	966	7.3	17.2	103
ABC ROCK	2857	**106	2.7	3.7	76	*145	4.0	5.1	112	**140	3.3	4.9	90	500	3.8	17.5	105
CBS	5953	341	8.8	5.7	117	*199	5.6	3.3	74	376	8.8	6.3	117	1045	7.9	17.6	105
MUTUAL	4979	*211	5.4	4.2	86	*212	5.9	4.3	94	407	9.5	8.2	151	864	6.5	17.4	104
NBC	7279	305	7.9	4.2	86	284	7.9	3.9	86	443	10.3	6.1	112	1180	8.9	16.2	97
RADIO/ADIO	2389	*147	3.8	6.2	126	**94	2.6	3.9	87	*142	3.3	5.9	113	408	3.1	17.1	103
RKO ONE	2583	**173	4.5	6.7	137	**140	3.9	5.4	120	**120	2.8	4.6	86	466	3.5	18.0	108
RKO TWO	3674	**95	2.4	2.6	53	*133	3.7	3.6	80	*160	3.7	4.4	80	563	4.3	15.3	92
THE SOURCE	3514	*191	4.9	5.4	111	*256	7.1	7.3	161	*146	3.4	4.2	77	696	5.3	19.8	119
NON-WIRED: BLAIR	9864	326	8.4	3.3	67	332	9.3	3.4	74	551	12.8	5.6	103	1501	11.4	15.2	91
INTERNET	13522	860	22.1	6.4	130	609	17.0	4.5	100	690	16.1	5.1	94	2267	17.2	16.8	101
KATZ RADIO GROUP	19321	774	19.9	4.0	82	795	22.2	4.1	91	926	21.6	4.8	89	3243	24.6	16.8	101
SUPERNET	10739	587	15.1	5.5	112	598	16.7	5.6	123	639	14.9	6.0	110	1865	14.1	17.4	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	272	7.0	5.3	109	254	7.1	5.0	110	344	8.0	6.7	124	949	7.2	18.6	112
MKDAY 9:00 AM - 1:00 PM	5383	318	8.2	5.9	121	228	6.4	4.2	94	309	7.2	5.7	106	959	7.3	17.8	107
MKDAY 1:00 PM - 4:30 PM	6469	410	10.6	6.3	129	340	9.5	5.3	116	363	8.5	5.6	104	1137	8.6	17.6	106
MKDAY 4:30 PM - 7:30 PM	19661	1063	27.4	5.4	110	938	26.2	4.8	106	1142	26.6	5.8	107	3358	25.4	17.1	103
MKDAY 7:30 PM - 8:00 PM	27579	1507	38.8	5.5	112	1264	35.3	4.6	101	1628	37.9	5.9	109	4526	34.3	16.4	99
MKDAY 11:00 PM - 11:30 PM	22964	1247	32.1	5.4	111	1135	31.7	4.9	109	1311	30.5	5.7	105	3824	29.0	16.7	100
MKDAY 11:30 PM - 1:00 AM	8158	426	11.0	5.2	107	382	10.7	4.7	104	470	11.0	5.8	106	1330	10.1	16.3	98
M-SAT 8-11 PM-SUN 7-11 PM	30140	1600	41.2	5.3	108	1394	38.9	4.6	102	1700	39.6	5.6	104	5127	38.8	17.0	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	**72	1.9	3.5	72	*77	2.2	3.8	83	*83	1.9	4.1	75	394	3.0	19.2	115
ANOTHER WORLD	N 1214	**75	1.9	6.2	126	**84	2.3	6.9	153	**100	2.3	8.2	152	205	1.6	16.9	101
AS THE WORLD TURNS	C 1740	*109	2.8	6.3	128	**86	2.4	4.9	109	**44	1.0	2.5	47	227	1.7	13.0	78
CAPITOL	C 1016	*56	1.4	5.5	112	**42	1.2	4.1	92	**21	0.5	2.1	38	168	1.3	16.5	99
CBS MORN. NEWS 1	C 1203	*66	1.7	5.5	112	**43	1.2	3.6	79	**61	1.4	5.1	94	261	2.0	21.7	130
CBS MORN. NEWS 2	C 773	**34	0.9	4.4	90	**25	0.7	3.2	72	**20	0.5	2.6	48	113	0.9	14.6	88
DAYS OF OUR LIVES	N 1629	*136	3.5	8.3	170	**95	2.7	5.8	129	*154	3.6	9.5	175	224	1.7	13.8	83
FACTS OF LIFE - DAYTIME	N 961	**58	1.5	6.0	123	**47	1.3	4.9	108	**32	0.7	3.3	61	149	1.1	15.5	93
FAMILY FEUD	A 1390	*81	2.1	5.8	119	**43	1.2	3.1	68	**65	1.5	4.7	86	251	1.9	18.1	108
GENERAL HOSPITAL	A 1463	*74	1.9	5.1	103	**46	1.3	3.1	70	*139	3.2	9.5	175	327	2.5	22.4	134
GOOD MORNING, AMERICA-730 A	A 1705	*126	3.2	7.4	151	*81	2.3	4.8	105	*132	3.1	7.7	143	396	3.0	23.2	139
GOOD MORNING, AMERICA-830 A	A 889	**70	1.8	7.9	161	*38	1.1	4.3	95	*102	2.4	11.5	212	202	1.5	22.7	136
GUIDING LIGHT	C 1754	*117	3.0	6.7	136	**84	2.3	4.8	106	*58	1.4	3.3	61	262	2.0	14.9	90
ONE LIFE TO LIVE	A 1100	*97	2.5	8.8	180	*54	1.5	4.9	109	**108	2.5	9.8	181	285	2.2	25.9	156
PRESS YOUR LUCK	C 1222	**77	2.0	6.3	129	**34	0.9	2.8	62	*79	1.8	6.5	119	180	1.4	14.7	88
PRICE IS RIGHT 1	C 2692	136	3.5	5.1	103	*116	3.2	4.3	95	161	3.8	6.0	110	495	3.7	18.4	110
PRICE IS RIGHT 2	C 2764	207	5.3	7.5	153	*128	3.6	4.6	103	190	4.4	6.9	127	570	4.3		

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				OIL OF OLAY				VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	3884	100.0	4.9	100	3581	100.0	4.5	100	4292	100.0	5.4	100	13204	100.0	16.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1267	32.6	5.2	106	1157	32.3	4.8	105	1444	33.6	5.9	110	4181	31.7	17.2	103
NETWORK AFFILIATES - LATE	17197	871	22.4	5.1	103	813	22.7	4.7	105	1002	23.3	5.8	108	2899	22.0	16.9	101
INDEPENDENTS - LATE	2887	211	5.4	7.3	149	130	3.6	4.3	100	153	3.6	5.3	98	514	3.9	17.8	107
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11301	650	16.7	5.8	117	537	15.0	4.8	105	648	15.1	5.7	106	2037	15.4	18.0	108
ABC MONDAY NIGHT MOVIE	A 4379	*169	4.4	3.9	79	*218	6.1	5.0	110	333	7.8	7.6	140	695	5.3	15.9	95
ABC SUNDAY NIGHT MOVIE	A 9910	513	13.2	5.2	106	492	13.7	5.0	110	653	15.2	6.6	122	1691	12.8	17.1	102
ABC WORLD NEWS TONIGHT	A 6212	298	7.7	4.8	98	281	7.8	4.5	100	375	8.7	6.0	111	972	7.4	15.6	94
AFTERMASH	C 4575	*258	6.6	5.6	115	*313	8.7	6.8	151	*260	6.1	5.7	105	647	4.9	14.1	85
ALICE	C 6777	371	9.6	5.5	112	349	9.7	5.1	114	335	7.8	4.9	91	1228	9.3	18.1	109
AMERICAN PARADE	C 4868	*219	5.6	4.5	92	285	8.0	5.9	130	324	7.5	6.7	123	829	6.3	17.0	102
BENSON	A 7593	387	10.0	5.1	104	*286	8.0	3.8	83	547	12.7	7.2	133	1272	9.6	16.8	101
BLUE THUNDER	A 6036	328	8.4	5.4	111	*240	6.7	4.0	88	303	7.1	5.0	93	930	7.0	15.4	92
CAGNEY & LACEY	C 7698	382	9.8	5.0	101	347	9.7	4.5	100	298	6.9	3.9	71	1447	11.0	18.8	113
CBS EVENING NEWS-DEAN	C 4066	*233	6.0	5.7	117	*121	3.4	3.0	66	*221	5.1	5.4	100	625	4.7	15.4	92
CBS EVENING NEWS-RATHER	C 8092	446	11.5	5.5	112	397	11.1	4.9	109	482	11.2	6.0	110	1351	10.2	16.7	100
CBS SAT. NEWS-SCHIEFFER	C 4795	*248	6.4	5.2	106	249	7.0	5.2	115	189	4.4	3.9	73	820	6.2	17.1	103
CBS SATURDAY NIGHT MOVIE	C 6034	373	9.6	6.2	126	*270	7.5	4.5	99	349	8.1	5.8	107	974	7.4	16.1	97
CBS WEDNESDAY NIGHT MOVIE	C 4993	302	7.8	6.0	123	263	7.3	5.3	117	204	4.8	4.1	75	871	6.6	17.4	105
CHEERS	N 6976	422	10.9	6.0	123	373	10.4	5.3	118	414	9.6	5.9	110	1218	9.2	17.5	105
DALLAS	C 13575	796	20.5	5.9	120	783	21.9	5.8	128	639	14.9	4.7	87	2784	21.1	20.5	123
DIFF'RENT STROKES	N 3684	*205	5.3	5.6	114	*152	4.2	4.1	91	*234	5.5	6.4	117	632	4.8	17.2	103
DOUBLE TROUBLE	N 4462	*216	5.6	4.8	99	*163	4.6	3.7	81	256	6.0	5.7	106	725	5.5	16.2	98
DUCK FACTORY	N 4810	271	7.0	5.6	115	224	6.3	4.7	103	267	6.2	5.6	103	804	6.1	16.7	100
DUKES OF HAZZARD	C 5951	*243	6.3	4.1	83	*188	5.2	3.2	70	316	7.4	5.3	98	994	7.5	16.7	100
DYNASTY	A 11325	669	17.2	5.9	121	577	16.1	5.1	113	746	17.4	6.6	122	2076	15.7	18.3	110
FACTS OF LIFE	N 4512	*294	7.6	6.5	133	*177	4.9	3.9	87	*255	5.9	5.7	104	802	6.1	17.8	107
FALCON CREST	C 9215	532	13.7	5.8	118	507	14.2	5.5	122	466	10.9	5.1	93	1834	13.9	19.9	119
FALL GUY	A 8604	466	12.0	5.4	111	353	9.9	4.1	91	496	11.6	5.8	106	1332	10.1	15.5	93
FAMILY TIES	N 4179	*325	8.4	7.8	159	*256	7.1	6.1	136	*271	6.3	6.5	120	663	5.0	15.9	95
FANTASY ISLAND	A 4781	*232	6.0	4.9	99	*228	6.4	4.8	106	*227	5.3	4.7	88	844	6.4	17.7	106
FOULUPS, BLEEPERS & BLUNDERS	A 6697	*314	8.1	4.7	96	290	8.1	4.3	96	425	9.9	6.3	117	1033	7.8	15.4	93
FOUR SEASONS	C 3873	*238	6.1	6.1	125	*259	7.2	6.7	148	*241	5.6	6.2	115	578	4.4	14.9	90
GIMME A BREAK	N 4310	*296	7.6	6.9	140	*309	8.6	7.2	159	*299	7.0	6.9	128	720	5.5	16.7	100
HART TO HART	A 5751	330	8.5	5.7	117	234	6.5	4.1	90	308	7.2	5.4	99	924	7.0	16.1	96
HILL STREET BLUES	N 8568	425	10.9	5.0	101	296	8.3	3.5	76	425	9.9	5.0	92	1328	10.1	15.5	93
HOTEL	A 8801	543	14.0	6.2	126	408	11.4	4.6	103	595	13.9	6.8	125	1427	10.8	16.2	97
JEFFERSONS	C 6978	371	9.6	5.3	109	347	9.7	5.0	110	344	8.0	4.9	91	1189	9.0	17.0	102
JENNIFER SLEPT HERE	N 3021	*158	4.1	5.2	107	*110	3.1	3.6	81	*128	3.0	4.2	78	506	3.8	16.7	101
KATE & ALLIE	C 6811	281	7.2	4.1	84	341	9.5	5.0	111	340	7.9	5.0	92	1164	8.8	17.1	103
KNIGHT RIDER	N 5256	*285	7.3	5.4	111	*237	6.6	4.5	100	*235	5.5	4.5	83	968	7.3	18.4	111
LOVE BOAT	A 7174	345	8.9	4.8	98	335	9.4	4.7	103	396	9.2	5.5	102	1042	7.9	14.5	87
MAGNUM PI	C 10438	453	11.7	4.3	89	351	9.8	3.4	74	594	13.8	5.7	105	1858	14.1	17.8	107
MAMA'S FAMILY	N 3488	*168	4.3	4.8	98	*161	4.5	4.6	102	269	6.3	7.7	142	528	4.0	15.1	91
MASTER, THE	N 4127	*264	6.8	6.4	131	*149	4.2	3.6	80	*253	5.9	6.1	113	695	5.3	16.8	101
MATT HOUSTON	A 5978	304	7.8	5.1	104	326	9.1	5.5	121	324	7.5	5.4	100	1033	7.8	17.3	104
NBC MONDAY NIGHT MOVIE	N 10446	544	14.0	5.2	106	453	12.7	4.3	96	719	16.8	6.9	127	1685	12.8	16.1	97
NBC NIGHTLY NEWS	N 5571	225	5.8	4.0	82	212	5.9	3.8	84	324	7.5	5.8	107	934	7.1	16.8	101
NBC NIGHTLY NEWS-SAT	N 3675	*127	3.3	3.5	71	*167	4.7	4.5	101	*218	5.1	5.9	110	542	4.1	14.7	89
NBC NIGHTLY NEWS-SUN	N 2905	*171	4.4	5.9	120	*92	2.6	3.2	70	*145	3.4	5.0	92	487	3.7	16.8	101
NBC SUNDAY NIGHT MOVIE	N 8352	410	10.6	4.9	100	425	11.9	5.1	113	474	11.0	5.7	105	1504	11.4	18.0	108
NEWHART	C 6864	*254	6.5	3.7	76	322	9.0	4.7	104	340	7.9	5.0	91	1254	9.5	18.3	110
ONE DAY AT A TIME	C 3866	*272	7.0	7.0	144	*191	5.3	4.9	109	*169	3.9	4.4	81	759	5.7	19.6	118
PEOPLE ARE FUNNY	N 3956	*290	7.5	7.3	150	*165	4.6	4.2	92	*269	6.3	6.8	126	649	4.9	16.4	98
REAL PEOPLE	N 6305	355	9.1	5.6	115	270	7.5	4.3	95	358	8.3	5.7	105	1085	8.2	17.2	103
REMINGTON STEELE	N 5884	415	10.7	7.1	144	*152	4.2	2.6	57	287	6.7	4.9	90	1061	8.0	18.0	108
RIPTIDE	A 5706	234	6.0	4.1	84	*262	7.3	4.6	102	328	7.6	5.7	106	900	6.8	15.8	95
SCARECROW & MRS. KING	N 6202	338	8.7	5.4	111	*220	6.1	3.5	79	310	7.2	5.0	92	1138	8.6	18.3	110
SIMON & SIMON	C 6513	278	7.2	4.3	87	291	8.1	4.5	99	304	7.1	4.7	86	1107	8.4	17.0	102
60 MINUTES	C 8593	541	13.9	6.3	128	298	8.3	3.5	77	584	13.6	6.8	126	1571	11.9	18.3	110
ST. ELSEWHERE	C 13342	635	16.3	4.8	97	613	17.1	4.6	102	845	19.7	6.3	117	2313	17.5	17.3	104
THREE'S COMPANY	N 6029	261	6.7	4.3	88	215	6.0	3.6	79	451	10.5	7.5	138	1091	8.3	18.1	109
T.J. HOOKER	A 8565	462	11.9	5.4	110	383	10.7	4.5	99	457	10.6	5.3	99	1474	11.2	17.2	103
TONIGHT SHOW	A 7400	481	12.4	6.5	133	335	9.4	4.5	100	428							

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL VASELINE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	6117	100.0	7.7	100	8618	100.0	10.9	100	5783	100.0	7.3	100	18284	100.0	23.1	100
HOUSEHOLD HEADS	66405	5412	88.5	8.1	106	7066	82.0	10.6	98	4828	83.5	7.3	100	15460	84.6	23.3	101
18 - 24	13945	713	11.7	5.1	66	1616	18.8	11.6	107	1079	18.7	7.7	106	2874	15.7	20.6	89
25 - 34	19334	1439	23.5	7.4	96	1913	22.2	9.9	91	1650	28.5	8.5	117	4557	24.9	23.6	102
35 - 44	14196	1480	24.2	10.4	135	1614	18.7	11.4	105	1206	20.9	8.5	116	3310	18.1	23.3	101
45 - 54	10896	810	13.2	7.4	96	1328	15.4	12.2	112	703	12.2	6.5	88	2668	14.6	24.5	106
55 - 64	10378	915	15.0	8.8	114	1058	12.3	10.2	94	651	11.3	6.3	86	2505	13.7	24.1	105
65 OR OLDER	10514	760	12.4	7.2	94	1091	12.7	10.4	95	494	8.5	4.7	64	2369	13.0	22.5	98
18 - 34	33279	2152	35.2	6.5	84	3529	40.9	10.6	98	2729	47.2	8.2	112	7431	40.6	22.3	97
18 - 49	52904	4120	67.4	7.8	101	5811	67.4	11.0	101	4295	74.3	8.1	111	12106	66.2	22.9	99
25 - 54	44426	3729	61.0	8.4	109	4854	56.3	10.9	100	3558	61.5	8.0	110	10535	57.6	23.7	103
35 - 49	19625	1969	32.2	10.0	130	2282	26.5	11.6	107	1566	27.1	8.0	109	4675	25.6	23.8	103
50 OR OLDER	26359	1996	32.6	7.6	98	2808	32.6	10.7	98	1488	25.7	5.6	77	6177	33.8	23.4	102
GRADUATED COLLEGE	15982	772	12.6	4.8	63	1052	12.2	6.6	61	946	16.4	5.9	81	3464	18.9	21.7	94
ATTENDED COLLEGE	13629	706	11.5	5.2	67	1240	14.4	9.1	84	979	16.9	7.2	98	2970	16.2	21.8	94
GRADUATED HIGH SCHOOL	28591	2532	41.4	8.9	115	3397	39.4	11.9	109	2124	36.7	7.4	102	7028	38.4	24.6	107
DID NOT GRADUATE HIGH SCHOOL	21061	2107	34.4	10.0	130	2929	34.0	13.9	128	1734	30.0	8.2	113	4822	26.4	22.9	99
EMPLOYED FULL-TIME	52316	4030	65.9	7.7	100	5386	62.5	10.3	95	3805	65.8	7.3	100	12040	65.8	23.0	100
EMPLOYED PART-TIME	4113	*260	4.3	6.3	82	*413	4.8	10.0	92	*328	5.7	8.0	109	793	4.3	19.3	84
NOT EMPLOYED	22834	1827	29.9	8.0	104	2820	32.7	12.4	114	1650	28.5	7.2	99	5451	29.8	23.9	103
PROFESSIONAL/MANAGER	15034	822	13.4	5.5	71	1221	14.2	8.1	75	770	13.3	5.1	70	3515	19.2	23.4	101
TECH/CLERICAL/SALES	11255	794	13.0	7.1	91	1018	11.8	9.0	83	728	12.6	6.5	89	2449	13.4	21.8	94
PRECISION/CRAFT	11607	963	15.7	8.3	108	1244	14.4	10.7	99	1074	18.6	9.3	127	2708	14.8	23.3	101
OTHER EMPLOYED	18534	1711	28.0	9.2	120	2316	26.9	12.5	115	1560	27.0	8.4	115	4161	22.8	22.5	97
SINGLE	19562	959	15.7	4.9	64	2276	26.4	11.6	107	1511	26.1	7.7	106	4336	23.7	22.2	96
MARRIED	51896	4727	77.3	9.1	118	5448	63.2	10.5	97	3766	65.1	7.3	99	12274	67.1	23.7	103
DIVORCED/SEPARATED/WIDOWED	7804	*430	7.0	5.5	71	895	10.4	11.5	105	*506	8.7	6.5	89	1673	9.2	21.4	93
PARENTS	25372	2734	44.7	10.8	140	2708	31.4	10.7	98	2325	40.2	9.2	126	6129	33.5	24.2	105
WHITE	69658	5053	82.6	7.3	94	6868	79.7	9.9	91	4780	82.7	6.9	94	15636	85.5	22.4	97
BLACK	7909	1022	16.7	12.9	167	1579	18.3	20.0	184	891	15.4	11.3	154	2346	12.8	29.7	129
OTHER	1696	**41	0.7	2.4	31	**172	2.0	10.1	93	**112	1.9	6.6	91	*301	1.6	17.7	77
NORTHEAST-CENSUS	17202	961	15.7	5.6	72	1095	12.7	6.4	59	943	16.3	5.5	75	3186	17.4	18.5	80
NORTH CENTRAL	20461	1615	26.4	7.9	102	2058	23.9	10.1	93	1269	21.9	6.2	85	4703	25.7	23.0	100
SOUTH	26695	2713	44.4	10.2	132	3609	41.9	13.5	124	2311	40.0	8.7	119	6681	36.5	25.0	108
WEST	14906	827	13.5	5.5	72	1856	21.5	12.5	115	1261	21.8	8.5	116	3714	20.3	24.9	108
NORTHEAST-MKTG.	17962	1052	17.2	5.9	76	1215	14.1	6.8	62	973	16.8	5.4	74	3052	16.7	17.0	74
EAST CENTRAL	11741	900	14.7	7.7	99	1173	13.6	10.0	92	627	10.8	5.3	73	2541	13.9	21.6	94
WEST CENTRAL	13518	1067	17.4	7.9	102	1360	15.8	10.1	93	896	15.5	6.6	91	3427	18.7	25.4	110
SOUTH	23168	2428	39.7	10.5	136	3392	39.4	14.6	135	2199	38.0	9.5	130	6155	33.7	26.6	115
PACIFIC	12874	671	11.0	5.2	68	1478	17.2	11.5	106	1088	18.8	8.5	116	3109	17.0	24.1	105
COUNTY SIZE A	32596	1728	28.2	5.3	69	3292	38.2	10.1	93	2266	39.2	7.0	95	6995	38.3	21.5	93
COUNTY SIZE B	23814	1901	31.1	8.0	103	2647	30.7	11.1	102	1702	29.4	7.1	98	5349	29.3	22.5	97
COUNTY SIZE C	12663	1172	19.2	9.3	120	1184	13.7	9.4	86	930	16.1	7.3	101	3142	17.2	24.8	108
COUNTY SIZE D	10190	1316	21.5	12.9	167	1496	17.4	14.7	135	885	15.3	8.7	119	2797	15.3	27.4	119
METRO CENTRAL CITY	23190	1374	22.5	5.9	77	2524	29.3	10.9	100	2068	35.8	8.9	122	5333	29.2	23.0	100
METRO SUBURBAN	36920	2713	44.4	7.3	95	3749	43.5	10.2	93	2271	39.3	6.2	84	7924	43.3	21.5	93
NON METRO	19152	2030	33.2	10.6	137	2345	27.2	12.2	113	1444	25.0	7.5	103	5026	27.5	26.2	114
TOP 5 ADI'S	18703	991	16.2	5.3	69	1930	22.4	10.3	95	1503	26.0	8.0	110	4087	22.4	21.9	95
TOP 10 ADI'S	26158	1358	22.2	5.2	67	2566	29.8	9.8	90	1854	32.1	7.1	97	5327	29.1	20.4	88
TOP 20 ADI'S	36612	2052	33.5	5.6	73	3476	40.3	9.5	87	2515	43.5	6.9	94	7741	42.3	21.1	92
HSGLD INC. \$50,000 OR MORE	9326	*442	7.2	4.7	61	749	8.7	8.0	74	*547	9.5	5.9	80	1844	10.1	19.8	86
\$40,000 OR MORE	18002	844	13.8	4.7	61	1450	16.8	8.1	74	1144	19.8	6.4	87	3682	20.1	20.5	89
\$30,000 OR MORE	31361	1876	30.7	6.0	78	2810	32.6	9.0	82	2111	36.5	6.7	92	6877	37.6	21.9	95
\$25,000 OR MORE	39858	2343	38.3	5.9	76	3600	41.8	9.0	83	2782	48.1	7.0	96	8886	48.6	22.3	97
\$20,000 - \$24,999	8664	784	12.8	9.0	117	1077	12.5	12.4	114	530	9.2	6.1	84	2056	11.2	23.7	103
\$15,000 - \$19,999	7964	590	9.6	7.4	96	914	10.6	11.5	106	*466	8.1	5.9	80	1933	10.6	24.3	105
\$10,000 - \$14,999	11093	1094	17.9	9.9	128	1319	15.3	11.9	109	784	13.6	7.1	97	2622	14.3	23.6	102
UNDER \$10,000	11683	1305	21.3	11.2	145	1708	19.8	14.6	134	1220	21.1	10.4	143	2787	15.2	23.9	103
HOUSEHOLD OF 1 PERSON	7453	*231	3.8	3.1	40	685	7.9	9.2	85	412	7.1	5.5	76	1454	8.0	19.5	85
2 PEOPLE	24757	1783	29.1	7.2	93	2421	28.1	9.8	90	1584	27.4	6.4	88	5983	32.7	24.2	105
3 OR 4 PEOPLE	32682	2845	46.5	8.7	113	3707	43.0	11.3	104	2459	42.5	7.5	103	7456	40.8	22.8	99
5 OR MORE PEOPLE	14370	1258	20.6	8.8	113	1805	20.9	12.6	116	1328	23.0	9.2	127	3391	18.5	23.6	102
NO CHILD IN HSHLD	46768	2941	48.1	6.3	81	4901	56.9	10.5	96	2823	48.8	6.0	83	10497	57.4	22.4	97
CHILD(REN) UNDER 2 YRS	4799	*362	5.9	7.5	98	*548	6.4	11.4	105	*498	8.6	10.4	142	1182	6.5	24.6	107
2 - 5 YEARS	11125	985	16.1	8.9	115	1332	15.5	12.0	110	1077	18.6	9.7	133	2787	15.2	25.1	109
6 - 11 YEARS	14193	1450	23.7	10.2	132	1869	21.7	13.2	121	1333	23.1	9.4	129	3573	19.5	25.2	109
12 - 17 YEARS	17402	1827	29.9	10.5	136	2036	23.6	11.7	108	1440	24.9	8.3	113	3977	21.8	22.9	99
RESIDENCE OWNED	56398	4650	76.0	8.2	107	5835	67.7	10.3	95	3613	62.5	6.4	88	13054	71.4	23.1	100
VALUE: \$50,000 OR MORE	34811	2178	35.6	6.3	81	3094	35.9	8.9	82	2188	37.8	6.3	86	7782	42.6	22.4	97
VALUE: UNDER \$50,000	21587	2472	40.4	11.5	148	2740	31.8	12.7	117	1425	24.6	6.6	90	5272	28.8	24.4	106

HAND & BODY CREAM, LOTION OR OIL: BRANDS
(MALES)

		TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL VASELINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	6117	100.0	7.7	100	8618	100.0	10.9	100	5783	100.0	7.3	100	18284	100.0	23.1	100
MAGAZINES	QUINTILE 1	16033	1222	20.0	7.6	99	1678	19.5	10.5	96	1334	23.1	8.3	114	4137	22.6	25.8	112
	QUINTILE 2	15354	839	13.7	5.5	71	1557	18.1	10.1	93	1096	19.0	7.1	98	3663	20.0	23.9	103
	QUINTILE 3	15888	1134	18.5	7.1	92	1868	21.7	11.8	108	1139	19.7	7.2	98	3441	18.8	21.7	94
	QUINTILE 4	1/310	1338	21.9	7.7	100	1865	21.6	10.8	99	1162	20.1	6.7	92	3939	21.5	22.8	99
	QUINTILE 5	14677	1584	25.9	10.8	140	1651	19.2	11.2	103	1053	18.2	7.2	98	3103	17.0	21.1	92
NEWSPAPERS	QUINTILE 1	15277	934	15.3	6.1	79	1169	13.6	7.7	70	1003	17.3	6.6	90	3406	18.6	22.3	97
	QUINTILE 2	22745	1664	27.2	7.3	95	2301	26.7	10.1	93	1420	24.6	6.2	86	4896	26.8	21.5	93
	QUINTILE 3	10692	910	14.9	8.5	110	1265	14.7	11.8	109	972	16.8	9.1	125	2628	14.4	24.6	107
	QUINTILE 4	11646	901	14.7	7.7	100	1354	15.7	11.6	107	786	13.6	6.7	93	2776	15.2	23.8	103
	QUINTILE 5	18903	1709	27.9	9.0	117	2530	29.4	13.4	123	1602	27.7	8.5	116	4579	25.0	24.2	105
OUTDOOR	QUINTILE 1	16620	1245	20.4	7.5	97	1632	18.9	9.8	90	1301	22.5	7.8	107	3858	21.1	23.2	101
	QUINTILE 2	16377	1097	17.9	6.7	87	2004	23.3	12.2	113	1161	20.1	7.1	97	4083	22.3	24.9	108
	QUINTILE 3	15995	1372	22.4	8.6	111	1702	19.7	10.6	98	1345	23.3	8.4	115	3464	18.9	21.7	94
	QUINTILE 4	15592	1194	19.5	7.7	99	1807	21.0	11.6	107	1051	18.2	6.7	92	3708	20.3	23.8	103
	QUINTILE 5	14679	1209	19.8	8.2	107	1474	17.1	10.0	92	924	16.0	6.3	86	3171	17.3	21.6	94
RADIO-DRIVE TIME	QUINTILE 1	15746	1280	20.9	8.1	105	1722	20.0	10.9	101	1213	21.0	7.7	106	3706	20.3	23.5	102
	QUINTILE 2	15067	1149	18.8	7.6	99	1584	18.4	10.5	97	1224	21.2	8.1	111	3781	20.7	25.1	109
	QUINTILE 3	15631	1168	19.1	7.5	97	1798	20.9	11.5	106	1007	17.4	6.4	88	3414	18.7	21.8	95
	QUINTILE 4	16245	1219	19.9	7.5	97	1848	21.4	11.4	105	1267	21.9	7.8	107	3549	19.4	21.8	95
	QUINTILE 5	16573	1301	21.3	7.9	102	1666	19.3	10.1	92	1071	18.5	6.5	89	3833	21.0	23.1	100
RADIO-MID- DAY	TERCILE 1	21788	1808	29.6	8.3	108	2377	27.6	10.9	100	1765	30.5	8.1	111	5134	28.1	23.6	102
	TERCILE 2	21151	1485	24.3	7.0	91	2096	24.3	9.9	91	1343	23.2	6.3	87	4510	24.7	21.3	92
	TERCILE 3	36323	2824	46.2	7.8	101	4146	48.1	11.4	105	2675	46.3	7.4	101	8639	47.2	23.8	103
RADIO-TOTAL	QUINTILE 1	15977	1284	21.0	8.0	104	1730	20.1	10.8	100	1397	24.2	8.7	120	3697	20.2	23.1	100
	QUINTILE 2	15923	1110	18.1	7.0	90	1654	19.2	10.4	96	1149	19.9	7.2	99	3696	20.2	23.2	101
	QUINTILE 3	14980	1009	16.5	6.7	87	1582	18.4	10.6	97	1043	18.0	7.0	95	3452	18.9	23.0	100
	QUINTILE 4	17123	1559	25.5	9.1	118	1983	23.0	11.6	107	1154	20.0	6.7	92	3681	20.1	21.5	93
	QUINTILE 5	15260	1155	18.9	7.6	98	1670	19.4	10.9	101	1040	18.0	6.8	93	3757	20.5	24.6	107
TV-PRIME TIME	QUINTILE 1	15674	1374	22.5	8.8	114	1831	21.2	11.7	107	1094	18.9	7.0	96	3675	20.1	23.4	102
	QUINTILE 2	15944	1156	18.9	7.3	94	1661	19.3	10.4	96	1117	19.3	7.0	96	3891	21.3	24.4	106
	QUINTILE 3	16037	1168	19.1	7.3	94	1763	20.5	11.0	101	1159	20.0	7.2	99	4132	22.6	25.8	112
	QUINTILE 4	15412	1054	17.2	6.8	89	1516	17.6	9.8	90	1233	21.3	8.0	110	3352	18.3	21.7	94
	QUINTILE 5	16194	1365	22.3	8.4	109	1848	21.4	11.4	105	1180	20.4	7.3	100	3234	17.7	20.0	87
TV-DAYTIME	TERCILE 1	19156	1520	24.8	7.9	103	2233	25.9	11.7	107	1455	25.2	7.6	104	4560	24.9	23.8	103
	TERCILE 2	19343	1673	27.4	8.6	112	2072	24.0	10.7	99	1258	21.8	6.5	89	4527	24.8	23.4	101
	TERCILE 3	40764	2924	47.8	7.2	93	4314	50.1	10.6	97	3070	53.1	7.5	103	9197	50.3	22.6	98
TV-TOTAL	QUINTILE 1	15844	1321	21.6	8.3	108	1849	21.5	11.7	107	1192	20.6	7.5	103	3779	20.7	23.9	103
	QUINTILE 2	15767	1492	24.4	9.5	123	1677	19.5	10.6	98	1177	20.4	7.5	102	3995	21.8	25.3	110
	QUINTILE 3	15775	1139	18.6	7.2	94	1648	19.1	10.4	96	1002	17.3	6.4	87	3521	19.3	22.3	97
	QUINTILE 4	15903	997	16.3	6.3	81	1737	20.2	10.9	100	1131	19.6	7.1	97	3634	19.9	22.9	99
	QUINTILE 5	15974	1169	19.1	7.3	95	1709	19.8	10.7	98	1282	22.2	8.0	110	3355	18.3	21.0	91
MAGAZINES-NEWSPAPERS: DUAL		21225	1212	19.8	5.7	74	1899	22.0	8.9	82	1561	27.0	7.4	101	5222	28.6	24.6	107
MAGAZINE IMPERATIVE		17728	1444	23.6	8.1	106	2435	28.3	13.7	126	1516	26.2	8.6	117	4504	24.6	25.4	110
NEWSPAPER IMPERATIVE		22987	1890	30.9	8.2	107	2274	26.4	9.9	91	1412	24.4	6.1	84	4666	25.5	20.3	88
MAGAZINES-OUTDOOR: DUAL		16244	1028	16.8	6.3	82	1579	18.3	9.7	89	1233	21.3	7.6	104	3858	21.1	23.8	103
MAGAZINE IMPERATIVE		24016	1665	27.2	6.9	90	2501	29.0	10.4	96	1807	31.2	7.5	103	5641	30.9	23.5	102
OUTDOOR IMPERATIVE		26020	2192	35.8	8.4	109	3065	35.6	11.8	108	2023	35.0	7.8	107	5949	32.5	22.9	99
MAGAZINES-RADIO: DUAL		16918	1066	17.4	6.3	82	1576	18.3	9.3	86	1488	25.7	8.8	121	4065	22.2	24.0	104
MAGAZINE IMPERATIVE		23456	1644	26.9	7.0	91	2795	32.4	11.9	110	1582	27.4	6.7	92	5724	31.3	24.4	106
RADIO IMPERATIVE		23900	1990	32.5	8.3	108	2731	31.7	11.4	105	1740	30.1	7.3	100	5240	28.7	21.9	95
MAGAZINES-TELEVISION: DUAL		15791	1090	17.8	6.9	89	1740	20.2	11.0	101	1137	19.7	7.2	99	4106	22.5	26.0	113
MAGAZINE IMPERATIVE		25476	1626	26.6	6.4	83	2642	30.7	10.4	95	1964	34.0	7.7	106	5745	31.4	22.6	98
TELEVISION IMPERATIVE		25744	2483	40.6	9.6	125	2825	32.8	11.0	101	1919	33.2	7.5	102	5756	31.5	22.4	97
NEWSPAPERS-OUTDOOR: DUAL		17628	1418	23.2	8.0	104	1620	18.8	9.2	85	1336	23.1	7.6	104	4023	22.0	22.8	99
NEWSPAPER IMPERATIVE		26414	1887	30.8	7.1	93	2526	29.3	9.6	88	1664	28.8	6.3	86	5675	31.0	21.5	93
OUTDOOR IMPERATIVE		23059	1762	28.8	7.6	99	3010	34.9	13.1	120	1910	33.0	8.3	114	5633	30.8	24.4	106
NEWSPAPERS-RADIO: DUAL		17996	1062	17.4	5.9	76	1590	18.4	8.8	81	1278	22.1	7.1	97	3909	21.4	21.7	94
NEWSPAPER IMPERATIVE		26269	2021	33.0	7.7	100	2682	31.1	10.2	94	1689	29.2	6.4	88	5878	32.1	22.4	97
RADIO IMPERATIVE		21342	1833	30.0	8.6	111	2760	32.0	12.9	119	1811	31.3	8.5	116	5304	29.0	24.9	108
NEWSPAPERS-TELEVISION: DUAL		17359	1277	20.9	7.4	95	1580	18.3	9.1	84	1032	17.8	5.9	81	4099	22.4	23.6	102
NEWSPAPER IMPERATIVE		26889	1688	27.6	6.3	81	2594	30.1	9.6	89	1946	33.7	7.2	99	5704	31.2	21.2	92
TELEVISION IMPERATIVE		21698	2146	35.1	9.9	128	2808	32.6	12.9	119	1863	32.2	8.6	118	5489	30.0	25.3	110
OUTDOOR-RADIO: DUAL		16456	1177	19.2	7.2	93	1874	21.7	11.4	105	1513	26.2	9.2	126	3923	21.5	23.8	103
OUTDOOR IMPERATIVE		25870	2006	32.8	7.8	100	</											

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL VASELINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL MALES	79263	6117	100.0	7.7	100	8618	100.0	10.9	100	5783	100.0	7.3	100	18284	100.0	23.1	100
ATLANTIC MONTHLY	452	**13	0.2	2.9	37	**35	0.4	7.7	71	**24	0.4	5.3	73	**160	0.9	35.4	153
BARRON'S	1058	**17	0.3	1.6	21	**37	0.4	3.5	32	**106	1.8	10.0	137	**293	1.6	27.7	120
BETTER HOMES & GARDENS	4773	416	6.8	8.7	113	632	7.3	13.2	122	429	7.4	9.0	123	1354	7.4	28.4	123
BON APPETIT	1037	**92	1.5	8.9	115	**121	1.4	11.7	107	**87	1.5	8.4	115	319	1.7	30.8	133
BUSINESS WEEK	3193	**22	3.6	7.0	90	319	3.7	10.0	92	**286	4.9	9.0	123	857	4.7	26.8	116
CAR AND DRIVER	2705	**237	3.9	8.8	114	**230	2.7	8.5	78	**208	3.6	7.7	105	839	4.6	31.0	134
CBS MAGAZINE NETWORK (GROSS)	5678	**307	5.0	5.4	70	553	6.4	9.7	90	504	8.7	8.9	122	1787	9.8	31.5	136
CHANGING TIMES	1847	**100	1.6	5.4	70	**198	2.3	10.7	99	**218	3.8	11.8	162	596	3.3	32.3	140
COLONIAL HOMES	492	**35	0.6	7.1	92	**30	0.3	6.1	56	**60	1.0	12.2	167	**163	0.9	33.1	144
CONDE NAST MAG. PKG. (GROSS)	2066	**70	1.1	3.4	44	**154	1.8	7.5	69	**243	4.2	11.8	161	693	3.8	33.5	145
CONSUMERS DIGEST	1719	**140	2.3	8.1	106	**222	2.6	12.9	119	**184	3.2	10.7	147	498	2.7	29.0	126
COSMOPOLITAN	1762	**125	2.0	7.1	92	**182	2.1	10.3	95	**184	3.2	10.4	143	517	2.8	29.3	127
COUNTRY LIVING	1110	**69	1.1	6.2	81	**73	0.8	6.6	60	**47	0.8	4.2	58	319	1.7	28.7	125
CUISINE	660	**41	0.7	6.2	80	**65	0.8	9.8	91	**75	1.3	11.4	156	**219	1.2	33.2	144
CYCLE WORLD	1924	**125	2.0	6.5	84	**163	1.9	8.5	78	**175	3.0	9.1	125	608	3.3	31.6	137
DCI:CREATIVE IDEAS FOR LIV	437	**42	0.7	9.6	125	**72	0.8	16.5	152	**41	0.7	9.4	129	**131	0.7	30.0	130
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**248	4.1	10.0	129	302	3.5	12.1	112	**217	3.8	8.7	119	688	3.8	27.6	120
DISCOVER	1279	**103	1.7	8.1	104	**158	1.8	12.4	114	**132	2.3	10.3	141	341	1.9	26.7	116
EBONY	2898	298	4.9	10.3	133	658	7.6	22.7	209	314	5.4	10.8	149	820	4.5	28.3	123
ESQUIRE	1384	**70	1.1	5.1	46	**102	1.2	7.4	68	**173	3.0	12.5	171	424	2.3	30.6	133
ESSENCE	850	**134	2.2	15.8	204	**173	2.0	20.4	187	**121	2.1	14.2	195	363	2.0	42.7	185
FAMILY CIRCLE	2430	**243	4.0	10.0	130	266	3.1	10.9	101	**174	3.0	7.2	98	803	4.4	33.0	143
THE FAMILY HANDYMAN	2356	**173	2.8	7.3	95	**262	3.0	11.1	102	**195	3.4	8.3	113	861	4.7	36.5	158
FAMILY WEEKLY	11533	953	15.6	8.3	107	1229	14.3	10.7	98	724	12.5	6.3	86	2679	14.7	23.2	101
FIELD & STREAM	7444	665	10.9	8.9	116	759	8.8	10.2	94	661	11.4	8.9	122	1806	9.9	24.3	105
FOOD & WINE	416	**34	0.6	8.2	106	**35	0.4	8.4	77	**47	0.8	11.3	155	**92	0.5	22.1	96
FORBES	1865	**57	0.9	3.1	40	**117	1.4	6.3	58	**148	2.6	7.9	109	490	2.7	26.3	114
FORTUNE	1849	**86	1.4	4.7	60	**167	1.9	9.0	83	**128	2.2	6.9	95	539	2.9	29.2	126
GENTLEMEN'S QUARTERLY	2284	**113	1.8	4.9	64	307	3.6	13.4	124	**261	4.5	11.4	157	698	3.8	30.6	132
GLAMOUR	538	**32	0.5	5.9	77	**46	0.5	8.6	79	**38	0.7	7.1	97	**173	0.9	32.2	139
GOLF DIGEST	1649	**85	1.4	5.2	67	**138	1.6	8.4	77	**73	1.3	4.4	61	323	1.8	19.6	85
GOLF DIGEST/TENNIS (GROSS)	2294	**132	2.2	5.8	75	186	2.2	8.1	75	**108	1.9	4.7	65	540	3.0	23.5	102
GOLF MAGAZINE	1577	**68	1.1	4.3	56	**170	2.0	10.8	99	**151	2.6	9.6	131	360	2.0	22.8	99
GOLF MAGAZINE/SKI (GROSS)	2487	**94	1.5	3.8	49	251	2.9	10.1	93	**218	3.8	8.8	120	638	3.5	25.7	111
GOOD HOUSEKEEPING	2569	249	4.1	9.7	126	283	3.3	11.0	101	**233	4.0	9.1	124	727	4.0	28.3	123
HARPER'S BAZAAR	431	**28	0.5	6.5	84	**37	0.4	8.6	79	**33	0.6	7.7	105	**139	0.8	32.3	140
HEALTH	788	**70	1.1	8.9	115	**93	1.1	11.8	109	**135	2.3	17.1	235	**274	1.5	34.8	151
HEARST MAG CORP. BUY (GROSS)	18781	1515	24.8	8.1	105	1621	18.8	8.6	79	1561	27.0	8.3	114	5322	29.1	28.3	123
HEARST MAN POWER (GROSS)	9169	707	11.6	7.7	100	759	8.8	8.3	76	750	13.0	8.2	112	2399	13.1	26.2	113
HEARST WOMAN POWER (GROSS)	5452	452	7.4	8.3	107	546	6.3	10.0	92	509	8.8	9.3	128	1561	8.5	28.6	124
HOUSE BEAUTIFUL	1020	**122	2.0	12.0	155	**94	1.1	9.2	85	**114	2.0	11.2	153	314	1.7	30.8	133
INC.	993	**34	0.6	3.4	44	**70	0.8	7.0	65	**77	1.3	7.8	106	**277	1.5	27.9	121
JET	2808	258	4.2	9.2	119	634	7.4	22.6	208	346	6.0	12.3	169	822	4.5	29.3	127
LADIES' HOME JOURNAL	1868	**120	2.0	6.4	83	**248	2.9	13.3	122	**175	3.0	9.4	128	514	2.8	27.5	119
LHJ FAMILY GRP COMBO(GROSS)	3582	**233	3.8	6.5	84	470	5.5	13.1	121	462	8.0	12.9	177	1102	6.0	30.8	133
LIFE	4817	374	6.1	7.8	101	496	5.8	10.3	95	499	8.6	10.4	142	1166	6.4	24.2	105
L.A. TIMES HOME MAGAZINE	1465	**30	0.5	2.0	27	**178	2.1	12.2	112	**137	2.4	9.4	128	326	1.8	22.3	96
MADAMEISSELLE	460	**3	0.0	0.7	8	**48	0.6	10.4	96	**45	0.8	9.8	134	**161	0.9	35.0	152
MC CALL'S	1764	**165	2.7	9.4	121	314	3.6	17.8	164	**138	2.4	7.8	107	661	3.6	37.5	162
MC CALL'S/WRK MOTHER (GROSS)	2062	**195	3.2	9.5	123	327	3.8	15.9	146	**184	3.2	8.9	122	796	4.4	38.6	167
MECHANIX ILLUSTRATED	3625	**329	5.4	9.1	118	420	4.9	11.6	107	401	6.9	11.1	152	1200	6.6	33.1	144
METROPOLITAN HOME	495	**40	0.7	8.1	105	**31	0.4	6.3	58	**40	0.7	8.1	111	**139	0.8	28.1	122
MONEY	3017	**261	4.3	8.7	112	345	4.0	11.4	105	**203	3.5	6.7	92	771	4.2	25.6	111
MOTHER EARTH NEWS	1203	**95	0.9	4.6	59	**112	1.3	9.3	86	**93	1.6	7.7	106	420	2.3	34.9	151
MS.	*257	**95	0.1	1.9	25	**26	0.3	10.1	93	**20	0.3	7.8	107	**175	1.0	68.1	295
NATIONAL ENQUIRER	6921	512	8.4	7.4	96	958	11.1	13.8	127	567	9.8	8.2	112	1718	9.4	24.8	108
NATIONAL GEOGRAPHIC	11626	734	12.0	6.3	82	938	10.9	8.1	74	957	16.5	8.2	113	2809	15.4	24.2	105
NATIONAL SUNDAY MAGAZINE PKG	49424	3555	58.1	7.2	93	4831	56.1	9.8	90	3279	56.7	6.6	91	11210	61.3	22.7	98
NATURAL HISTORY	753	**45	0.7	6.0	77	**65	0.8	8.6	79	**107	1.9	14.2	195	*304	1.7	40.4	175
NEW WOMAN	*296	**9	0.1	3.0	39	**35	0.4	11.8	109	**69	1.2	23.3	320	**235	1.3	79.4	344
NEW YORK INCLUDING CUE	541	**56	0.9	10.4	134	**23	0.3	4.3	39	**33	0.6	6.1	84	*172	0.9	31.8	138
THE NEW YORKER	1078	**51	0.8	4.7	61	**52	0.6	4.8	44	**72	1.2	6.7	92	303	1.7	28.1	122
NEWSWEEK	9602	565	9.2	5.9	76	979	11.4	10.2	94	772	13.3	8.0	110	2533	13.9	26.4	114
THE N.Y. TIMES DAILY EDITION	1376	**64	1.0	4.7	60	**115	1.3	8.4	77	**49	0.8	3.6	49	246	1.3	17.9	78
THE N.Y. TIMES MAGAZINE	2110	**77	1.3	3.6	47	**156	1.8	7.4	68	**113	2.0	5.4	73	454	2.5	21.5	93
OMNI	1927	**110	1.8	5.7	74	**187	2.2	9.7	89	*206	3.6	10.7	147	512	2.8	26.6	115
ON CABLE	911	**78	1.3	8.6	111	*103	1.2	11.3	104	**96	1.7	10.5	144	*200	1.1	22.0	95
1001 HOME IDEAS	927	**42	0.7	4.5	59	**129	1.5	13.9	128	*151	2.6	16.3	223	*313	1.7	33.8	146
ORGANIC GARDENING	1430	*85	1.4	5.9	77	*130	1.5	9.1	84	**88	1.5	6.2	84	502	2.7	35.1	152
OUTDOOR LIFE	4064	397	6.5	9.8	127	374	4.3	9.2	85	408	7.1	10.0	138	1018	5.6	25.0	109
PARADE MAGAZINE	24538	1800	29.4	7.3	95	2389	27.7	9.7	90	1630	28.2	6.6	91	5694	31.1	23.2	101

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL VASELINE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	6117	100.0	7.7	100	8618	100.0	10.9	100	5783	100.0	7.3	100	18284	100.0	23.1	100
PARENTS	1126	**135	2.2	12.0	155	**118	1.4	10.5	96	**158	2.7	14.0	192	*237	1.3	21.0	91
PENTHOUSE	4157	*217	3.5	5.2	68	476	5.5	11.5	105	452	7.8	10.9	149	949	5.2	22.8	99
PEOPLE	7591	484	7.9	6.4	83	783	9.1	10.3	95	667	11.5	8.8	120	1975	10.8	26.0	113
PLAYBOY	8379	574	9.4	6.9	89	971	11.3	11.6	107	678	11.7	8.1	111	1951	10.7	23.3	101
POPULAR HOT RODDING	2110	**150	2.5	7.1	92	*169	2.0	8.0	74	*196	3.4	9.3	127	654	3.6	31.0	134
POPULAR MECHANICS	4850	386	6.3	8.0	103	458	5.3	9.4	87	448	7.7	9.2	127	1365	7.5	28.1	122
POPULAR SCIENCE	3397	*251	4.1	7.4	96	360	4.2	10.6	97	*272	4.7	8.0	110	900	4.9	26.5	115
PREVENTION	1720	**81	1.3	4.7	61	*165	1.9	9.6	88	**132	2.3	7.7	105	469	2.6	27.3	118
PSYCHOLOGY TODAY	1344	*337	0.6	2.8	36	**119	1.4	8.9	81	*140	2.4	10.4	143	328	1.8	24.4	106
READER'S DIGEST	16016	1235	20.2	7.7	100	1765	20.5	11.0	101	1209	20.9	7.5	103	4095	22.4	25.6	111
REDBOOK	1121	**79	1.3	7.0	91	**81	0.9	7.2	66	**91	1.6	8.1	111	*316	1.7	28.2	122
ROAD & TRACK	2161	**88	1.4	4.1	53	*188	2.2	8.7	80	*224	3.9	10.4	142	497	2.7	23.0	100
ROLLING STONE	1948	**142	2.3	7.3	94	*182	2.1	9.3	86	*120	2.1	6.2	84	463	2.5	23.8	103
RUNNER'S WORLD	899	**61	1.0	6.8	88	*59	0.7	6.6	60	*79	1.4	8.8	120	*244	1.3	27.1	118
SATURDAY EVENING POST	841	**59	1.0	7.0	91	*107	1.2	12.7	117	*111	1.9	13.2	181	*291	1.6	34.6	150
SCIENCE 84	841	**82	1.3	9.8	126	*107	1.2	12.7	117	*97	1.7	11.5	158	*242	1.3	28.8	125
SCIENCE DIGEST	1194	**103	1.7	8.6	112	*59	0.7	4.9	45	*86	1.5	7.2	99	*302	1.7	25.3	110
SCIENTIFIC AMERICAN	1379	**98	1.6	7.1	92	*56	0.6	4.1	37	*72	1.2	5.2	72	*266	1.5	19.3	84
SELF	436	**13	0.2	3.0	39	*13	0.2	3.0	27	*98	1.7	22.5	308	*140	0.8	32.1	139
SEVENTEEN	614	**73	1.2	11.9	154	*85	1.0	13.8	127	*116	2.0	18.9	259	*280	1.5	45.6	198
SKI	910	**27	0.4	3.0	38	*80	0.9	8.8	81	*67	1.2	7.4	101	279	1.5	30.7	133
SMITHSONIAN	2937	*122	2.0	4.2	54	216	2.5	7.4	68	*215	3.7	7.3	100	704	3.9	24.0	104
SOAP OPERA DIGEST	545	*36	0.6	6.6	86	*67	0.8	12.3	113	*70	1.2	12.8	176	*198	1.1	36.3	157
SOUTHERN LIVING	2054	*206	3.4	10.0	130	*230	2.7	11.2	103	*176	3.0	8.6	117	557	3.0	27.1	118
SPORT	2799	*221	3.6	7.9	102	368	4.3	13.1	121	*274	4.7	9.8	134	851	4.7	30.4	132
THE SPORTING NEWS	1938	**106	1.7	5.5	71	*169	2.0	8.7	80	*207	3.6	10.7	146	455	2.5	23.5	102
SPORTS AFIELD	3125	*218	3.6	7.0	90	243	2.8	7.8	72	*216	3.7	6.9	95	732	4.0	23.4	102
SPORTS ILLUSTRATED	11159	713	11.7	6.4	83	1177	13.7	10.5	97	775	13.4	6.9	95	2533	13.9	22.7	98
STAR	4095	353	5.8	8.6	112	542	6.3	13.2	122	350	6.1	8.5	117	923	5.0	22.5	98
SUNDAY	25169	1430	23.4	5.7	74	2116	24.6	8.4	77	1675	29.0	6.7	91	5250	28.7	20.9	90
SUNSET	1294	**61	1.0	4.7	61	*62	0.7	4.8	44	*78	1.3	6.0	83	382	2.1	29.5	128
TV GUIDE	18508	1473	24.1	8.0	103	1908	22.1	10.3	95	1678	29.0	9.1	124	4613	25.2	24.9	108
TENNIS	645	*47	0.8	7.3	94	*48	0.6	7.4	68	*35	0.6	5.4	74	*217	1.2	33.6	146
TIME	12124	721	11.8	5.9	77	1241	14.4	10.2	94	1002	17.3	8.3	113	2999	16.4	24.7	107
TOWN & COUNTRY	493	*42	0.7	8.5	110	*11	0.1	2.2	21	*34	0.6	6.9	95	*188	1.0	38.1	165
TRAVEL & LEISURE	1122	**33	0.5	2.9	38	*88	1.0	7.8	72	*87	1.5	7.8	106	400	2.2	35.7	155
TRUE STORY	690	*152	2.5	22.0	285	*100	1.2	14.5	133	*152	2.6	22.0	302	*238	1.3	34.5	150
U.S. NEWS & WORLD REPORT	6571	439	7.2	6.7	87	643	7.5	9.8	90	583	10.1	8.9	122	1627	8.9	24.8	107
USA TODAY	3120	*149	2.4	4.8	62	284	3.3	9.1	84	*196	3.4	6.3	86	716	3.9	22.9	99
US	1315	*90	1.5	6.8	89	*140	1.6	10.6	98	*151	2.6	11.5	157	395	2.2	30.0	130
VOGUE	632	*22	0.4	3.5	45	*47	0.5	7.4	68	*63	1.1	10.0	137	*218	1.2	34.5	150
HALL STREET JOURNAL	4247	*188	3.1	4.4	57	335	3.9	7.9	73	255	4.4	6.0	82	965	5.3	22.7	99
WEIGHT WATCHERS	398	*76	1.2	19.1	247	*51	0.6	12.8	118	*44	0.8	11.1	152	*117	0.6	29.4	127
WOMAN'S DAY	1139	*63	1.0	5.5	72	*144	1.7	12.6	116	*115	2.0	10.1	138	325	1.8	28.5	124
WORKING MOTHER	*298	*30	0.5	10.1	130	*13	0.2	4.4	40	*46	0.8	15.4	212	*135	0.7	45.3	196
WORKING WOMAN	327	*28	0.5	8.6	111	*27	0.3	8.3	76	*40	0.7	12.2	168	*139	0.8	42.5	184
WORLD TENNIS	397	*30	0.5	7.6	98	*36	0.4	9.1	83	*51	0.9	12.8	176	*175	1.0	44.1	191
ZIFF-DAVIS MAG NETWK (GROSS)	9635	638	10.4	6.6	86	937	10.9	9.7	89	808	14.0	8.4	115	2814	15.4	29.2	127
BLAIR INSERTS	43762	2958	48.4	6.8	88	4318	50.1	9.9	91	2981	51.5	6.8	93	9839	53.8	22.5	97
DAILY NEWSPAPERS																	
READ ANY	52459	3840	62.8	7.3	95	5235	60.7	10.0	92	3789	65.5	7.2	99	11709	64.0	22.3	97
READ ONE	41891	3166	51.8	7.6	98	4412	51.2	10.5	97	3153	54.5	7.5	103	9210	50.4	22.0	95
READ TWO OR MORE	10568	673	11.0	6.4	83	824	9.6	7.8	72	636	11.0	6.0	82	2499	13.7	23.6	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	3750	61.3	7.2	94	5109	59.3	9.8	90	3525	61.0	6.8	93	11671	63.8	22.5	97
READ ONE	44561	3375	55.2	7.6	98	4557	52.9	10.2	94	3061	52.9	6.9	94	10014	54.8	22.5	97
READ TWO OR MORE	7368	374	6.1	5.1	66	552	6.4	7.5	69	464	8.0	6.3	86	1657	9.1	22.5	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.61				28.54				30.01				29.80			
30 DAY REACH	71522	5541	90.6	7.7	100	7772	90.2	10.9	100	5323	92.0	7.4	102	16523	90.4	23.1	100
50 SHWG - 30 DAY AV FREQ	15.55	15.31				14.84				15.66				15.54			
30 DAY REACH	68168	5174	84.6	7.6	98	7487	86.9	11.0	101	5120	88.5	7.5	103	15875	86.8	23.3	101
25 SHWG - 30 DAY AV FREQ	8.43	8.31				7.99				8.42				8.37			
30 DAY REACH	62898	4791	78.3	7.6	99	6960	80.8	11.1	102	4780	82.7	7.6	104	14774	80.8	23.5	102
CABLE TV: HOME WIRED	31664	2663	43.5	8.4	109	2821	32.7	8.9	82	2370	41.0	7.5	103	6972	38.1	22.0	95
HOME NOT WIRED	47599	3454	56.5	7.3	94	5797	67.3	12.2	112	3413	59.0	7.2	98	11312	61.9	23.8	103
HAVE PAY CABLE	17139	1470	24.0	8.6	111	1628	18.9	9.5	87	1355	23.4	7.9	108	3738	20.4	21.8	95

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL VASELINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	6117	100.0	7.7	100	8618	100.0	10.9	100	5783	100.0	7.3	100	18284	100.0	23.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	3828	62.6	8.0	104	5244	60.8	11.0	101	3638	62.9	7.6	105	11029	60.3	23.2	100
10:00 AM - 3:00 PM	28928	2322	38.0	7.8	101	3135	36.4	10.5	96	2245	38.8	7.5	103	6786	37.1	22.7	98
3:00 PM - 7:00 PM	37666	2944	48.1	7.8	101	4068	47.2	10.8	99	2795	48.2	7.4	101	8783	48.0	23.3	101
7:00 PM - MIDNIGHT	18909	1336	21.8	7.1	92	1856	21.5	9.8	90	1424	24.6	7.5	103	4253	23.3	22.5	98
MIDNIGHT - 6:00 AM	11822	960	15.7	8.1	105	1414	16.4	12.0	110	845	14.6	7.1	98	2803	15.3	23.7	103
6:00 AM - MIDNIGHT	63258	5026	82.2	7.9	103	6898	80.0	10.9	100	4698	81.2	7.4	102	14554	79.6	23.0	100
ENTIRE DAY	54057	5054	82.6	7.9	102	7024	81.5	11.0	101	4760	82.3	7.4	102	14739	80.6	23.0	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	1317	21.5	7.9	103	1687	19.6	10.2	93	1073	18.6	6.5	89	3722	20.4	22.4	97
ALL NEWS	3542	*191	3.1	5.4	70	363	4.2	10.2	94	*225	3.9	6.4	87	761	4.2	21.5	93
AOR/PROGRESSIVE	7465	481	7.9	6.4	83	764	8.9	10.2	94	522	9.0	7.0	96	1665	9.1	22.3	97
BEAUTIFUL MUSIC	5061	372	6.1	7.4	95	602	7.0	11.9	109	323	5.6	6.4	87	1134	6.2	22.4	97
BLACK	1914	*318	5.2	16.6	215	390	4.5	20.4	187	355	6.1	18.5	254	597	3.3	31.2	135
CLASSICAL	2304	**120	2.0	5.2	67	*218	2.5	9.5	87	*196	3.4	8.5	117	666	3.6	28.9	125
CHR/ROCK	10663	981	16.0	9.2	119	1156	13.4	10.8	100	826	14.3	7.7	106	2391	13.1	22.4	97
COUNTRY	13919	1318	21.5	9.5	123	1741	20.2	12.5	115	1135	19.6	8.2	112	3356	18.4	24.1	105
GOLDEN OLDIES	2040	*151	2.5	7.4	96	*174	2.0	8.5	78	*138	2.4	6.8	93	406	2.2	19.9	86
MOR/NEOSTALGIA	5105	315	5.1	6.2	80	492	5.7	9.6	89	363	6.3	7.1	97	1215	6.6	23.8	103
NEWS/TALK	4764	293	4.8	6.2	80	436	5.1	9.2	84	246	4.3	5.2	71	1057	5.8	22.2	96
RELIGIOUS	2164	*208	3.4	9.6	125	*211	2.4	9.8	90	*217	3.8	10.0	137	571	3.1	26.4	114
SOFT ROCK	823	**26	0.4	4.2	54	**40	0.5	6.4	59	*330	0.5	4.8	66	*134	0.7	21.5	93
URBAN CONTEMPORARY	1331	**59	1.0	4.4	57	*171	2.0	12.8	118	**112	1.9	8.4	115	379	2.1	28.5	123
WIRED NETWORKS:																	
ABC CONTEMPORARY	3156	350	5.7	11.0	142	509	5.9	16.0	147	*290	5.0	9.1	125	704	3.9	22.1	96
ABC DIRECTION	2724	*177	2.9	6.5	84	328	3.8	12.0	111	*231	4.0	8.5	116	649	3.5	23.8	103
ABC ENTERTAINMENT	8256	479	7.8	9.1	118	562	6.5	10.7	98	392	6.8	7.5	102	1165	6.4	22.2	96
ABC FM	2263	*166	2.7	7.3	95	*306	3.6	13.5	124	*133	2.3	5.9	81	511	2.8	22.6	98
ABC INFORMATION	5818	361	5.9	6.4	83	626	7.3	11.1	102	455	7.9	8.1	111	1255	6.9	22.3	97
ABC ROCK	2857	**142	2.3	5.0	64	*220	2.6	7.7	71	*164	2.8	5.7	79	609	3.3	21.3	92
CBS	5953	445	7.3	7.5	97	682	7.9	11.5	105	300	5.2	5.0	69	1439	7.9	24.2	105
MUTUAL	4979	383	6.3	7.7	100	669	7.8	13.4	124	314	5.4	6.3	86	1257	6.9	25.2	109
NBC	7279	590	9.6	8.1	105	601	7.0	8.3	76	467	8.1	6.4	88	1727	9.4	23.7	103
RADIO/RADIO	2389	*240	3.9	10.0	130	300	3.5	12.6	115	*171	3.0	7.2	98	549	3.0	23.0	100
RKO ONE	2583	*212	3.5	8.2	106	*270	3.1	10.5	96	*255	4.4	9.9	135	619	3.4	24.0	104
RKO TWO	3674	274	4.5	7.5	97	307	3.6	8.4	77	*170	2.9	4.6	63	770	4.2	21.0	91
THE SOURCE	3514	*252	4.1	7.2	93	448	5.2	12.7	117	284	4.9	8.1	111	873	4.8	24.8	108
NON-WIRED: BLAIR	9864	933	15.3	9.5	123	1027	11.9	10.4	96	745	12.9	7.6	104	2103	11.5	21.3	92
INTERNET	13522	1107	18.1	8.2	106	1519	17.6	11.2	103	1226	21.2	9.1	124	3096	16.9	22.9	99
KATZ RADIO GROUP	19321	1306	21.4	6.8	88	1924	22.3	10.0	92	1211	20.9	6.3	86	4304	23.5	22.3	97
SUPERMET	10739	930	15.2	8.7	112	1219	14.1	11.4	104	839	14.5	7.8	107	2640	14.4	24.6	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	477	7.8	9.3	121	584	6.8	11.4	105	415	7.2	8.1	111	1352	7.4	26.5	115
WKDAY 9:00 AM - 1:00 PM	5383	451	7.4	8.4	109	638	7.4	11.9	109	421	7.3	7.8	107	1294	7.1	24.0	104
WKDAY 1:00 PM - 4:30 PM	6469	586	9.6	9.1	117	795	9.2	12.3	113	517	8.9	8.0	110	1548	8.5	23.9	104
WKDAY 4:30 PM - 7:30 PM	19661	1666	27.2	8.5	110	2224	25.8	11.3	104	1430	24.7	7.3	100	4675	25.6	23.8	103
WKDAY 7:30 PM - 8:00 PM	27579	2243	36.7	8.1	105	2962	34.4	10.7	99	2025	35.0	7.3	101	6440	35.2	23.4	101
WKDAY 11:00 PM - 11:30 PM	22964	1851	30.3	8.1	104	2706	31.4	11.8	108	1838	31.8	8.0	110	5333	29.2	23.2	101
WKDAY 11:30 PM - 1:00 AM	8158	649	10.6	8.0	103	901	10.5	11.0	102	662	11.4	8.1	111	1834	10.0	22.5	97
M-SAT 8-11 PM-SUN 7-11 PM	30140	2364	38.6	7.8	102	3340	38.8	11.1	102	2168	37.5	7.2	99	7185	39.3	23.8	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	*149	2.4	7.3	94	301	3.5	14.7	135	162	2.8	7.9	108	471	2.6	23.0	100
ANOTHER WORLD	N 1214	154	2.5	12.7	164	*151	1.8	12.4	114	*86	1.5	7.1	97	317	1.7	26.1	113
AS THE WORLD TURNS	C 1740	*121	2.0	7.0	90	151	1.8	8.7	80	*88	1.5	5.1	69	321	1.8	18.4	80
CAPITOL	C 1016	*102	1.7	10.0	130	*116	1.3	11.4	105	*59	1.0	5.8	80	198	1.1	19.5	84
CBS MORN. NEWS 1	C 1203	*127	2.1	10.6	137	145	1.7	12.1	111	*86	1.5	7.1	98	325	1.8	27.0	117
CBS MORN. NEWS 2	C 773	*60	1.0	7.8	101	99	1.1	12.8	118	*32	0.6	4.1	57	148	0.8	19.1	83
DAYS OF OUR LIVES	N 1629	154	2.5	9.5	122	177	2.1	10.9	100	*148	2.6	9.1	125	412	2.3	25.3	110
FACTS OF LIFE - DAYTIME	N 961	*80	1.3	8.3	108	*122	1.4	12.7	117	*80	1.4	8.3	114	183	1.0	19.0	83
FAMILY FEUD	A 1390	*104	1.7	7.5	97	*100	1.2	7.2	66	*98	1.7	7.1	97	334	1.8	24.0	104
GENERAL HOSPITAL	A 1463	160	2.6	10.9	142	189	2.2	12.9	119	164	2.8	11.2	154	453	2.5	31.0	134
GOOD MORNING, AMERICA-730	A 1705	156	2.6	9.1	119	178	2.1	10.4	96	124	2.1	7.3	100	523	2.9	30.7	133
GOOD MORNING, AMERICA-830	A 889	*110	1.8	12.4	160	*125	1.5	14.1	129	*55	1.0	6.2	85	298	1.6	33.5	145
GUIDING LIGHT	C 1754	*115	1.9	6.6	85	178	2.1	10.1	93	*91	1.6	5.2	71	336	1.8	19.2	83
ONE LIFE TO LIVE	A 1100	*115	1.9	10.5	135	*163	1.9	14.8	136	*131	2.3	11.9	163	383	2.1	34.8	151
PRESS YOUR LUCK	C 1222	*120	2.0	9.8	127	171	2.0	14.0	129	*107	1.9	8.8	120	251	1.4	20.5	89
PRICE IS RIGHT 1	C 2692	274	4.5	10.2	132	274	3.2	10.2	94	152	2.6	5.6	77	684	3.7	25.4	110
PRICE IS RIGHT																	

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL VASELINE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	6117	100.0	7.7	100	8618	100.0	10.9	100	5783	100.0	7.3	100	18284	100.0	23.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	2181	35.7	9.0	116	2660	30.9	10.9	101	1836	31.7	7.5	103	5842	32.0	24.0	104
NETWORK AFFILIATES - LATE	17197	1494	24.4	8.7	113	1950	22.6	11.3	104	1298	22.4	7.5	103	4061	22.2	23.6	102
INDEPENDENTS - LATE	2887	162	2.6	5.6	73	283	3.3	9.8	90	302	5.2	10.5	143	680	3.7	23.6	102
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	11301	1018	16.6	9.0	117	1391	16.1	12.3	113	861	14.9	7.6	104	2866	15.7	25.4	110
ABC MONDAY NIGHT MOVIE	4379	270	4.4	6.2	80	549	6.4	12.5	115	270	4.7	6.2	85	1039	5.7	23.7	103
ABC SUNDAY NIGHT MOVIE	9910	792	12.9	8.0	104	1165	13.5	11.8	108	576	10.0	5.8	80	2469	13.5	24.9	108
ABC WORLD NEWS TONIGHT	6212	622	10.2	10.0	130	722	8.4	11.6	107	441	7.6	7.1	97	1400	7.7	22.5	98
AFTERMASH	4575	424	6.9	9.3	120	485	5.6	10.6	98	338	5.8	7.4	101	991	5.4	21.7	94
ALICE	6777	553	9.0	8.2	106	706	8.2	10.4	96	409	7.1	6.0	83	1626	8.9	24.0	104
AMERICAN PARADE	4868	366	6.0	7.5	97	593	6.9	12.2	112	306	5.3	6.3	86	1194	6.5	24.5	106
BENSON	7593	784	12.8	10.3	134	773	9.0	10.2	94	430	7.4	5.7	78	1880	10.3	24.8	107
BLUE THUNDER	6036	505	8.3	8.4	108	647	7.5	10.7	99	363	6.3	6.0	82	1361	7.4	22.5	98
CAGNEY & LACEY	7698	508	8.3	6.6	86	915	10.6	11.9	109	673	11.6	8.7	120	1876	10.3	24.4	106
CBS EVENING NEWS-DEAN	4066	334	5.5	8.2	106	395	4.6	9.7	89	268	4.6	6.6	90	887	4.9	21.8	95
CBS EVENING NEWS-RATHER	8092	717	11.7	8.9	115	755	8.8	9.3	86	600	10.4	7.4	102	1892	10.3	23.4	101
CBS SAT. NEWS-SCHIEFFER	4795	480	7.8	10.0	130	471	5.5	9.8	90	291	5.0	6.1	83	1054	5.8	22.0	95
CBS SATURDAY NIGHT MOVIE	6034	466	7.6	7.7	100	772	9.0	12.8	118	379	6.6	6.3	86	1428	7.8	23.7	103
CBS WEDNESDAY NIGHT MOVIE	4993	404	6.6	8.1	105	539	6.3	10.8	99	281	4.9	5.6	77	1136	6.2	22.8	99
CHEERS	6976	355	5.8	5.1	66	684	7.9	9.8	90	496	8.6	7.1	97	1743	9.5	25.0	108
DALLAS	13575	1426	23.3	10.5	136	2009	23.3	14.8	136	1048	18.1	7.7	106	3549	19.4	26.1	113
DIFF'RENT STROKES	3684	*237	3.9	6.4	83	385	4.5	10.5	96	*178	3.1	4.8	66	924	5.1	25.1	109
DOUBLE TROUBLE	4462	411	6.7	9.2	119	523	6.1	11.7	108	420	7.3	9.4	129	1161	6.3	26.0	113
DUCK FACTORY	4810	310	5.1	6.4	84	503	5.8	10.5	96	357	6.2	7.4	102	1152	6.3	24.0	104
DUKES OF HAZZARD	5951	435	7.1	7.3	95	717	8.3	12.0	111	365	6.3	6.1	84	1410	7.7	23.7	103
DYNASTY	11325	1137	18.6	10.0	130	1560	18.1	13.8	127	848	14.7	7.5	103	2921	16.0	25.8	112
FACTS OF LIFE	4512	459	7.5	10.2	132	534	6.2	11.8	109	443	7.7	9.8	135	1197	6.5	26.5	115
FALCON CREST	9215	944	15.4	10.2	133	1528	17.7	16.6	153	778	13.5	8.4	116	2337	12.8	25.4	110
FALL GUY	8604	777	12.7	9.0	117	1127	13.1	13.1	120	646	11.2	7.5	103	1915	10.5	22.3	96
FAMILY TIES	4179	345	5.6	8.3	107	453	5.3	10.8	100	*208	3.6	5.0	68	974	5.3	23.3	101
FANTASY ISLAND	4781	402	6.6	8.4	109	579	6.7	12.1	111	251	4.3	5.2	72	1101	6.0	23.0	100
FOULUPS, BLEEPES & BLUNDERS	4697	512	8.4	7.6	99	761	8.8	11.4	105	534	9.2	8.0	109	1582	8.7	23.6	102
FOUR SEASONS	3873	*372	6.1	9.6	124	360	4.2	9.3	85	*317	5.5	8.2	112	856	4.7	22.1	96
GIMME A BREAK	4310	412	6.7	9.6	124	503	5.8	11.7	107	249	4.3	5.8	79	1048	5.7	24.3	105
HART TO HART	5751	492	8.0	8.6	111	642	7.4	11.2	103	417	7.2	7.3	99	1303	7.1	22.7	98
HILL STREET BLUES	8568	671	11.0	7.8	101	768	8.9	9.0	82	623	10.8	7.3	100	1918	10.5	22.4	97
HOTEL	8801	788	12.9	9.0	116	1072	12.4	12.2	112	650	11.2	7.4	101	2116	11.6	24.0	104
JEFFERSONS	6978	548	9.0	7.9	102	775	9.0	11.1	102	403	7.0	5.8	79	1605	8.8	23.0	100
JENNIFER SLEPT HERE	3021	*233	3.8	7.7	100	330	3.8	10.9	100	*173	3.0	5.7	78	679	3.7	22.5	97
KATE & ALLIE	6811	438	7.2	6.4	83	723	8.4	10.6	98	335	5.8	4.9	67	1567	8.6	23.0	100
KNIGHT RIDER	5256	495	8.1	9.4	122	529	6.1	10.1	93	417	7.2	7.9	109	1280	7.0	24.4	106
LOVE BOAT	4174	626	10.2	8.7	113	788	9.1	11.0	101	412	7.1	5.7	79	1514	8.3	21.1	91
MAGNUM PI	10438	800	13.1	7.7	99	1069	12.4	10.2	94	779	13.5	7.5	102	2525	13.8	24.2	105
MAMA'S FAMILY	3488	338	5.5	9.7	126	376	4.4	10.8	99	*238	4.1	6.8	94	854	4.7	24.5	106
MASTER, THE	4127	314	5.1	7.6	99	440	5.1	10.7	98	287	5.0	7.0	95	1150	6.3	27.9	121
MATT HOUSTON	5978	451	7.4	7.5	98	658	7.6	11.0	101	440	7.6	7.4	101	1467	8.0	24.5	106
NBC MONDAY NIGHT MOVIE	10446	797	13.0	7.6	99	1139	13.2	10.9	100	715	12.4	6.8	94	2466	13.5	23.6	102
NBC NIGHTLY NEWS	5571	403	6.6	7.2	94	573	6.6	10.3	95	336	5.8	6.0	83	1327	7.3	23.8	103
NBC NIGHTLY NEWS-SAT	3675	296	4.8	8.1	104	383	4.4	10.4	96	*196	3.4	5.3	73	821	4.5	22.3	97
NBC NIGHTLY NEWS-SUN	2905	255	4.2	8.8	114	327	3.8	11.3	104	**104	1.8	3.6	49	715	3.9	24.6	107
NBC SUNDAY NIGHT MOVIE	8352	679	11.1	8.1	105	1041	12.1	12.5	115	506	8.7	6.1	83	2045	11.2	24.5	106
NEWHART	6864	404	6.6	5.9	76	791	9.2	11.5	106	433	7.5	6.3	86	1691	9.2	24.6	107
ONE DAY AT A TIME	3866	316	5.2	8.2	106	485	5.6	12.5	115	280	4.8	7.2	99	958	5.2	24.8	107
PEOPLE ARE FUNNY	3956	466	7.6	11.8	153	406	4.7	10.3	94	333	5.8	8.4	115	1006	5.5	25.4	110
REAL PEOPLE	6305	607	9.9	9.6	125	688	8.0	10.9	100	551	9.5	8.7	120	1590	8.7	25.2	109
REMINGTON STEELE	5884	466	7.6	7.9	103	700	8.1	11.9	109	465	8.0	7.9	108	1499	8.2	25.5	110
RIPLEY'S BELIEVE IT - NOT	5706	421	6.9	7.4	96	497	5.8	8.7	80	409	7.1	7.2	98	1259	6.9	22.1	96
RIPTIDE	6202	474	7.7	7.6	99	786	9.1	12.7	117	456	7.9	7.4	101	1613	8.8	26.0	113
SCARECROW & MRS. KING	6513	480	7.8	7.4	95	691	8.0	10.6	98	375	6.5	5.8	79	1452	7.9	22.3	97
SIMON & SIMON	8593	604	9.9	7.0	91	1018	11.8	11.8	109	566	9.8	6.6	90	2170	11.9	25.3	109
60 MINUTES	13342	1032	16.9	7.7	100	1299	15.1	9.7	90	863	14.9	6.5	89	3257	17.8	24.4	106
ST. ELSEWHERE	6029	492	8.0	8.2	106	741	8.6	12.3	113	517	8.9	8.6	118	1628	8.9	27.0	117
THREE'S COMPANY	8565	759	12.4	8.9	115	992	11.5	11.6	107	659	11.4	7.7	105	2017	11.0	23.5	102
T.J. HOOKER	7400	663	10.8	9.0	116	857	9.9	11.6	107	541	9.4	7.3	100	1686	9.2	22.8	99
TONIGHT SHOW	2433	169	2.8	6.9	90	288	3.3	11.8	109	153	2.6	6.3	86	570	3.1	23.4	102
TRAPPER JOHN, M.D.	5958	502	8.2	8.4	109	738	8.6	12.4	114	325	5.6	5.5	75	1433	7.8	24.1	104
TV BLOOPERS & PRAC. JOKES	9086	783	12.8	8.6	112	923	10.7	10.2	93	614	10.6	6.8	93	2314	12.7	25.5	110
20/20	8306	721	11.8	8.7	112	1050	12.2	12.6	116	651	11.3	7.8	107	2014	11.0	24.2	105
WEBSTER	6788	715	11.7	10.5	136	700	8.1	10.3	95	441	7.6	6.5	89	1686	9.2	24.8	108
WORLD NEWS - SUN	2036	*207	3.4	10.2	132	*223	2.6	11.0	101	**114	2.0	5.6	77	501	2.7	24.6	107
YELLOW ROSE	3174	361	5.9	11.4	147	314	3.6	9.9	91	276	4.8	8.7	119	934	5.1	29.4	128
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	1236	20.2	7.6	98	1841	21.4	11.3	104	1288	22.3	7.9	108	4002	21.9	24.5	106
BASKETBALL - COLLEGE GAMES	10054	887	14.5	8.8	114	1238	14.4	12.3	113	720	12.5	7.2	98	2621	14.3	26.1	113
BASKETBALL - PRO GAMES	8248	781	12.8	9.5	123	1053	12.2	12.8	117	775	13.4	9.4	129	2179	11.9	26.4	



HAND & BODY CREAM, LOTION OR OIL

BASE = FEMALES (88464)

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	'000	%	UNWEIGHTED							
1A. DO YOU YOURSELF USE IT?										
YES	79167	89.5	8681							
NO	9297	10.5	1091							
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
	'000	%	'000	%	'000	%	'000	%		
IF YOU DO										
1B. WHAT TYPES DO YOU USE?										
CREAM	30437	34.4	11338	12.8	12527	14.2	6571	7.4	3245	
LOTION	60426	68.3	37862	42.8	18412	20.8	4151	4.7	6615	
OIL	10951	12.4	1567	1.8	5380	6.1	4005	4.5	1181	
DO NOT KNOW	4965	5.6							566	
1C. WHICH BRANDS DO YOU USE?										
ALMAY	778	.9	32	*	554	.6	193	.2	88	
AVON CARE DEEPLY	6339	7.2	749	.8	3821	4.3	1769	2.0	600	
AVON MOISTURIZED HAND LOTION	5571	6.3	759	.9	3328	3.8	1484	1.7	612	
AVON RICH MOISTURE	6570	7.4	728	.8	4183	4.7	1659	1.9	680	
AVON SILICONE GLOVE	2487	2.8	92	.1	1444	1.6	951	1.1	253	
AVON VITA MOIST	3647	4.1	295	.3	2278	2.6	1074	1.2	377	
OTHER AVON	2921	3.3	395	.4	1591	1.8	935	1.1	302	
BABY MAGIC	5330	6.0	346	.4	2982	3.4	2003	2.3	544	
BALM BARR	834	.9	29	*	487	.6	318	.4	102	
BONNE BELL 10K SPORT LOTION	266	.3	12	*	138	.2	115	.1	30	
OTHER BONNE BELL	247	.3	7	*	162	.2	78	.1	37	
CHAP-ANS	255	.3	11	*	167	.2	78	.1	35	
COCOA BUTTER LOTION	8836	10.0	880	1.0	5957	6.7	1999	2.3	940	
CORN HUSKERS	1458	1.6	70	.1	728	.8	659	.7	182	
DERMASSAGE	3218	3.6	264	.3	1708	1.9	1246	1.4	373	
DESERT FLOWER	862	1.0	158	.2	438	.5	267	.3	91	
DESITIN	1874	2.1	82	.1	1011	1.1	781	.9	206	
ELIZABETH ARDEN	1044	1.2	97	.1	755	.9	193	.2	126	
ESOTERICA	1075	1.2	46	.1	782	.9	247	.3	129	
ESTEE LAUDER	4369	4.9	514	.6	2543	2.9	1311	1.5	435	
FABERGE	750	.8	131	.1	419	.5	200	.2	76	
JAFRA	1501	1.7	153	.2	965	1.1	383	.4	157	
JEAN NATE	1786	2.0	154	.2	1129	1.3	503	.6	215	
JERGENS ALOE AND LANOLIN	4004	4.5	554	.6	2434	2.8	1016	1.1	423	
JERGENS DIRECT AID	700	.8	33	*	468	.5	199	.2	69	
JERGENS EXTRA DRY	3492	3.9	589	.7	1994	2.3	909	1.0	403	
JERGENS LOTION	8700	9.8	1554	1.8	4830	5.5	2316	2.6	957	
JOHNSON & JOHNSON BABY LOTION	5808	6.6	381	.4	3602	4.1	1826	2.1	595	
JOHNSON & JOHNSON BABY OIL	8857	10.0	597	.7	5492	6.2	2768	3.1	925	
KERI LOTION	8315	9.4	1156	1.3	4730	5.3	2429	2.7	930	
LANOLIN PLUS	885	1.0	171	.2	404	.5	309	.3	102	
LUBRIDERM	2022	2.3	225	.3	1111	1.3	686	.8	214	
MARY KAY	4217	4.8	578	.7	2460	2.8	1178	1.3	412	
MAYBELLINE MOISTURE WHIP	1492	1.7	90	.1	769	.9	633	.7	154	
NIVEA	4616	5.2	739	.8	2505	2.8	1372	1.6	525	
NOXZEMA SKIN CREAM	7045	8.0	358	.4	4753	5.4	1933	2.2	728	
OIL OF OLAY	13942	15.8	1505	1.7	9607	10.9	2831	3.2	1511	
PACQUIN EXTRA DRY	814	.9	102	.1	479	.5	233	.3	122	
PACQUIN SKIN CREAM WITH ALOE	1145	1.3	102	.1	653	.7	390	.4	130	
OTHER PACQUIN	689	.8	83	.1	352	.4	254	.3	80	
POND'S CREAM & COCOA BUTTER	3630	4.1	411	.5	2219	2.5	1000	1.1	418	
PORCELANA	670	.8	25	*	341	.4	303	.3	78	
PRETTY FEET & HANDS	1905	2.2	6	*	949	1.1	950	1.1	193	
RAINTREE HAND & BODY LOTION	2982	3.4	351	.4	1546	1.7	1085	1.2	339	
REVLON	1562	1.8	284	.3	937	1.1	341	.4	166	
ROSE MILK HAND & BODY CREAM	4256	4.8	344	.4	2081	2.4	1831	2.1	498	
SKIN QUENCHER	520	.6	19	*	313	.4	188	.2	59	
SOFT SENSE EXTRA MOISTURIZING	2738	3.1	426	.5	1414	1.6	898	1.0	305	
SOFT SENSE EXTRA PROTECTION	1525	1.7	158	.2	764	.9	603	.7	162	
SUAVE	1175	1.3	139	.2	742	.8	294	.3	121	
VASELINE DERMATOLOGY FORMULA	1701	1.9	267	.3	1073	1.2	361	.4	191	
VASELINE INTENSIVE CARE										
EXTRA STRENGTH	6940	7.8	1013	1.1	4107	4.6	1820	2.1	781	
VASELINE INTENSIVE CARE HERBAL	3686	4.2	483	.5	1977	2.2	1226	1.4	407	
VASELINE INTENSIVE CARE	21783	24.6	3709	4.2	12039	13.6	6035	6.8	2394	
MONDRA	6908	7.8	624	.7	3819	4.3	2465	2.8	752	
WOODBURY	466	.5	20	*	320	.4	126	.1	55	
OTHER BRANDS	12715	14.4	2893	3.3	5803	6.6	4018	4.5	1384	
DO NOT KNOW	959	1.1							104	

HAND & BODY CREAM, LOTION OR OIL (CONTINUED)

BASE = FEMALES (88464)

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		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
1D. ABOUT HOW MANY TIMES DID YOU USE HAND & BODY CREAM, LOTION OR OIL IN THE LAST 7 DAYS?				
15 OR MORE	H	16359	18.5	1829
14	H	5924	6.7	689
11-13	M	5450	6.2	595
8-10	M	11717	13.2	1364
7	M	15249	17.2	1600
4-6	L	10204	11.5	1137
1-3	L	12265	13.9	1233
NONE	L	1999	2.3	234

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	79167	100.0	89.5	100	22283	100.0	25.2	100	32416	100.0	36.6	100	24468	100.0	27.7	100
FEMALE HOMEMAKERS	80986	72241	91.3	89.2	100	20596	92.4	25.4	101	29447	90.8	36.4	99	22199	90.7	27.4	99
EMPLOYED MOTHERS	18702	17310	21.9	92.6	103	5240	23.5	28.0	111	6899	21.3	36.9	101	5171	21.1	27.6	100
18 - 24	14726	13336	16.8	90.6	101	3009	13.5	20.4	81	5360	16.5	36.4	99	4967	20.3	33.7	122
25 - 34	20202	18364	23.2	90.9	102	4957	22.2	24.5	97	7485	23.1	37.1	101	5923	24.2	29.3	106
35 - 44	14781	13383	16.9	90.5	101	4237	19.0	28.7	114	5290	16.3	35.8	98	3856	15.8	26.1	94
45 - 54	11449	10476	13.2	91.5	102	3166	14.2	27.7	110	3966	12.2	34.6	95	3345	13.7	29.2	106
55 - 64	11846	10373	13.1	87.6	98	3434	15.4	29.0	115	4306	13.3	36.3	99	2633	10.8	22.2	80
65 OR OLDER	15459	13235	16.7	85.6	96	3481	15.6	22.5	89	6010	18.5	38.9	106	3745	15.3	24.2	88
18 - 34	34928	31700	40.0	90.8	101	7966	35.7	22.8	91	12845	39.6	36.8	100	10889	44.5	31.2	111
18 - 49	55154	50097	63.3	90.8	101	13882	62.3	25.2	100	19943	61.5	36.2	99	16271	66.5	29.5	107
25 - 54	46433	42223	53.3	90.9	102	12359	55.5	26.6	106	16741	51.6	36.1	98	13124	53.6	28.3	102
35 - 44	20226	18397	23.2	91.0	102	5916	26.5	29.2	116	7099	21.9	35.1	96	5382	22.0	26.6	96
50 OR OLDER	33310	29070	36.7	87.3	98	8401	37.7	25.2	100	12473	38.5	37.4	102	8196	33.5	24.6	89
GRADUATED COLLEGE	12110	11166	14.1	92.2	103	3345	15.0	27.6	110	4848	15.0	40.0	109	2973	12.2	24.5	89
ATTENDED COLLEGE	15309	14172	17.9	92.6	103	4327	19.4	28.3	112	5560	17.2	36.3	99	4286	17.5	28.0	101
GRADUATED HIGH SCHOOL	36912	33168	41.9	89.9	100	9402	42.2	25.5	101	13083	40.4	35.4	97	10683	43.7	28.9	105
DID NOT GRADUATE HIGH SCHOOL	24134	20661	26.1	85.6	96	5209	23.4	21.6	86	8925	27.5	37.0	101	6527	26.7	27.0	98
EMPLOYED FULL-TIME	35457	32292	40.8	91.1	102	10083	45.2	28.4	113	12871	39.7	36.3	99	9339	38.2	26.3	95
EMPLOYED PART-TIME	8514	7903	10.0	92.8	104	2238	10.0	26.3	104	3254	10.0	38.2	104	2412	9.9	28.3	102
NOT EMPLOYED	44494	38972	49.2	87.6	98	9963	44.7	22.4	89	16292	50.3	36.6	100	12717	52.0	28.6	103
PROFESSIONAL/MANAGER	10811	10101	12.8	93.4	104	2927	13.1	27.1	107	4368	13.5	40.4	110	2806	11.5	26.0	94
TECH/CLERICAL/SALES	19640	17932	22.7	91.3	102	5873	26.4	29.9	119	6933	21.4	35.3	96	5126	20.9	26.1	94
PRECISION/CRAFT	1023	954	1.2	93.3	104	*259	1.2	25.3	101	*350	1.1	34.2	93	*345	1.4	33.7	122
OTHER EMPLOYED	12498	11208	14.2	89.7	100	3262	14.6	26.1	104	4473	13.8	35.8	98	3473	14.2	27.8	100
SINGLE	15995	14335	18.1	89.6	100	3902	17.5	24.4	97	5927	18.3	37.1	101	4506	18.4	28.2	102
MARRIED	51689	46618	58.9	90.2	101	12788	57.4	24.7	98	18958	58.5	36.7	100	14872	60.8	28.8	104
DIVORCED/SEPARATED/WIDOWED	20780	18214	23.0	87.7	98	5593	25.1	26.9	107	7531	23.2	36.2	99	5090	20.8	24.5	89
PARENTS	33922	30931	39.1	91.2	102	8630	38.7	25.4	101	12245	37.8	36.1	99	10057	41.1	29.6	107
WHITE	76422	68383	86.4	89.5	100	18875	84.7	24.7	98	27917	86.1	36.5	100	21591	88.2	28.3	102
BLACK	10066	9066	11.5	90.1	101	2928	13.1	29.1	115	3764	11.6	37.4	102	2375	9.7	23.6	85
OTHER	1976	1718	2.2	86.9	97	*480	2.2	24.3	96	*736	2.3	37.2	102	*502	2.1	25.4	92
NORTHEAST-CENSUS	19803	17083	21.6	86.3	96	3964	17.8	20.0	79	6657	20.5	33.6	92	6461	26.4	32.6	118
NORTH CENTRAL	22181	19583	24.7	88.3	99	5482	24.5	24.6	98	7805	24.1	35.2	96	6316	25.8	28.5	103
SOUTH	30082	27368	34.6	91.0	102	7463	33.5	24.8	98	11505	35.5	38.2	104	8401	34.3	27.9	101
WEST	16398	15134	19.1	92.3	103	5395	24.2	32.9	131	6449	19.9	39.3	107	3290	13.4	20.1	73
NORTHEAST-MKTG.	20163	17502	22.1	86.8	97	3778	17.0	18.7	74	7059	21.8	35.0	96	6664	27.2	33.1	119
EAST CENTRAL	13054	11339	14.3	86.9	97	2915	13.1	22.3	89	4674	14.4	35.8	98	3750	15.3	28.7	104
WEST CENTRAL	14993	13596	17.2	90.7	101	3974	17.8	26.5	105	5524	17.0	36.8	101	4098	16.7	27.3	99
SOUTH	25785	23467	29.6	91.0	102	6956	31.2	27.0	107	9523	29.4	36.9	101	6989	28.6	27.1	98
PACIFIC	14470	13263	16.8	91.7	102	4660	20.9	32.2	128	5636	17.4	38.9	106	2967	12.1	20.5	74
COUNTY SIZE A	36705	32830	41.5	89.4	100	9148	41.1	24.9	99	13702	42.3	37.3	102	9981	40.8	27.2	98
COUNTY SIZE B	26819	23919	30.2	89.2	100	7094	31.8	26.5	105	9418	29.1	35.1	96	7407	30.3	27.6	100
COUNTY SIZE C	13597	12299	15.5	90.5	101	3549	15.9	26.1	104	4923	15.2	36.2	99	3828	15.6	28.2	102
COUNTY SIZE D	11344	10119	12.8	89.2	100	2493	11.2	22.0	87	4374	13.5	38.6	105	3252	13.3	28.7	104
METRO CENTRAL CITY	26825	23536	29.7	87.7	98	7595	34.1	28.3	112	9277	28.6	34.6	94	6664	27.2	24.8	90
METRO SUBURBAN	39912	36115	45.6	90.5	101	9821	44.1	24.6	98	14727	45.4	36.9	101	11567	47.3	29.0	105
NON METRO	21728	19516	24.7	89.8	100	4867	21.8	22.4	89	8412	26.0	38.7	106	6237	25.5	28.7	104
TOP 5 ADI'S	20847	18625	23.5	89.3	100	5246	23.5	25.2	100	7448	23.0	35.7	97	5931	24.2	28.5	103
TOP 10 ADI'S	28719	25694	32.5	89.5	100	7046	31.6	24.5	97	10740	33.1	37.4	102	7908	32.3	27.5	100
TOP 20 ADI'S	40904	36538	46.2	89.3	100	10220	45.9	25.0	99	15109	46.6	36.9	101	11209	45.8	27.4	99
HSHLD INC. \$50,000 OR MORE	7931	7360	9.3	92.8	104	2269	10.2	28.6	114	3010	9.3	38.0	104	2081	8.5	26.2	95
\$40,000 OR MORE	15233	14091	17.8	92.5	103	4097	18.4	26.9	107	5986	18.5	39.3	107	4008	16.4	26.3	95
\$30,000 OR MORE	28333	25937	32.8	91.5	102	7866	35.3	27.8	110	10578	32.6	37.3	102	7493	30.6	26.4	96
\$25,000 OR MORE	36417	33405	42.2	91.7	103	9746	43.7	26.8	106	13719	42.3	37.7	103	9939	40.6	27.3	99
\$20,000 - \$24,999	9943	8987	11.4	90.4	101	2281	10.2	22.9	91	3920	12.1	39.4	108	2787	11.4	28.0	101
\$15,000 - \$19,999	9211	8310	10.5	90.2	101	2369	10.6	25.7	102	3196	9.9	34.7	95	2746	11.2	29.8	108
\$10,000 - \$14,999	13477	11780	14.9	87.4	98	3336	15.0	24.8	98	5027	15.5	37.3	102	3418	14.0	25.4	92
UNDER \$10,000	19418	16685	21.1	85.9	96	4553	20.4	23.4	93	6554	20.2	33.8	92	5578	22.8	28.7	104
HOUSEHOLD OF 1 PERSON	11987	10298	13.0	85.9	96	3266	14.7	27.2	108	4175	12.9	34.8	95	2857	11.7	23.8	86
2 PEOPLE	27046	24074	30.4	89.0	99	6961	31.2	25.7	102	10138	31.3	37.5	102	6975	28.5	25.8	93
3 OR 4 PEOPLE	34251	31010	39.2	90.5	101	8480	38.1	24.8	98	12198	37.6	35.6	97	103			

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	79167	100.0	89.5	100	22283	100.0	25.2	100	32416	100.0	36.6	100	24468	100.0	27.7	100
MAGAZINES	QUINTILE 1	17988	16832	21.3	93.6	105	5375	24.1	29.9	119	7034	21.7	39.1	107	4423	18.1	24.6	89	
	QUINTILE 2	19446	17728	22.4	91.2	102	5262	23.6	27.1	107	7077	21.8	36.4	99	5389	22.0	27.7	100	
	QUINTILE 3	14626	13188	16.7	90.2	101	3449	15.5	23.6	94	5691	17.6	38.9	106	4048	16.5	27.7	100	
	QUINTILE 4	16014	14507	18.3	90.6	101	3788	17.0	23.7	94	5887	18.2	36.8	100	4832	19.7	30.2	100	
	QUINTILE 5	20389	16912	21.4	82.9	93	4410	19.8	21.6	86	6727	20.8	33.0	90	5776	23.6	28.3	102	
NEWSPAPERS	QUINTILE 1	13830	12466	15.7	90.1	101	3615	16.2	26.1	104	5282	16.3	38.2	104	3568	14.6	25.8	93	
	QUINTILE 2	26350	23899	30.2	90.7	101	6820	30.6	25.9	103	9936	30.7	37.7	103	7142	29.2	27.1	99	
	QUINTILE 3	12415	11374	14.4	91.6	102	3572	16.0	28.8	114	4638	14.3	37.4	102	3164	12.9	25.5	92	
	QUINTILE 4	21911	19432	24.5	88.7	99	5278	23.7	24.1	96	7713	23.8	35.2	96	6440	26.3	29.4	106	
	QUINTILE 5	13960	11996	15.2	85.9	96	2997	13.4	21.5	85	4846	14.9	34.7	95	4153	17.0	29.7	108	
OUTDOOR	QUINTILE 1	16810	14931	18.9	88.8	99	4441	19.9	26.4	105	5999	18.5	35.7	97	4492	18.4	26.7	97	
	QUINTILE 2	17101	15501	19.6	90.6	101	4198	18.8	24.5	97	6307	19.5	36.9	101	4996	20.4	29.2	106	
	QUINTILE 3	17579	15771	19.9	89.7	100	4656	20.9	26.5	105	6138	18.9	34.9	95	4977	20.3	28.3	102	
	QUINTILE 4	18343	16592	21.0	90.5	101	4431	19.9	24.2	96	7255	22.4	39.6	108	4906	20.1	26.7	97	
	QUINTILE 5	18631	16372	20.7	87.9	98	4557	20.5	24.5	97	6718	20.7	36.1	98	5097	20.8	27.4	99	
RADIO-DRIVE TIME	QUINTILE 1	17390	15882	20.1	91.3	102	5051	22.7	29.0	115	6054	18.7	34.8	95	4777	19.5	27.5	99	
	QUINTILE 2	16591	15002	18.9	90.4	101	3747	16.8	22.6	90	6461	19.9	38.9	106	4794	19.6	28.9	104	
	QUINTILE 3	16910	15129	19.1	89.5	100	4303	19.3	25.4	101	5920	18.3	35.0	96	4906	20.1	29.0	105	
	QUINTILE 4	18002	16127	20.4	89.6	100	4421	19.8	24.6	97	6957	21.5	38.6	105	4749	19.4	26.4	95	
	QUINTILE 5	19572	17026	21.5	87.0	97	4761	21.4	24.3	97	7024	21.7	35.9	98	5241	21.4	26.8	97	
RADIO-MID- DAY	TERCILE 1	23248	21026	26.6	90.4	101	5974	26.8	25.7	102	8613	26.6	37.0	101	6440	26.3	27.7	100	
	TERCILE 2	23667	21474	27.1	90.7	101	6018	27.0	25.4	101	8947	27.6	37.8	103	6508	26.6	27.5	99	
	TERCILE 3	41549	36667	46.3	88.3	99	10291	46.2	24.8	98	14856	45.8	35.8	98	11520	47.1	27.7	100	
RADIO-TOTAL	QUINTILE 1	17786	16200	20.5	91.1	102	4938	22.2	27.8	110	6465	19.9	36.3	99	4797	19.6	27.0	98	
	QUINTILE 2	17316	15758	19.9	91.0	102	4201	18.9	24.3	96	6349	19.6	36.7	100	5208	21.3	30.1	109	
	QUINTILE 3	18428	16524	20.9	89.7	100	4796	21.5	26.0	103	6813	21.0	37.0	101	4916	20.1	26.7	96	
	QUINTILE 4	17669	15844	20.0	89.7	100	4196	18.8	23.7	94	6656	20.5	37.7	103	4992	20.4	28.3	102	
	QUINTILE 5	17265	14841	18.7	86.0	96	4153	18.6	24.1	95	6134	18.9	35.5	97	4555	18.6	26.4	95	
TV-PRIME TIME	QUINTILE 1	17416	15484	19.6	88.9	99	4637	20.8	26.6	106	6174	19.0	35.5	97	4673	19.1	26.8	97	
	QUINTILE 2	17413	15686	19.8	90.1	101	4081	18.3	23.4	93	6800	21.0	39.1	107	4806	19.6	27.6	100	
	QUINTILE 3	17943	16082	20.3	89.6	100	4756	21.3	26.5	105	6567	20.3	36.6	100	4759	19.4	26.5	96	
	QUINTILE 4	18442	16698	21.1	90.5	101	4624	20.8	25.1	100	6697	20.7	36.3	99	5377	22.0	29.2	105	
	QUINTILE 5	17250	15216	19.2	88.2	99	4187	18.8	24.3	96	6178	19.1	35.8	98	4852	19.8	28.1	102	
TV-DAYTIME	TERCILE 1	29966	26826	33.9	89.5	100	7293	32.7	24.3	97	10902	33.6	36.4	99	8631	35.3	28.8	104	
	TERCILE 2	29480	26438	33.4	89.7	100	7196	32.3	24.4	97	10927	33.7	37.1	101	8315	34.0	28.2	102	
	TERCILE 3	29018	25903	32.7	89.3	100	7795	35.0	26.9	107	10587	32.7	36.5	100	7521	30.7	25.9	94	
TV-TOTAL	QUINTILE 1	17740	15744	19.9	88.7	99	4273	19.2	24.1	96	6505	20.1	36.7	100	4966	20.3	28.0	101	
	QUINTILE 2	17674	15694	19.8	88.8	99	4578	20.5	25.9	103	6226	19.2	35.2	96	4890	20.0	27.7	100	
	QUINTILE 3	17730	16047	20.3	90.5	101	4400	19.7	24.8	99	7037	21.7	39.7	108	4611	18.8	26.0	94	
	QUINTILE 4	17563	15896	20.1	90.5	101	4696	21.1	26.7	106	6008	18.5	34.2	93	5192	21.2	29.6	107	
	QUINTILE 5	17757	15786	19.9	88.9	99	4336	19.5	24.4	97	6640	20.5	37.4	102	4810	19.7	27.1	98	
MAGAZINES-NEWSPAPERS: DUAL			23278	21450	27.1	92.1	103	6645	29.8	28.5	113	9081	28.0	39.0	106	5724	23.4	24.6	89
MAGAZINE IMPERATIVE			21634	19862	25.1	91.8	103	5684	25.5	26.3	104	8066	24.9	37.3	102	6113	25.0	28.3	102
NEWSPAPER IMPERATIVE			23455	20809	26.3	88.7	99	5512	24.7	23.5	93	8622	26.6	36.8	100	6675	27.3	28.5	103
MAGAZINES-OUTDOOR: DUAL			17482	16017	20.2	91.6	102	4999	22.4	28.6	114	6600	20.4	37.8	103	4418	18.1	25.3	91
MAGAZINE IMPERATIVE			28830	26492	33.5	91.9	103	7877	35.3	27.3	108	11028	34.0	38.3	104	7586	31.0	26.3	95
OUTDOOR IMPERATIVE			26119	22858	28.9	87.5	98	6047	27.1	23.2	92	9017	27.8	34.5	94	7794	31.9	29.8	108
MAGAZINES-RADIO: DUAL			20162	18684	23.6	92.7	104	5958	26.7	29.6	117	7444	23.0	36.9	101	5283	21.6	26.2	95
MAGAZINE IMPERATIVE			26292	23997	30.3	91.3	102	6898	31.0	26.2	104	10223	31.5	38.9	106	6876	28.1	26.2	95
RADIO IMPERATIVE			25308	22401	28.3	88.5	99	5717	25.7	22.6	90	9064	28.0	35.8	98	7620	31.1	30.1	109
MAGAZINES-TELEVISION: DUAL			17312	15741	19.9	90.9	102	4700	21.1	27.1	108	6248	19.3	36.1	98	4793	19.6	27.7	100
MAGAZINE IMPERATIVE			29099	26925	34.0	92.5	103	7948	35.7	27.3	108	11336	35.0	39.0	106	7641	31.2	26.3	95
TELEVISION IMPERATIVE			27505	24041	30.4	87.4	98	6108	27.4	22.2	88	10087	31.1	36.7	100	7847	32.1	28.5	103
NEWSPAPERS-OUTDOOR: DUAL			18628	16688	21.1	89.6	100	5238	23.5	28.1	112	6673	20.6	35.8	98	4777	19.5	25.6	93
NEWSPAPER IMPERATIVE			29178	26629	33.6	91.3	102	7426	33.3	25.5	101	11339	35.0	38.9	106	7864	32.1	27.0	97
OUTDOOR IMPERATIVE			25260	22620	28.6	89.5	100	6286	28.2	24.9	99	8754	27.0	34.7	95	7581	31.0	30.0	109
NEWSPAPERS-RADIO: DUAL			19246	17389	22.0	90.4	101	5407	24.3	28.1	112	7402	22.8	38.5	105	4580	18.7	23.8	86
NEWSPAPER IMPERATIVE			28155	25492	32.2	90.5	101	7030	31.5	25.0	99	10727	33.1	38.1	104	7735	31.6	27.5	99
RADIO IMPERATIVE			25308	22907	28.9	90.5	101	6071	27.2	24.0	95	9014	27.8	35.6	97	7821	32.0	30.9	112
NEWSPAPERS-TELEVISION: DUAL			18615	16834	21.3	90.4	101	4719	21.2	25.4	101	6983	21.5	37.5	102	5131	21.0	27.6	100
NEWSPAPER IMPERATIVE			29207	26560	33.5	90.9	102	7959	35.7	27.3	108	11096	34.2	38.0	104	7505	30.7	25.7	93
TELEVISION IMPERATIVE			25472	22534	28.5	88.5	99	6196	27.8	24.3	97	9146	28.2	35.9	98	7192	29.4	28.2	102
OUTDOOR-RADIO: DUAL			17292	15709</															

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	88464	79167	100.0	89.5	100	22283	100.0	25.2	100	32416	100.0	36.6	100	24468	100.0	27.7	100
ATLANTIC MONTHLY	415	375	0.5	90.4	101	*91	0.4	21.9	87	*183	0.6	44.1	120	**101	0.4	24.3	88
BARRON'S	522	481	0.6	92.1	103	**119	0.5	22.8	91	*205	0.6	39.3	107	**157	0.6	30.1	109
BETTER HOMES & GARDENS	17429	16144	20.4	92.6	104	4842	21.7	27.8	110	6546	20.2	37.6	102	4757	19.4	27.3	99
BON APPETIT	2772	2578	3.3	93.0	104	750	3.4	27.1	107	1168	3.6	42.1	115	660	2.7	23.8	86
BUSINESS WEEK	1469	1393	1.8	94.8	106	414	1.9	28.2	112	507	1.6	34.5	94	472	1.9	32.1	116
CAR AND DRIVER	397	372	0.5	93.7	105	**98	0.4	24.7	98	**167	0.5	42.1	115	**107	0.4	27.0	97
CBS MAGAZINE NETWORK (GROSS)	1633	1518	1.9	93.0	104	522	2.3	32.0	127	665	2.1	40.7	111	332	1.4	20.3	74
CHANGING TIMES	1554	1391	1.8	89.5	100	364	1.6	23.4	93	630	1.9	40.5	111	397	1.6	25.5	92
COLONIAL HOMES	1304	1263	1.6	96.9	108	391	1.8	30.0	119	518	1.6	39.7	108	354	1.4	27.1	98
CONDE NAST MAG. PKG. (GROSS)	17858	16489	20.8	92.3	103	5401	24.2	30.2	120	6581	20.3	36.9	101	4507	18.4	25.2	91
CONSUMERS DIGEST	1406	1313	1.7	93.4	104	397	1.8	28.2	112	595	1.8	42.3	115	321	1.3	22.8	83
COSMOPOLITAN	8815	8004	10.1	90.8	101	2530	11.4	28.7	114	3400	10.5	38.6	105	2075	8.5	23.5	85
COUNTRY LIVING	2636	2488	3.1	94.4	105	711	3.2	27.0	107	1032	3.2	39.2	107	745	3.0	28.3	102
CUISINE	1594	1421	1.8	91.4	102	488	2.2	31.4	125	570	1.8	36.7	100	362	1.5	23.3	84
CYCLE WORLD	469	430	0.5	91.7	102	**160	0.7	34.1	135	*182	0.6	38.8	106	**88	0.4	18.8	68
DCI:CREATIVE IDEAS FOR LIV	2631	2490	3.1	94.6	106	968	4.3	36.8	146	941	2.9	35.8	98	582	2.4	22.1	80
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	6689	8.4	94.7	106	2358	10.6	33.4	133	2832	8.7	40.1	109	1498	6.1	21.2	77
DISCOVER	998	929	1.2	93.1	104	301	1.4	30.2	120	343	1.1	34.4	94	285	1.2	28.6	103
EBONY	4289	3967	5.0	92.5	103	1355	6.1	31.6	125	1591	4.9	37.1	101	1020	4.2	23.8	86
ESQUIRE	1176	1077	1.4	91.6	102	287	1.3	24.4	97	571	1.8	48.6	133	*219	0.9	18.6	67
ESSENCE	2392	2240	2.8	93.6	105	924	4.1	38.6	153	805	2.5	33.7	92	511	2.1	21.4	77
FAMILY CIRCLE	17209	15997	20.2	93.0	104	4656	20.9	27.1	107	6691	20.6	38.9	106	4650	19.0	27.0	98
THE FAMILY HANDYMAN	1184	1122	1.4	94.8	106	406	1.8	34.3	136	382	1.2	32.3	88	335	1.4	28.3	102
FAMILY WEEKLY	12391	11416	14.4	92.1	103	3175	14.2	25.6	102	4697	14.5	37.9	103	3544	14.5	28.6	103
FIELD & STREAM	2438	2142	2.7	87.9	98	572	2.6	23.5	93	904	2.8	37.1	101	665	2.7	27.3	99
FOOD & WINE	614	546	0.7	88.9	99	*188	0.8	30.6	122	275	0.8	44.8	122	**82	0.3	13.4	48
FORBES	813	784	1.0	96.4	108	*224	1.0	27.6	109	251	0.8	30.9	84	*309	1.3	38.0	137
FORTUNE	1083	1019	1.3	94.1	105	290	1.3	26.8	106	348	1.1	32.1	88	*381	1.6	35.2	127
GENTLEMEN'S QUARTERLY	1197	1116	1.4	93.2	104	390	1.8	32.6	129	484	1.5	40.4	110	*243	1.0	20.3	73
GLAMOUR	6625	6130	7.7	92.5	103	1907	8.6	28.8	114	2505	7.7	37.8	103	1718	7.0	25.9	94
GOLF DIGEST	707	664	0.8	93.9	105	*189	0.8	26.7	106	*262	0.8	37.1	101	*213	0.9	30.1	109
GOLF DIGEST/TENNIS (GROSS)	1316	1229	1.6	93.4	104	360	1.6	27.4	109	521	1.6	39.6	108	349	1.4	26.5	96
GOLF MAGAZINE	449	440	0.6	93.8	105	*167	0.7	35.6	141	*138	0.4	29.4	80	**135	0.6	28.8	104
GOLF MAGAZINE/SKI (GROSS)	1060	991	1.3	93.5	104	364	1.6	34.3	136	296	0.9	27.9	76	*331	1.4	31.2	113
GOOD HOUSEKEEPING	17784	16479	20.8	92.7	104	4938	22.2	27.8	110	6717	20.7	37.8	103	4825	19.7	27.1	98
HARPER'S BAZAAR	2931	2722	3.4	92.9	104	944	4.2	32.2	128	977	3.0	33.3	91	801	3.3	27.3	99
HEALTH	2199	2029	2.6	92.3	103	582	2.6	26.5	105	880	2.7	40.0	109	567	2.3	25.8	93
HEARST MAG CORP. BUY (GROSS)	49148	45749	57.8	93.1	104	14110	63.3	28.7	114	18660	57.6	38.0	104	12980	53.0	26.4	95
HEARST MAN POWER (GROSS)	2113	2034	2.6	96.3	108	531	2.4	25.1	100	845	2.6	40.0	109	659	2.7	31.2	113
HEARST WOMAN POWER (GROSS)	35062	32401	40.9	92.4	103	9959	44.7	28.4	113	13220	40.8	37.7	103	9221	37.7	26.3	95
HOUSE BEAUTIFUL	3865	3660	4.6	94.7	106	1178	5.3	30.5	121	1575	4.9	40.8	111	908	3.7	23.5	85
INC.	315	309	0.4	98.1	110	**94	0.4	29.8	118	**123	0.4	39.0	107	**92	0.4	29.2	106
JET	3690	3428	4.3	92.9	104	1222	5.5	33.1	131	1487	4.6	40.3	110	719	2.9	19.5	70
LADIES' HOME JOURNAL	12930	11793	14.9	91.2	102	3601	16.2	27.8	111	4865	15.0	37.6	103	3328	13.6	25.7	93
LHJ FAMILY GRP COMBO(GROSS)	18161	16684	21.1	91.9	103	5221	23.4	28.7	114	6793	21.0	37.4	102	4670	19.1	25.7	93
LIFE	5065	4649	5.9	91.8	103	1414	6.3	27.9	111	1996	6.2	39.4	108	1239	5.1	24.5	88
L.A. TIMES HOME MAGAZINE	1310	1224	1.5	93.4	104	435	2.0	33.2	132	612	1.9	46.7	127	*177	0.7	13.5	49
MADEMOISELLE	3759	3510	4.4	93.4	104	1071	4.8	28.5	113	1450	4.5	38.6	105	989	4.0	26.3	95
MC CALL'S	14658	13477	17.0	91.9	103	4341	19.5	29.6	118	5662	17.5	38.6	105	3475	14.2	23.7	86
MC CALL'S/WRK MOTHER (GROSS)	15857	14641	18.5	92.3	103	4653	20.9	29.3	116	6145	19.0	38.8	106	3844	15.7	24.2	88
MECHANIX ILLUSTRATED	809	792	1.0	97.9	109	*225	1.0	27.8	110	328	1.0	40.5	111	*240	1.0	29.7	107
METROPOLITAN HOME	1009	973	1.2	96.4	108	367	1.6	36.4	144	434	1.3	43.0	117	*172	0.7	17.0	62
MONEY	1707	1597	2.0	93.6	105	539	2.4	31.6	125	650	2.0	38.1	104	407	1.7	23.8	86
MOTHER EARTH NEWS	1123	1054	1.3	93.9	105	260	1.2	23.2	92	571	1.8	50.8	139	*223	0.9	19.9	72
MS.	932	891	1.1	95.6	107	295	1.3	31.7	126	418	1.3	44.8	122	*178	0.7	19.1	69
NATIONAL ENQUIRER	11971	11001	13.9	91.9	103	3172	14.2	26.5	105	4516	13.9	37.7	103	3312	13.5	27.7	100
NATIONAL GEOGRAPHIC	10503	9691	12.2	92.3	103	3062	13.7	29.2	116	3878	12.0	36.9	101	2751	11.2	26.2	95
NATIONAL SUNDAY MAGAZINE PKG	54325	49193	62.1	90.6	101	14193	63.7	26.1	104	20447	63.1	37.6	103	14553	59.5	26.8	97
NATURAL HISTORY	626	569	0.7	90.9	102	*236	1.1	37.7	150	*194	0.6	31.0	85	*139	0.6	22.2	80
NEW WOMAN	1992	1843	2.3	92.5	103	589	2.6	29.6	117	782	2.4	39.3	107	472	1.9	23.7	86
NEW YORK INCLUDING CUE	547	471	0.6	86.1	96	*123	0.6	22.5	89	*180	0.6	32.9	90	*168	0.7	30.7	111
THE NEW YORKER	1380	1301	1.6	94.3	105	398	1.8	28.8	114	529	1.6	38.3	105	373	1.5	27.0	98
NEWSWEEK	6925	6370	8.0	92.0	103	1923	8.6	27.8	110	2735	8.4	39.5	108	1712	7.0	24.7	89
THE N.Y. TIMES DAILY EDITION	1363	1237	1.6	90.8	101	316	1.4	23.2	92	455	1.4	33.4	91	466	1.9	34.2	124
THE N.Y. TIMES MAGAZINE	2333	2200	2.8	94.3	105	564	2.5	24.2	96	797	2.5	34.2	93	840	3.4	36.0	130
OMNI	872	845	1.1	96.9	108	*264	1.2	30.3	120	338	1.0	38.8	106	*243	1.0	27.9	101
ON CABLE	1298	1167	1.5	89.9	100	352	1.6	27.1	108	474	1.5	36.5	100	341	1.4	26.3	95
1001 HOME IDEAS	3032	2862	3.6	94.4	105	1038	4.7	34.2	136	1049	3.2	34.6	94	775	3.2	25.6	92
ORGANIC GARDENING	1680	1604	2.0	95.5	107	434	1.9	25.8	103	806	2.5	48.0	131	365	1.5	21.7	79
OUTDOOR LIFE	960	883	1.1	92.0	103	244	1.1	25.4	101	360	1.1	37.5	102	*280	1.1	29.2	105
PARADE MAGAZINE	26755	24402	30.8	91.2	102	6876	30.9	25.7	102	10272	31.7	38.4	105	7253	29.6	27.1	98

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	79167	100.0	89.5	100	22283	100.0	25.2	100	32416	100.0	36.6	100	24468	100.0	27.7	100
PARENTS	4173	3848	4.9	92.2	103	1092	4.9	26.2	104	1551	4.8	37.2	101	1205	4.9	28.9	104
PENTHOUSE	973	886	1.1	91.1	102	*279	1.3	28.7	114	*329	1.0	33.8	92	*279	1.1	28.7	104
PEOPLE	13479	12461	15.7	92.4	103	3636	16.3	27.0	107	5359	16.5	39.8	109	3467	14.2	25.7	93
PLAYBOY	2183	2033	2.6	93.1	104	533	2.4	24.4	97	878	2.7	40.2	110	622	2.5	28.5	103
POPULAR HOT RODDING	388	353	0.4	91.0	102	**107	0.5	27.6	109	**115	0.4	29.6	81	**132	0.5	34.0	123
POPULAR MECHANICS	1037	990	1.3	95.5	107	*249	1.1	24.0	95	450	1.4	43.4	118	*291	1.2	28.1	101
POPULAR SCIENCE	920	856	1.1	93.0	104	*267	1.2	29.0	115	332	1.0	36.1	98	*258	1.1	28.0	101
PREVENTION	4071	3827	4.8	94.0	105	1096	4.9	26.9	107	1662	5.1	40.8	111	1069	4.4	26.3	95
PSYCHOLOGY TODAY	1940	1808	2.3	93.2	104	653	2.9	33.7	134	735	2.3	37.9	103	420	1.7	21.6	78
READER'S DIGEST	24031	21858	27.6	91.0	102	6316	28.3	26.3	104	9240	28.5	38.5	105	6303	25.8	26.2	95
REDBOOK	8464	7917	10.0	93.5	105	2492	11.2	29.4	117	3103	9.6	36.7	100	2322	9.5	27.4	99
ROAD & TRACK	429	392	0.5	91.4	102	**102	0.5	23.8	94	*182	0.6	42.4	116	**108	0.4	25.2	91
ROLLING STONE	1355	1255	1.6	92.6	103	260	1.2	19.2	76	526	1.6	38.8	106	468	1.9	34.5	125
RUNNER'S WORLD	329	320	0.4	97.3	109	**98	0.4	29.8	118	*171	0.5	52.0	142	**51	0.2	15.5	56
SATURDAY EVENING POST	1268	1172	1.5	92.4	103	489	2.2	38.6	153	371	1.1	29.3	80	313	1.3	24.7	89
SCIENCE 84	702	656	0.8	93.4	104	*209	0.9	29.8	118	*178	0.5	25.4	69	*269	1.1	38.3	139
SCIENCE DIGEST	553	536	0.7	96.9	108	**110	0.5	19.9	79	*206	0.6	37.3	102	*220	0.9	39.8	144
SCIENTIFIC AMERICAN	615	570	0.7	92.7	104	*181	0.8	29.4	117	*267	0.8	43.4	118	**122	0.5	19.8	72
SELF	2683	2408	3.0	89.8	100	923	4.1	34.4	137	801	2.5	29.9	81	684	2.8	25.5	92
SEVENTEEN	3309	3114	3.9	94.1	105	991	4.4	29.9	119	1124	3.5	34.0	93	999	4.1	30.2	109
SKI	591	552	0.7	93.4	104	*198	0.9	33.5	133	*159	0.5	26.9	73	*196	0.8	33.2	120
SMITHSONIAN	3039	2762	3.5	90.9	102	962	4.3	31.7	126	1111	3.4	36.6	100	689	2.8	22.7	82
SOAP OPERA DIGEST	3683	3330	4.2	90.4	101	953	4.3	25.9	103	1344	4.1	36.5	100	1033	4.2	28.0	101
SOUTHERN LIVING	4434	4199	5.3	94.7	106	1391	6.2	31.4	125	1891	5.8	42.6	116	917	3.7	20.7	75
SPORT	701	671	0.8	95.7	107	*290	1.3	41.4	164	*198	0.6	28.2	77	*182	0.7	26.0	94
THE SPORTING NEWS	518	469	0.6	90.5	101	**176	0.8	34.0	135	**136	0.4	26.3	72	**157	0.6	30.3	110
SPORTS AFIELD	523	508	0.6	97.1	109	*172	0.8	32.9	131	*190	0.6	36.3	99	**147	0.6	28.1	102
SPORTS ILLUSTRATED	3325	3028	3.8	91.1	102	883	4.0	26.6	105	1217	3.8	36.6	100	928	3.8	27.9	101
STAR	8567	7791	9.8	90.9	102	2132	9.6	24.9	99	3128	9.6	36.5	100	2531	10.3	29.5	107
SUNDAY	27630	24566	31.0	88.9	99	7023	31.5	25.4	101	10278	31.7	37.2	102	7266	29.7	26.3	95
SUNSET	2219	2075	2.6	93.5	104	806	3.6	36.3	144	840	2.6	37.9	103	428	1.7	19.3	70
TV GUIDE	24258	22217	28.1	91.6	102	6267	28.1	25.8	103	8933	27.6	38.8	100	7018	28.7	28.9	105
TENNIS	609	566	0.7	92.9	104	*171	0.8	28.1	111	*259	0.8	42.5	116	**136	0.6	22.3	81
TIME	9929	9060	11.4	91.2	102	2744	12.3	27.6	110	3789	11.7	38.2	104	2528	10.3	25.5	92
TOWN & COUNTRY	1062	1016	1.3	95.7	107	342	1.5	32.2	128	428	1.3	40.3	110	*247	1.0	23.3	84
TRAVEL & LEISURE	1051	974	1.2	92.7	104	445	2.0	42.3	168	271	0.8	25.8	70	*258	1.1	24.5	89
TRUE STORY	3946	3550	4.5	90.0	101	928	4.2	23.5	93	1417	4.4	35.9	98	1205	4.9	30.5	110
U.S. NEWS & WORLD REPORT	3782	3547	4.5	93.8	105	1258	5.6	33.3	132	1372	4.2	36.3	99	917	3.7	24.2	88
USA TODAY	1874	1769	2.2	94.4	105	585	2.6	31.2	124	725	2.2	38.7	106	459	1.9	24.5	89
US	2213	2126	2.7	96.1	107	559	2.5	25.3	100	903	2.8	40.8	111	664	2.7	30.0	108
VOGUE	4792	4441	5.6	92.7	104	1499	6.7	31.3	124	1825	5.6	38.1	104	1117	4.6	23.3	84
WALL STREET JOURNAL	2045	1869	2.4	91.4	102	530	2.4	25.9	103	783	2.4	38.3	104	557	2.3	27.2	98
WEIGHT WATCHERS	2364	2260	2.9	95.6	107	772	3.5	32.7	130	883	2.7	37.4	102	605	2.5	25.6	93
WOMAN'S DAY	15182	13889	17.5	91.5	102	4361	19.6	28.7	114	5651	17.4	37.2	102	3876	15.8	25.5	92
WORKING MOTHER	1198	1164	1.5	97.2	109	312	1.4	26.0	103	483	1.5	40.3	110	369	1.5	30.8	111
WORKING WOMAN	1523	1472	1.9	96.7	108	555	2.5	36.4	145	517	1.6	33.9	93	401	1.6	26.3	95
WORLD TENNIS	*183	*174	0.2	95.1	106	**83	0.4	45.4	180	**59	0.2	32.2	88	**32	0.1	17.5	63
ZIFF-DAVIS MAG NETWK (GROSS)	2776	2646	3.3	95.3	107	909	4.1	32.7	130	1161	3.6	41.8	114	576	2.4	20.7	75
BLAIR INSERTS	47909	43341	54.7	90.5	101	12581	56.5	26.3	104	18052	55.7	37.7	103	12708	51.9	26.5	96
DAILY NEWSPAPERS																	
READ ANY	56731	51166	64.6	90.2	101	14733	66.1	26.0	103	21050	64.9	37.1	101	15383	62.9	27.1	98
READ ONE	47696	42925	54.2	90.0	101	12395	55.6	26.0	103	17457	53.9	36.6	100	13073	53.4	27.4	99
READ TWO OR MORE	5034	8241	10.4	91.2	102	2338	10.5	25.9	103	3593	11.1	39.8	109	2310	9.4	25.6	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	52295	66.1	90.6	101	15081	67.7	26.1	104	21711	67.0	37.6	103	15503	63.4	26.9	97
READ ONE	50513	45614	57.6	90.3	101	13103	58.8	25.9	103	18849	58.1	37.3	102	13663	55.8	27.0	98
READ TWO OR MORE	7219	6680	8.4	92.5	103	1978	8.9	27.4	109	2862	8.8	39.6	108	1840	7.5	25.5	92
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.84				27.57				27.52				28.54			
30 DAY REACH	78184	70110	88.6	89.7	100	19678	88.3	25.2	100	28913	89.2	37.0	101	21519	87.9	27.5	100
50 SHWG - 30 DAY AV FREQ	14.80	14.65				14.42				14.51				15.06			
30 DAY REACH	74239	66753	84.3	89.9	100	18829	84.5	25.4	101	27504	84.8	37.0	101	20420	83.5	27.5	99
25 SHWG - 30 DAY AV FREQ	8.05	7.97				7.84				7.96				8.12			
30 DAY REACH	68254	61317	77.5	89.8	100	17395	77.8	25.4	101	24983	77.1	36.6	100	19000	77.7	27.8	101
CABLE TV: HOME WIRED	35215	32029	40.5	91.0	102	9294	41.7	26.4	105	12932	39.9	36.7	100	9803	40.1	27.8	101
HOME NOT WIRED	53250	47139	59.5	88.5	99	12990	58.3	24.4	97	19484	60.1	36.6	100	14665	59.9	27.5	100
HAVE PAY CABLE	17885	16413	20.7	91.8	103	4884	21.9	27.3	108	6482	20.0	36.2	99	5047	20.6	28.2	102

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	79167	100.0	89.5	100	22283	100.0	25.2	100	32416	100.0	36.6	100	24468	100.0	27.7	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	43430	54.9	90.5	101	12490	56.1	26.0	103	17568	54.2	36.6	100	13372	54.7	27.9	101	
10:00 AM - 3:00 PM	33674	30456	38.5	90.4	101	8556	38.4	25.4	101	12505	38.6	37.1	101	9394	38.4	27.9	101	
3:00 PM - 7:00 PM	34431	31310	39.5	90.9	102	8865	39.8	25.7	102	12645	39.0	36.7	100	9801	40.1	28.5	103	
7:00 PM - MIDNIGHT	17761	16143	20.4	90.9	102	4694	21.1	26.4	105	6398	19.7	36.0	98	5051	20.6	28.4	103	
MIDNIGHT - 6:00 AM	10087	9295	11.7	92.1	103	2923	13.1	29.0	115	3603	11.1	35.7	97	2768	11.3	27.4	99	
6:00 AM - MIDNIGHT	64318	58137	73.4	90.4	101	16339	73.3	25.4	101	23801	73.4	37.0	101	17997	73.6	28.0	101	
ENTIRE DAY	65181	58917	74.4	90.4	101	16628	74.6	25.5	101	24100	74.3	37.0	101	18190	74.3	27.9	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	17411	15746	19.9	90.4	101	4436	19.9	25.5	101	6399	19.7	36.8	100	4912	20.1	28.2	102	
ALL NEWS	2520	2256	2.8	89.5	100	487	2.2	19.3	77	1079	3.3	42.8	117	691	2.8	27.4	99	
AOR/PROGRESSIVE	4419	3951	5.0	89.4	100	955	4.3	21.6	86	1639	5.1	37.1	101	1357	5.5	30.7	111	
BEAUTIFUL MUSIC	6119	5514	7.0	90.1	101	1696	7.6	27.7	110	2155	6.6	35.2	96	1664	6.8	27.2	98	
BLACK	2623	2315	2.9	88.3	99	756	3.4	28.8	114	796	2.5	30.3	83	763	3.1	29.1	105	
CLASSICAL	1553	1429	1.8	92.0	103	409	1.8	26.3	105	592	1.8	38.1	104	428	1.7	27.6	100	
CHR/ROCK	11282	10277	13.0	91.1	102	2630	11.8	23.3	93	4166	12.9	36.9	101	3482	14.2	30.9	112	
COUNTRY	13343	12101	15.3	90.7	101	3691	16.6	27.7	110	4765	14.7	35.7	97	3646	14.9	27.3	99	
GOLDEN OLDIES	1299	1204	1.5	92.7	104	299	1.3	23.0	91	492	1.5	37.9	103	413	1.7	31.8	115	
MOR/NOSTALGIA	5241	4752	6.0	90.7	101	1376	6.2	26.3	104	1994	6.2	38.0	104	1382	5.6	26.4	95	
NEWS/TALK	4165	3682	4.7	88.4	99	1029	4.6	24.7	98	1724	5.3	41.4	113	929	3.8	22.3	81	
RELIGIOUS	3324	2935	3.7	88.3	99	880	3.9	26.5	105	1070	3.3	32.2	88	986	4.0	29.7	107	
SOFT ROCK	609	538	0.7	88.3	99	*184	0.8	30.2	120	*163	0.5	26.8	73	*191	0.8	31.4	113	
URBAN CONTEMPORARY	1853	1750	2.2	94.4	106	601	2.7	32.4	129	797	2.5	43.0	117	352	1.4	19.0	69	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3724	3300	4.2	88.6	99	970	4.4	26.0	103	1229	3.8	33.0	90	1101	4.5	29.6	107	
ABC DIRECTION	2488	2295	2.9	92.2	103	505	2.3	20.3	81	931	2.9	37.4	102	859	3.5	34.5	125	
ABC ENTERTAINMENT	5129	4542	5.7	88.6	99	1322	5.9	25.8	102	1828	5.6	35.6	97	1392	5.7	27.1	98	
ABC FM	2498	2327	2.9	93.2	104	677	3.0	27.1	108	914	2.8	36.6	100	736	3.0	29.5	107	
ABC INFORMATION	5721	5207	6.6	91.0	102	1663	7.5	29.1	115	2082	6.4	36.4	99	1462	6.0	25.6	92	
ABC ROCK	2021	1873	2.4	92.7	104	365	1.6	18.1	72	778	2.4	38.5	105	730	3.0	36.1	131	
CBS	4756	4302	5.4	90.5	101	1243	5.6	26.1	104	1920	5.9	40.4	110	1139	4.7	23.9	87	
MUTUAL	5272	4825	6.1	91.5	102	1498	6.7	28.4	113	1883	5.8	35.7	97	1445	5.9	27.4	99	
NBC	4964	4474	5.7	90.1	101	1352	6.1	27.2	108	1764	5.4	35.5	97	1359	5.6	27.4	99	
RADIO/ROCK	2218	1953	2.5	88.1	98	454	2.0	20.5	81	878	2.7	39.6	108	621	2.5	28.0	101	
RKO ONE	2565	2353	3.0	91.7	103	666	3.0	26.0	103	1088	3.4	42.4	116	599	2.4	23.4	84	
RKO TWO	3640	3134	4.0	86.1	96	844	3.8	23.2	92	1322	4.1	36.3	99	968	4.0	26.6	96	
THE SOURCE	2467	2237	2.8	90.7	101	484	2.2	19.6	78	974	3.0	39.5	108	780	3.2	31.6	114	
NON-HIRED : BLAIR	9466	8579	10.8	90.6	101	2393	10.7	25.3	100	3647	11.3	38.5	105	2539	10.4	26.8	97	
INTERNET	13616	12501	15.8	91.8	103	3561	16.0	26.2	104	5331	16.4	39.2	107	3609	14.7	26.5	96	
KATZ RADIO GROUP	16998	15310	19.3	90.1	101	4479	20.1	26.4	105	6097	18.8	35.9	98	4734	19.3	27.9	101	
SUPERNET	11622	10452	13.2	89.9	100	3003	13.5	25.8	103	4121	12.7	35.5	97	3328	13.6	28.6	104	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	8434	10.7	89.5	100	2294	10.3	24.3	97	3474	10.7	36.9	101	2666	10.9	28.3	102	
WKDAY 9:00 AM - 1:00 PM	13304	11925	15.1	89.6	100	3174	14.2	23.9	95	4890	15.1	36.8	100	3861	15.8	29.0	105	
WKDAY 1:00 PM - 4:30 PM	17591	15688	19.8	89.2	100	4185	18.8	23.8	94	6415	19.8	36.5	100	5088	20.8	28.9	105	
WKDAY 4:30 PM - 7:30 PM	24418	21661	27.4	88.7	99	6145	27.6	25.2	100	9042	27.9	37.0	101	6474	26.5	26.5	96	
WKDAY 7:30 PM - 8:00 PM	34400	30619	38.7	89.0	99	8684	39.0	25.2	100	12546	38.7	36.5	100	9388	38.4	27.3	99	
WKDAY 11:00 PM - 11:30 PM	26120	23462	29.6	89.8	100	6650	29.8	25.5	101	9616	29.7	36.8	100	7195	29.4	27.5	100	
WKDAY 11:30 PM - 1:00 AM	8402	7473	9.4	88.9	99	2148	9.6	25.6	101	3098	9.6	36.9	101	2227	9.1	26.5	96	
M-SAT 8-11 PM+SUN 7-11 PM	36828	32998	41.7	89.6	100	9401	42.2	25.5	101	13572	41.9	36.9	101	10025	41.0	27.2	98	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	6519	8.2	90.3	101	1926	8.6	26.7	106	2699	8.3	37.4	102	1894	7.7	26.2	95
ANOTHER WORLD	N	4924	4372	5.5	88.8	99	1027	4.6	20.9	83	1964	6.1	39.9	109	1381	5.6	28.0	101
AS THE WORLD TURNS	C	5966	5419	6.8	90.8	101	1335	6.0	22.4	89	2192	6.8	36.7	100	1891	7.7	31.7	115
CAPITOL	C	3672	3290	4.2	89.6	100	899	4.0	24.5	97	1274	3.9	34.7	95	1117	4.6	30.4	110
CBS MORN. NEWS 1	C	1590	1372	1.7	86.3	96	362	1.6	22.8	90	632	1.9	39.7	108	378	1.5	23.8	86
CBS MORN. NEWS 2	C	1298	1137	1.4	87.6	98	292	1.3	22.5	89	495	1.5	38.1	104	350	1.4	27.0	97
DAYS OF OUR LIVES	N	6389	5735	7.2	89.8	100	1339	6.0	21.0	83	2591	8.0	40.6	111	1805	7.4	28.3	102
FACTS OF LIFE - DAYTIME	N	2526	2210	2.8	87.5	98	539	2.4	21.3	85	793	2.4	31.4	86	879	3.6	34.8	126
FAMILY FEUD	A	3427	3099	3.9	90.4	101	822	3.7	24.0	95	1259	3.9	36.7	100	1018	4.2	29.7	107
GENERAL HOSPITAL	A	6870	6081	7.7	88.5	99	1692	7.6	24.6	98	2424	7.5	35.3	96	1965	8.0	28.6	103
GOOD MORNING, AMERICA-730A	A	3767	3342	4.2	88.7	99	997	4.5	26.5	105	1342	4.1	35.6	97	1003	4.1	26.6	96
GOOD MORNING, AMERICA-830A	A	3076	2783	3.5	90.5	101	746	3.3	24.3	96	1223	3.8	39.8	109	815	3.3	26.5	96
GUIDING LIGHT	C	5789	5233	6.6	90.4	101	1308	5.9										

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	TOTAL U.S. '000	CREAM				LOTION				OIL							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	30437	100.0	34.4	100	60426	100.0	68.3	100	10951	100.0	12.4	100				
FEMALE HOMEOWNERS	80986	27299	89.7	33.7	98	54934	90.9	67.8	99	9655	88.2	11.9	96				
EMPLOYED MOTHERS	18702	6900	22.7	36.9	107	13746	22.7	73.5	108	2577	23.5	13.8	111				
18 - 24	14726	5329	17.5	36.2	105	10806	17.9	73.4	107	2676	24.4	18.2	147				
25 - 34	20202	6877	22.6	34.0	99	14712	24.3	72.8	107	3180	29.0	15.7	127				
35 - 44	14781	5307	17.4	35.9	104	10537	17.4	71.3	104	1659	15.1	11.2	91				
45 - 54	11449	4030	13.2	35.2	102	8142	13.5	71.1	104	1232	11.3	10.8	87				
55 - 64	11846	4206	13.8	35.5	103	7498	12.4	63.3	93	927	8.5	7.8	63				
65 OR OLDER	15459	4688	15.4	30.3	88	8731	14.4	56.5	83	1278	11.7	8.3	67				
18 - 34	34928	12206	40.1	34.9	102	25518	42.2	73.1	107	5856	53.5	16.8	135				
18 - 49	55154	19663	64.6	35.7	104	40046	66.3	72.6	106	8224	75.1	14.9	120				
25 - 54	46433	16214	53.3	34.9	101	33391	55.3	71.9	105	6071	55.4	13.1	106				
35 - 49	20226	7457	24.5	36.9	107	14528	24.0	71.8	105	2368	21.6	11.7	95				
50 OR OLDER	33310	10774	35.4	32.3	94	20380	33.7	61.2	90	2727	24.9	8.2	66				
GRADUATED COLLEGE	12110	4696	15.4	38.8	113	8676	14.4	71.6	105	1423	13.0	11.8	95				
ATTENDED COLLEGE	15309	5773	19.0	37.7	110	11390	18.8	74.4	109	2005	18.3	13.1	106				
GRADUATED HIGH SCHOOL	36912	12928	42.5	35.0	102	25748	42.6	69.8	102	4845	44.2	13.1	106				
DID NOT GRADUATE HIGH SCHOOL	24134	7039	23.1	29.2	85	14612	24.2	60.5	89	2679	24.5	11.1	90				
EMPLOYED FULL-TIME	35457	13018	42.8	36.7	107	25193	41.7	71.1	104	4699	42.9	13.3	107				
EMPLOYED PART-TIME	8514	3053	10.0	35.9	104	6315	10.5	74.2	109	1014	9.3	11.9	96				
NOT EMPLOYED	44494	14366	47.2	32.3	94	28918	47.9	65.0	95	5238	47.8	11.8	95				
PROFESSIONAL/MANAGER	10811	4145	13.6	38.3	111	8080	13.4	74.7	109	1221	11.1	11.3	91				
TECH/CLERICAL/SALES	19640	7166	23.5	36.5	106	14242	23.6	72.5	106	2831	25.9	14.4	116				
PRECISION/CRAFT	1023	392	1.3	38.3	111	744	1.2	72.7	106	**105	1.0	10.3	83				
OTHER EMPLOYED	12498	4369	14.4	35.0	102	8443	14.0	67.6	99	1555	14.2	12.4	101				
SINGLE	15995	5746	18.9	35.9	104	11511	19.0	72.0	105	2507	22.9	15.7	127				
MARRIED	51689	17596	57.8	34.0	99	35891	59.4	69.4	102	6133	56.0	11.9	96				
DIVORCED/SEPARATED/WIDOWED	20780	7094	23.3	34.1	99	13024	21.6	62.7	92	2312	21.1	11.1	90				
PARENTS	33922	11932	39.2	35.2	102	24636	40.8	72.6	106	4867	44.4	14.3	116				
WHITE	76422	26819	88.1	35.1	102	52121	86.3	68.2	100	9400	85.8	12.3	99				
BLACK	10066	2961	9.7	29.4	85	6934	11.5	68.9	101	1301	11.9	12.9	104				
OTHER	1976	657	2.2	33.2	97	1371	2.3	69.4	102	**250	2.3	12.7	102				
NORTHEAST-CENSUS	19803	7586	24.9	38.3	111	12261	20.3	61.9	91	2205	20.1	11.1	90				
NORTH CENTRAL	22181	7218	23.7	32.5	95	15471	25.6	69.7	102	2843	26.0	12.8	104				
SOUTH	30082	9716	31.9	32.3	94	20928	34.6	69.6	102	3531	32.2	11.7	95				
WEST	16398	5918	19.4	36.1	105	11765	19.5	71.7	105	2372	21.7	14.5	117				
NORTHEAST-MKTG.	20163	7478	24.6	37.1	108	12740	21.1	63.2	93	2230	20.4	11.1	89				
EAST CENTRAL	13054	4260	14.0	32.6	95	8687	14.4	66.5	97	1620	14.8	12.4	100				
WEST CENTRAL	14993	5008	16.5	33.4	97	11058	18.3	73.8	108	1984	18.1	13.2	107				
SOUTH	25785	8513	28.0	33.0	96	17804	29.5	69.0	101	3030	27.7	11.8	95				
PACIFIC	14470	5178	17.0	35.8	104	10137	16.8	70.1	103	2087	19.1	14.4	117				
COUNTY SIZE A	36705	13366	43.9	36.4	106	24656	40.8	67.2	98	4636	42.3	12.6	102				
COUNTY SIZE B	26819	8844	29.1	33.0	96	18423	30.5	68.7	101	3380	30.9	12.6	102				
COUNTY SIZE C	13597	4765	15.7	35.0	102	9413	15.6	69.2	101	1602	14.6	11.8	95				
COUNTY SIZE D	11344	3462	11.4	30.5	89	7933	13.1	69.9	102	1333	12.2	11.8	95				
METRO CENTRAL CITY	26825	9743	32.0	36.3	106	17641	29.2	65.8	96	3926	35.9	14.6	118				
METRO SUBURBAN	39912	13596	44.7	34.1	99	27707	45.9	69.4	102	4354	39.8	10.9	88				
NON METRO	21728	7098	23.3	32.7	95	15078	25.0	69.4	102	2671	24.4	12.3	99				
TOP 5 ADI'S	20847	7874	25.9	37.8	110	13836	22.9	66.4	97	2941	26.9	14.1	114				
TOP 10 ADI'S	28719	10393	34.1	36.2	105	19098	31.6	66.5	97	3621	33.1	12.6	102				
TOP 20 ADI'S	40904	14591	47.9	35.7	104	27443	45.4	67.1	98	5171	47.2	12.6	102				
HSOLD INC. \$50,000 OR MORE	7931	3557	11.7	44.8	130	5345	8.8	67.4	99	983	9.0	12.4	100				
\$40,000 OR MORE	15233	6229	20.5	40.9	119	10691	17.7	70.2	103	1932	17.6	12.7	102				
\$30,000 OR MORE	28333	10998	36.1	38.8	113	20275	33.6	71.6	105	3495	31.9	12.3	100				
\$25,000 OR MORE	36417	13787	45.3	37.9	110	25964	43.0	71.3	104	4495	41.0	12.3	100				
\$20,000 - \$24,999	9943	3213	10.6	32.3	94	7266	12.0	73.1	107	1057	9.7	10.6	86				
\$15,000 - \$19,999	9211	3445	11.3	37.4	109	6467	10.7	70.2	103	1240	11.3	13.5	109				
\$10,000 - \$14,999	13477	4048	13.3	30.0	87	8910	14.7	66.1	97	1841	16.8	13.7	110				
UNDER \$10,000	19418	5944	19.5	30.6	89	11818	19.6	60.9	89	2318	21.2	11.9	96				
HOUSEHOLD OF 1 PERSON	11987	3771	12.4	31.5	91	7388	12.2	61.6	90	1311	12.0	10.9	88				
2 PEOPLE	27046	8908	29.3	32.9	96	17765	29.4	65.7	96	3258	29.8	12.0	97				
3 OR 4 PEOPLE	34251	12293	40.4	35.9	104	24506	40.6	71.5	105	4257	38.9	12.4	100				
5 OR MORE PEOPLE	15180	5464	18.0	36.0	105	10767	17.8	70.9	104	2125	19.4	14.0	113				
NO CHILD IN HSHLD	49819	16700	54.9	33.5	97	32443	53.7	65.1	95	5298	48.4	10.6	86				
CHILD(REN) UNDER 2 YRS	6045	1777	5.8	29.4	85	4623	7.7	76.5	112	1039	9.5	17.2	139				
2 - 5 YEARS	15233	5356	17.6	35.2	102	11171	18.5	73.3	107	2729	24.9	17.9	145				
6 - 11 YEARS	16260	5847	19.2	36.0	105	11254	18.6	69.2	101	1904	17.4	11.7	95				
12 - 17 YEARS	19173	7285	23.9	38.0	110	13554	22.4	70.7	103	2339	21.4	12.2	99				
RESIDENCE OWNED	61371	21771	71.5	35.5	103	41963	69.4	68.4	100	7202	65.8	11.7	95				
VALUE: \$50,000 OR MORE	35355	13365	43.9	37.8	110	24513	40.6	69.3	102	4035	36.8	11.4	92				
VALUE: UNDER \$50,000	26016	8406	27.6	32.3	94	17450	28.9	67.1	98	3167	28.9	12.2	98				

HAND & BODY CREAM, LOTION OR OIL: TYPES
(FEMALES)

		TOTAL U.S. '000	CREAM				LOTION				OIL							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	30437	100.0	34.4	100	60426	100.0	68.3	100	10951	100.0	12.4	100				
MAGAZINES	QUINTILE 1	17988	7314	24.0	40.7	118	13082	21.6	72.7	106	2545	23.2	14.1	114				
	QUINTILE 2	19446	6979	22.9	35.9	104	13804	22.8	71.0	106	2914	26.6	15.0	121				
	QUINTILE 3	14626	4958	16.3	33.9	99	10429	17.3	71.3	104	1548	14.1	10.6	85				
	QUINTILE 4	16014	5027	16.5	31.4	91	11226	18.6	70.1	103	2141	19.6	13.4	108				
	QUINTILE 5	20389	6159	20.2	30.2	88	11884	19.7	58.3	85	1804	16.5	8.8	71				
NEWSPAPERS	QUINTILE 1	13830	5283	17.4	38.2	111	9370	15.5	67.8	99	1468	13.4	10.6	86				
	QUINTILE 2	26350	9690	31.8	36.8	107	18205	30.1	69.1	101	3078	28.1	11.7	94				
	QUINTILE 3	12415	4652	15.3	37.5	109	8770	14.5	70.6	103	1877	17.1	15.1	122				
	QUINTILE 4	21911	6693	22.0	30.5	89	15128	25.0	69.0	101	2838	25.9	13.0	105				
	QUINTILE 5	13960	4118	13.5	29.5	86	8954	14.8	64.1	94	1690	15.4	12.1	98				
OUTDOOR	QUINTILE 1	16810	6013	19.8	35.8	104	11603	19.2	69.0	101	2486	22.7	14.8	119				
	QUINTILE 2	17101	5899	19.4	34.5	100	11813	19.5	69.1	101	2077	19.0	12.1	98				
	QUINTILE 3	17579	6303	20.7	35.9	104	11986	19.8	68.2	100	1923	17.6	10.9	88				
	QUINTILE 4	18343	6086	20.0	33.2	96	12671	21.0	69.1	101	2513	22.9	13.7	111				
	QUINTILE 5	18631	6137	20.2	32.9	96	12353	20.4	66.3	97	1953	17.8	10.5	85				
RADIO-DRIVE TIME	QUINTILE 1	17390	6475	21.3	37.2	108	11939	19.8	68.7	101	2015	18.4	11.6	94				
	QUINTILE 2	16591	5768	19.0	34.8	101	11683	19.3	70.4	103	2153	19.7	13.0	105				
	QUINTILE 3	16910	5686	18.7	33.6	98	11670	19.3	69.0	101	2121	19.4	12.5	101				
	QUINTILE 4	18002	6215	20.4	34.5	100	12297	20.4	68.3	100	2498	22.8	13.9	112				
	QUINTILE 5	19572	6294	20.7	32.2	93	12836	21.2	65.6	96	2165	19.8	11.1	89				
RADIO-MID- DAY	TERCILE 1	23248	8085	26.6	34.8	101	16263	26.9	70.0	102	2913	26.6	12.5	101				
	TERCILE 2	23667	8805	28.9	37.2	108	16314	27.0	68.9	101	3285	30.0	13.9	112				
	TERCILE 3	41549	13547	44.5	32.6	95	27849	46.1	67.0	98	4753	43.4	11.4	92				
RADIO-TOTAL	QUINTILE 1	17786	6353	20.9	35.7	104	12556	20.8	70.6	103	2248	20.5	12.6	102				
	QUINTILE 2	17316	6059	19.9	35.0	102	12026	19.9	69.5	102	2247	20.5	13.0	105				
	QUINTILE 3	18428	6508	21.4	35.3	103	12637	20.9	68.6	100	2573	23.5	14.0	113				
	QUINTILE 4	17669	6159	20.2	34.9	101	11916	19.7	67.4	99	1998	18.2	11.3	91				
	QUINTILE 5	17265	5358	17.6	31.0	90	11290	18.7	65.4	96	1887	17.2	10.9	88				
TV-PRIME TIME	QUINTILE 1	17416	6072	19.9	34.9	101	11447	18.9	65.7	96	2008	18.3	11.5	93				
	QUINTILE 2	17413	6133	20.1	35.2	102	11634	19.3	66.8	98	2174	19.9	12.5	101				
	QUINTILE 3	17943	6434	21.1	35.9	104	12211	20.2	68.1	100	2401	21.9	13.4	108				
	QUINTILE 4	18442	6191	20.3	33.6	98	13092	21.7	71.0	104	2386	21.8	12.9	105				
	QUINTILE 5	17250	5608	18.4	32.5	94	12042	19.9	69.8	102	1982	18.1	11.5	93				
TV-DAYTIME	TERCILE 1	29966	10258	33.7	34.2	99	19662	32.5	65.6	96	3977	36.3	13.3	107				
	TERCILE 2	29480	10344	34.0	35.1	102	20371	33.7	69.1	101	3737	34.1	12.7	102				
	TERCILE 3	29018	9834	32.3	33.9	98	20392	33.7	70.3	103	3237	29.6	11.2	90				
TV-TOTAL	QUINTILE 1	17740	6158	20.2	34.7	101	11263	18.6	63.5	93	2341	21.4	13.2	107				
	QUINTILE 2	17674	6235	20.5	35.3	103	11401	18.9	64.5	94	1938	17.7	11.0	89				
	QUINTILE 3	17730	6063	19.9	34.2	99	12460	20.6	70.3	103	2286	20.9	12.9	104				
	QUINTILE 4	17563	6197	20.4	35.3	103	12748	21.1	72.6	106	2243	20.5	12.8	103				
	QUINTILE 5	17757	5784	19.0	32.6	95	12553	20.8	70.7	103	2143	19.6	12.1	97				
MAGAZINES-NEWSPAPERS: DUAL		23278	8951	29.4	38.5	112	16705	27.6	71.8	105	2979	27.2	12.8	103				
MAGAZINE IMPERATIVE		21634	7601	25.0	35.1	102	15680	25.9	72.5	106	3371	30.8	15.6	126				
NEWSPAPER IMPERATIVE		23455	8273	27.2	35.3	103	15469	25.6	66.0	97	2435	22.2	10.4	84				
MAGAZINES-OUTDOOR: DUAL		17482	6676	21.9	38.2	111	12668	21.0	72.5	106	2610	23.8	14.9	121				
MAGAZINE IMPERATIVE		28830	10598	34.8	36.8	107	20552	34.0	71.3	104	3774	34.5	13.1	106				
OUTDOOR IMPERATIVE		26119	8374	27.5	32.1	93	16973	28.1	65.0	95	2830	25.8	10.8	88				
MAGAZINES-RADIO: DUAL		20162	7983	26.2	39.6	115	14370	23.8	71.3	104	2774	25.3	13.8	111				
MAGAZINE IMPERATIVE		26292	9315	30.6	35.4	103	18946	31.4	72.1	105	3604	32.9	13.7	111				
RADIO IMPERATIVE		25308	7917	26.0	31.3	91	17022	28.2	67.3	98	3076	28.1	12.2	98				
MAGAZINES-TELEVISION: DUAL		17312	6477	21.3	37.4	109	11715	19.4	67.7	99	2236	20.4	12.9	104				
MAGAZINE IMPERATIVE		29099	10824	35.6	37.2	108	21647	35.8	74.4	109	4120	37.6	14.2	114				
TELEVISION IMPERATIVE		27505	8676	28.5	31.5	92	17330	28.7	63.0	92	2923	26.7	10.6	86				
NEWSPAPERS-OUTDOOR: DUAL		18628	7148	23.5	38.4	112	12775	21.1	68.6	100	2373	21.7	12.7	103				
NEWSPAPER IMPERATIVE		29178	10629	34.9	36.4	106	20105	33.3	68.9	101	3249	29.7	11.1	90				
OUTDOOR IMPERATIVE		25260	8271	27.2	32.7	95	17439	28.9	69.0	101	3485	31.8	13.8	111				
NEWSPAPERS-RADIO: DUAL		19246	7441	24.4	38.7	112	13073	21.6	67.9	99	2332	21.3	12.1	98				
NEWSPAPER IMPERATIVE		28155	10330	33.9	36.7	107	19439	32.2	69.0	101	3252	29.7	11.6	93				
RADIO IMPERATIVE		25308	8068	26.5	31.9	93	17800	29.5	70.3	103	3631	33.2	14.3	116				
NEWSPAPERS-TELEVISION: DUAL		18615	7364	24.2	39.6	115	12272	20.3	65.9	97	1918	17.5	10.3	83				
NEWSPAPER IMPERATIVE		29207	10583	34.8	36.2	105	20897	34.6	71.5	105	3641	33.2	12.5	101				
TELEVISION IMPERATIVE		25472	7825	25.7	30.7	89	16696	27.6	65.5	96	3492	31.9	13.7	111				
OUTDOOR-RADIO: DUAL		17292	6163	20.2	35.6	104	12564	20.8	72.7	106	2197	20.1	12.7	103				
OUTDOOR IMPERATIVE		26915	9476	31.1	35.2	102	17722	29.3	65.8	96	3419	31.2	12.7	103				
RADIO IMPERATIVE		28938	10134	33.3	35.0	102	19793	32.8	68.4	100	3751	34.3	13.0	105				
OUTDOOR-TELEVISION: DUAL		16112	5790	19.0	35.9	104	10774	17.8	66.9	98	2133	19.5	13.2	107				
OUTDOOR IMPERATIVE		28228	9733	32.0	34.5	100	20127	33.3	71.3	104	3490	31.9	12.4	100				
TELEVISION IMPERATIVE		30024	10074	33.1	33.6	98	19594	32.4	65.3	96	3514	32.1	11.7	95				
RADIO-TELEVISION: DUAL		17803	6613	21.7	37.1	108	11921	19.7	67.0	98	2118	19.3	11.9	96				
RADIO IMPERATIVE		28338	9816	32.3	34.6	101	20514	33.9	72.4	106	3873	35.4	13.7	110				
TELEVISION IMPERATIVE		28445	9479	31.1	33.3	97	18284	30.3	64.3	94	3480	31.8	12.2	99				

	TOTAL U.S. '000	CREAM				LOTION				OIL							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	30437	100.0	34.4	100	60426	100.0	68.3	100	10951	100.0	12.4	100				
ATLANTIC MONTHLY	415	**110	0.4	26.5	77	283	0.5	68.2	100	**24	0.2	5.8	47				
BARRON'S	522	*209	0.7	40.0	116	345	0.6	66.1	97	**20	0.2	3.8	31				
BETTER HOMES & GARDENS	17429	6617	21.7	38.0	110	12562	20.8	72.1	106	2202	20.1	12.6	102				
BON APPETIT	2772	1110	3.6	40.0	116	2032	3.4	73.3	107	371	3.4	13.4	108				
BUSINESS WEEK	1469	473	1.6	32.2	94	1082	1.8	73.7	108	*210	1.9	14.3	115				
CAR AND DRIVER	397	*195	0.6	49.1	143	*277	0.5	69.8	102	**103	0.9	25.9	210				
CBS MAGAZINE NETWORK (GROSS)	1633	644	2.1	39.4	115	1200	2.0	73.5	108	*227	2.1	13.9	112				
CHANGING TIMES	1554	672	2.2	43.2	126	1046	1.7	67.3	99	*177	1.6	11.4	92				
COLONIAL HOMES	1304	605	2.0	46.4	135	961	1.6	73.7	108	*228	2.1	17.5	141				
CONDE NAST MAG. PKG. (GROSS)	17858	7172	23.6	40.2	117	12940	21.4	72.5	106	2732	24.9	15.3	124				
CONSUMERS DIGEST	1406	464	1.5	33.0	96	1028	1.7	73.1	107	*206	1.9	14.7	118				
COSMOPOLITAN	8815	3348	11.0	38.0	110	6480	10.7	73.5	108	1661	15.2	18.8	152				
COUNTRY LIVING	2636	1152	3.8	43.7	127	1838	3.0	69.7	102	307	2.8	11.6	94				
CUISINE	1554	565	1.9	36.4	106	1017	1.7	65.4	96	*185	1.7	11.9	96				
CYCLE WORLD	469	*197	0.6	42.0	122	372	0.6	79.3	116	**52	0.5	11.1	90				
DCI:CREATIVE IDEAS FOR LIV	2631	1157	3.8	44.0	128	1918	3.2	72.9	107	409	3.7	15.5	126				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2955	9.7	41.8	122	5231	8.7	74.0	108	898	8.2	12.7	103				
DISCOVER	998	389	1.3	39.0	113	771	1.3	77.3	113	*110	1.0	11.0	89				
EBONY	4289	1422	4.7	33.2	96	3018	5.0	70.4	103	618	5.6	14.4	116				
ESQUIRE	1176	429	1.4	36.5	106	782	1.3	66.5	97	*180	1.6	15.3	124				
ESSENCE	2392	874	2.9	36.5	106	1788	3.0	74.7	109	411	3.8	17.2	139				
FAMILY CIRCLE	17209	6709	22.0	39.0	113	12301	20.4	71.5	105	1924	17.6	11.2	90				
THE FAMILY HANDYMAN	1184	470	1.5	39.7	115	848	1.4	71.6	105	**139	1.3	11.7	95				
FAMILY WEEKLY	12391	4410	14.5	35.6	103	8705	14.4	70.3	103	1342	12.3	10.8	87				
FIELD & STREAM	2438	895	2.9	36.7	107	1586	2.6	65.1	95	329	3.0	13.5	109				
FOOD & WINE	614	243	0.8	39.6	115	366	0.6	59.6	87	**102	0.9	16.6	134				
FORBES	813	337	1.1	41.5	120	561	0.9	69.0	101	*111	1.0	13.7	110				
FORTUNE	1083	369	1.2	34.1	99	774	1.3	71.5	105	*207	1.9	19.1	154				
GENTLEMEN'S QUARTERLY	1197	468	1.5	39.1	114	896	1.5	74.9	110	*200	1.8	16.7	135				
GLAMOUR	6625	2601	8.5	39.3	114	4854	8.0	73.3	107	1029	9.4	15.5	125				
GOLF DIGEST	707	*243	0.8	34.4	100	479	0.8	66.9	98	**126	1.2	17.8	144				
GOLF DIGEST/TENNIS (GROSS)	1316	540	1.8	41.0	119	880	1.5	66.9	98	*189	1.7	14.4	116				
GOLF MAGAZINE	469	*166	0.5	35.4	103	293	0.5	62.5	91	*47	0.4	10.0	81				
GOLF MAGAZINE/SKI (GROSS)	1060	352	1.2	33.2	97	745	1.2	70.3	103	**129	1.2	12.2	98				
GOOD HOUSEKEEPING	17784	6711	22.0	37.7	110	12733	21.1	71.6	105	2162	19.7	12.2	98				
HARPER'S BAZAAR	2931	1113	3.7	38.0	110	2037	3.4	69.5	102	391	3.6	13.3	108				
HEALTH	2199	790	2.6	35.9	104	1580	2.6	71.9	105	287	2.6	13.1	105				
HEARST MAG CORP. BUY (GROSS)	49148	19055	62.6	38.8	113	35513	58.8	72.3	106	6982	63.8	14.2	115				
HEARST MAN POWER (GROSS)	2113	871	2.9	41.2	120	1432	2.4	67.8	99	*218	2.0	10.3	83				
HEARST WOMAN POWER (GROSS)	35062	13188	43.3	37.6	109	25632	42.4	73.1	107	5041	46.0	14.4	116				
HOUSE BEAUTIFUL	3865	1643	5.4	42.5	124	2799	4.6	72.4	106	569	5.2	14.7	119				
INC.	315	*173	0.6	54.9	160	*237	0.4	75.2	110	**53	0.5	16.8	136				
JET	3690	1104	3.6	29.9	87	2759	4.6	74.8	109	476	4.3	12.9	104				
LADIES' HOME JOURNAL	12930	4716	15.5	36.5	106	9228	15.3	71.4	104	1733	15.8	13.4	108				
LHJ FAMILY GRP COMBO(GROSS)	18161	6695	22.0	36.9	107	13045	21.6	71.8	105	2562	23.4	14.1	114				
LIFE	5065	1831	6.0	36.2	105	3713	6.1	73.3	107	859	7.8	17.0	137				
L.A. TIMES HOME MAGAZINE	1310	546	1.8	41.7	121	890	1.5	67.9	99	*171	1.6	13.1	105				
MADMOISELLE	3759	1473	4.8	39.2	114	2768	4.6	73.6	108	605	5.5	16.1	130				
MC CALL'S	14658	5653	18.6	38.6	112	10368	17.2	70.7	104	2084	19.0	14.2	115				
MC CALL'S/WRK MOTHER (GROSS)	15857	6095	20.0	38.4	112	11313	18.7	71.3	104	2349	21.5	14.8	120				
MECHANIX ILLUSTRATED	809	308	1.0	38.1	111	619	1.0	76.5	112	**94	0.9	11.6	94				
METROPOLITAN HOME	1009	357	1.2	35.4	103	806	1.3	79.9	117	*205	1.9	20.3	164				
MONEY	1707	674	2.2	39.5	115	1173	1.9	68.7	101	*186	1.7	10.9	88				
MOTHER EARTH NEWS	1123	491	1.6	43.7	127	856	1.4	76.2	112	*113	1.0	10.1	81				
MS.	932	410	1.3	44.0	128	750	1.2	80.5	118	*193	1.8	20.7	167				
NATIONAL ENQUIRER	11971	4275	14.0	35.7	104	8637	14.3	72.1	106	1604	14.6	13.4	108				
NATIONAL GEOGRAPHIC	10503	4123	13.5	39.3	114	7508	12.4	71.5	105	1377	12.6	13.1	106				
NATIONAL SUNDAY MAGAZINE PKG	54325	19659	64.6	36.2	105	37486	62.0	69.0	101	6652	60.7	12.2	99				
NATURAL HISTORY	626	*256	0.8	40.9	119	420	0.7	67.1	98	**94	0.9	15.0	121				
NEW WOMAN	1992	554	1.8	27.8	81	1522	2.5	76.4	112	297	2.7	14.9	120				
NEW YORK INCLUDING CUE	547	*203	0.7	37.1	108	360	0.6	65.8	96	**39	0.4	7.1	58				
THE NEW YORKER	1380	538	1.8	39.0	113	1006	1.7	72.9	107	*151	1.4	10.9	88				
NEWSWEEK	6925	2657	8.7	38.4	112	4912	8.1	70.9	104	963	8.8	13.9	112				
THE N.Y. TIMES DAILY EDITION	1363	486	1.6	35.7	104	969	1.6	71.1	104	*163	1.5	12.0	97				
THE N.Y. TIMES MAGAZINE	2333	952	3.1	40.8	119	1689	2.8	72.4	106	290	2.6	12.4	100				
OMNI	872	375	1.2	43.0	125	741	1.2	85.0	124	*179	1.6	20.5	166				
ON CABLE	1298	461	1.5	35.5	103	883	1.5	68.0	100	**55	0.5	4.2	34				
1001 HOME IDEAS	3032	1188	3.9	39.2	114	2238	3.7	73.8	108	542	4.9	17.9	144				
ORGANIC GARDENING	1680	666	2.2	39.6	115	1232	2.0	73.3	107	*197	1.8	11.7	95				
OUTDOOR LIFE	960	436	1.4	45.4	132	628	1.0	65.4	96	*176	1.6	18.3	148				
PARADE MAGAZINE	26755	9824	32.3	36.7	107	18647	30.9	69.7	102	3637	31.4	12.8	104				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HAND & BODY CREAM, LOTION OR OIL: TYPES
(FEMALES)

	TOTAL U.S. '000	CREAM				LOTION				OIL							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	30437	100.0	34.4	100	60426	100.0	68.3	100	10951	100.0	12.4	100				
PARENTS	4173	1433	4.7	34.3	100	3085	5.1	73.9	108	736	6.7	17.6	142				
PENTHOUSE	973	363	1.2	37.3	108	712	1.2	73.2	107	*171	1.6	17.6	142				
PEOPLE	13479	4954	16.3	36.8	107	9795	16.2	72.7	106	1977	18.1	14.7	118				
PLAYBOY	2183	827	2.7	37.9	110	1496	2.5	68.5	100	428	3.9	19.6	158				
POPULAR HOT RODDING	388	**132	0.4	34.0	99	324	0.5	83.5	122	**76	0.7	19.6	158				
POPULAR MECHANICS	1037	407	1.3	39.2	114	625	1.0	60.3	88	**98	0.9	9.5	76				
POPULAR SCIENCE	920	379	1.2	41.2	120	668	1.1	72.6	106	**139	1.3	15.1	122				
PREVENTION	4071	1433	4.7	35.2	102	2820	4.7	69.3	101	357	3.3	8.8	71				
PSYCHOLOGY TODAY	1940	771	2.5	39.7	116	1377	2.3	71.0	104	291	2.7	15.0	121				
READER'S DIGEST	26031	8186	26.9	34.1	99	16811	27.8	70.0	102	2755	25.2	11.5	93				
REDBOOK	8464	3129	10.3	37.0	107	6419	10.6	75.8	111	1218	11.1	14.4	116				
ROAD & TRACK	429	*176	0.6	41.0	119	318	0.5	74.1	109	**111	1.0	25.9	209				
ROLLING STONE	1355	435	1.4	32.1	93	1051	1.7	77.6	114	329	3.0	24.3	196				
RUNNER'S WORLD	329	*139	0.5	42.2	123	248	0.4	75.4	110	**54	0.5	16.4	133				
SATURDAY EVENING POST	1268	521	1.7	41.1	119	928	1.5	73.2	107	*142	1.3	11.2	90				
SCIENCE 84	702	*222	0.7	31.6	92	594	1.0	84.6	124	**72	0.7	10.3	83				
SCIENCE DIGEST	553	*241	0.8	43.6	127	418	0.7	75.6	111	**20	0.2	3.6	29				
SCIENTIFIC AMERICAN	615	*235	0.8	38.2	111	457	0.8	74.3	109	**108	1.0	17.6	142				
SELF	2683	1184	3.9	44.1	128	1926	3.2	71.8	105	375	3.4	14.0	113				
SEVENTEEN	3309	1461	4.8	44.2	128	2380	3.9	71.9	105	519	4.7	15.7	127				
SKI	591	*186	0.6	31.5	91	452	0.7	76.5	112	**82	0.7	13.9	112				
SMITHSONIAN	3039	1183	3.9	38.9	113	2168	3.6	71.3	104	265	2.4	8.7	70				
SOAP OPERA DIGEST	3683	1294	4.3	35.1	102	2614	4.3	71.0	104	598	5.5	16.2	131				
SOUTHERN LIVING	4434	1797	5.9	40.5	118	3313	5.5	74.7	109	489	4.5	11.0	89				
SPORT	701	*342	1.1	48.8	142	487	0.8	69.5	102	**158	1.4	22.5	182				
THE SPORTING NEWS	518	*233	0.8	45.0	131	*375	0.6	72.4	106	**62	0.6	12.0	97				
SPORTS AFIELD	523	*223	0.7	42.6	124	390	0.6	74.6	109	**100	0.9	19.1	154				
SPORTS ILLUSTRATED	3325	1383	4.5	41.6	121	2430	4.0	73.1	107	569	5.2	17.1	138				
STAR	8567	3184	10.5	37.2	108	5974	9.9	69.7	102	1143	10.4	13.3	108				
SUNDAY	27630	10131	33.3	36.7	107	18845	31.2	68.2	100	3325	30.4	12.0	97				
SUNSET	2219	908	3.0	40.9	119	1657	2.7	74.7	109	*269	2.5	12.1	98				
TV GUIDE	24258	8696	28.6	35.8	104	17194	28.5	70.9	104	3292	30.1	13.6	110				
TENNIS	609	*297	1.0	48.8	142	408	0.7	67.0	98	**64	0.6	10.5	85				
TIME	9929	3488	11.5	35.1	102	7263	12.0	73.1	107	1381	12.6	13.9	112				
TONN & COUNTRY	1062	440	1.4	41.4	120	704	1.2	66.3	97	*185	1.7	17.4	141				
TRAVEL & LEISURE	1051	403	1.3	38.3	111	739	1.2	70.3	103	*135	1.2	12.8	104				
TRUE STORY	3946	1336	4.4	33.9	98	2750	4.6	69.7	102	633	5.8	16.0	130				
U.S. NEWS & WORLD REPORT	3782	1431	4.7	37.8	110	2776	4.6	73.4	107	429	3.9	11.3	92				
USA TODAY	1874	672	2.2	35.9	104	1490	2.5	79.5	116	251	2.3	13.4	108				
US	2213	909	3.0	41.1	119	1675	2.8	75.7	111	337	3.1	15.2	123				
VOGUE	4792	1913	6.3	39.9	116	3391	5.6	70.8	104	723	6.6	15.1	122				
HALL STREET JOURNAL	2045	715	2.3	35.0	102	1427	2.4	69.8	102	*254	2.3	12.4	100				
WEIGHT WATCHERS	2364	1000	3.3	42.3	123	1791	3.0	75.8	111	338	3.1	14.3	115				
WOMAN'S DAY	15182	5719	18.8	37.7	109	10902	18.0	71.8	105	1746	15.9	11.5	93				
WORKING MOTHER	1198	442	1.5	36.9	107	945	1.6	78.9	115	*265	2.4	22.1	179				
WORKING WOMAN	1523	485	1.6	31.8	93	1146	1.9	75.2	110	278	2.5	18.3	147				
WORLD TENNIS	*183	**94	0.3	51.4	149	*116	0.2	63.4	93	**15	0.1	8.2	66				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1005	3.3	36.2	105	2063	3.4	74.3	109	442	4.0	15.9	129				
BLAIR INSERTS	47909	17429	57.3	36.4	106	33262	55.0	69.4	102	5847	53.4	12.2	99				
DAILY NEWSPAPERS																	
READ ANY	56731	20354	66.9	35.9	104	39006	64.6	68.8	101	6654	60.8	11.7	95				
READ ONE	47696	16821	55.3	35.3	103	32816	54.3	68.8	101	5676	51.8	11.9	96				
READ TWO OR MORE	9034	3533	11.6	39.1	114	6190	10.2	68.5	100	978	8.9	10.8	87				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	21039	69.1	36.4	106	39974	66.2	69.2	101	7068	64.5	12.2	99				
READ ONE	50513	18157	59.7	35.9	104	34950	57.8	69.2	101	6264	57.2	12.4	100				
READ TWO OR MORE	7219	2882	9.5	39.9	116	5024	8.3	69.6	102	804	7.3	11.1	90				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.50				28.01				30.48							
30 DAY REACH	78184	27025	88.8	34.6	100	53551	88.6	68.5	100	9839	89.8	12.6	102				
50 SHWG - 30 DAY AV FREQ	14.80	15.07				14.71				15.93							
30 DAY REACH	74239	25639	84.2	34.5	100	51076	84.5	68.8	101	9436	86.2	12.7	103				
25 SHWG - 30 DAY AV FREQ	8.05	8.09				8.02				8.61							
30 DAY REACH	68254	23901	78.5	35.0	102	46839	77.5	68.6	100	8754	79.9	12.8	104				
CABLE TV: HOME WIRED	35215	12820	42.1	36.4	106	25184	41.7	71.5	105	4485	41.0	12.7	103				
HOME NOT WIRED	53250	17617	57.9	33.1	96	35241	58.3	66.2	97	6467	59.1	12.1	98				
HAVE PAY CABLE	17885	6996	23.0	39.1	114	13088	21.7	73.2	107	2309	21.1	12.9	104				

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

	TOTAL U.S. '000	CREAM				LOTION				OIL				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	30437	100.0	34.4	100	60426	100.0	68.3	100	10951	100.0	12.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	16947	55.7	35.3	103	33447	55.4	69.7	102	5983	54.6	12.5	101				
10:00 AM - 3:00 PM	33674	12041	39.6	35.8	104	23425	38.8	69.6	102	4354	39.8	12.9	104				
3:00 PM - 7:00 PM	34431	12347	40.6	35.9	104	24236	40.1	70.4	103	4471	40.8	13.0	105				
7:00 PM - MIDNIGHT	17761	6395	21.0	36.0	105	12444	20.6	70.1	103	2498	22.8	14.1	114				
MIDNIGHT - 6:00 AM	10087	3652	12.0	36.2	105	7248	12.0	71.9	105	1341	12.2	13.3	107				
6:00 AM - MIDNIGHT	64318	22688	74.5	35.3	103	44648	73.9	69.4	102	8181	74.7	12.7	103				
ENTIRE DAY	65181	22981	75.5	35.3	102	45301	75.0	69.5	102	8334	76.1	12.8	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	17411	6418	21.1	36.9	107	11934	19.7	68.5	100	2076	19.0	11.9	96				
ALL NEWS	2520	937	3.1	37.2	108	1627	2.7	64.6	95	*301	2.7	11.9	96				
AOR/PROGRESSIVE	4419	1650	5.4	37.3	109	3051	5.0	69.0	101	764	7.0	17.3	140				
BEAUTIFUL MUSIC	6119	2013	6.6	32.9	96	4213	7.0	68.9	101	694	6.3	11.3	92				
BLACK	2623	848	2.8	32.3	94	1854	3.1	70.7	103	518	4.7	19.7	160				
CLASSICAL	1553	587	1.9	37.8	110	1100	1.8	70.8	104	*169	1.5	10.9	88				
CHR/ROCK	11282	4314	14.2	38.2	111	8257	13.7	73.2	107	1769	16.2	15.7	127				
COUNTRY	13343	4533	14.9	34.0	99	9264	15.3	69.4	102	1536	14.0	11.5	93				
GOLDEN OLDIES	1299	477	1.6	36.7	107	806	1.3	62.0	91	*169	1.5	13.0	105				
MOR/NOSTALGIA	5241	1735	5.7	33.1	96	3590	5.9	68.5	100	511	4.7	9.8	79				
NEWS/TALK	4165	1453	4.8	34.9	101	2739	4.5	65.8	96	433	4.0	10.4	84				
RELIGIOUS	3324	1174	3.9	35.3	103	2185	3.6	65.7	96	396	3.6	11.9	96				
SOFT ROCK	609	*198	0.7	32.5	94	424	0.7	69.6	102	*990	0.8	14.8	119				
URBAN CONTEMPORARY	1853	617	2.0	33.3	97	1379	2.3	74.4	109	290	2.6	15.7	126				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1178	3.9	31.6	92	2594	4.3	69.7	102	572	5.2	15.4	124				
ABC DIRECTION	2488	879	2.9	35.3	103	1709	2.8	68.7	101	425	3.9	17.1	138				
ABC ENTERTAINMENT	5129	1839	6.0	35.9	104	3579	5.9	69.8	102	502	4.6	9.8	79				
ABC FM	2498	941	3.1	37.7	109	1890	3.1	75.7	111	548	5.0	21.9	177				
ABC INFORMATION	5721	1884	6.2	32.9	96	4077	6.7	71.3	104	614	5.6	10.7	87				
ABC ROCK	2021	775	2.5	38.3	111	1510	2.5	74.7	109	401	3.7	19.8	160				
CBS	4756	1661	5.5	34.9	102	3187	5.3	67.0	98	552	5.0	11.6	94				
MUTUAL	5272	1813	6.0	34.4	100	3728	6.2	70.7	104	518	4.7	9.8	79				
NBC	4964	1840	6.0	37.1	108	3133	5.2	63.1	92	535	4.9	10.8	87				
RADIORADIO	2218	831	2.7	37.5	109	1653	2.7	74.5	109	310	2.8	14.0	113				
RKO ONE	2565	667	2.2	26.0	76	1849	3.1	72.1	106	360	3.3	14.0	113				
RKO TWO	3640	1184	3.9	32.5	95	2353	3.9	64.6	95	424	3.9	11.6	94				
THE SOURCE	2467	950	3.1	38.5	112	1805	3.0	73.2	107	406	3.7	16.5	133				
NON-WIRED: BLAIR	9466	3272	10.8	34.6	100	6756	11.2	71.4	104	1132	10.3	12.0	97				
INTERNET	13616	4856	16.0	35.7	104	9650	16.0	70.9	104	2111	19.3	15.5	125				
KATZ RADIO GROUP	16998	6257	20.6	36.8	107	11530	19.1	67.8	99	2122	19.4	12.5	101				
SUPERNET	11622	4118	13.5	35.4	103	8006	13.2	68.9	101	1519	13.9	13.1	106				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3357	11.0	35.6	104	6048	10.0	64.2	94	1205	11.0	12.8	103				
WKDAY 9:00 AM - 1:00 PM	13304	4650	15.3	35.0	102	8573	14.2	64.4	94	1846	16.9	13.9	112				
WKDAY 1:00 PM - 4:30 PM	17591	6034	19.8	34.3	100	11572	19.2	65.8	96	2277	20.8	12.9	105				
WKDAY 4:30 PM - 7:30 PM	24418	8358	27.5	34.2	99	16002	26.5	65.5	96	2973	27.1	12.2	98				
WKDAY 7:30 PM - 8:00 PM	34400	11708	38.5	34.0	99	22738	37.6	66.1	97	3926	35.9	11.4	92				
WKDAY 11:00 PM - 11:30 PM	26120	9167	30.1	35.1	102	17589	29.1	67.3	99	3291	30.1	12.6	102				
WKDAY 11:30 PM - 1:00 AM	8402	2878	9.5	34.3	100	5747	9.5	68.4	100	1151	10.5	13.7	111				
M-SAT 8-11 PM-SUN 7-11 PM	36828	12894	42.4	35.0	102	24757	41.0	67.2	98	4519	41.3	12.3	99				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	2449	8.0	33.9	99	4951	8.2	68.6	100	1071	9.8	14.8	120				
ANOTHER WORLD	N 4924	1541	5.1	31.3	91	3021	5.0	61.4	90	585	5.3	11.9	96				
AS THE WORLD TURNS	C 5966	2152	7.1	36.1	105	3972	6.6	66.6	97	703	6.4	11.8	95				
CAPITOL	C 3672	1302	4.3	35.5	103	2423	4.0	66.0	97	398	3.6	10.8	88				
CBS MORN. NEWS 1	C 1590	535	1.8	33.6	98	1029	1.7	64.7	95	173	1.6	10.9	88				
CBS MORN. NEWS 2	C 1298	421	1.4	32.4	94	817	1.4	62.9	92	140	1.3	10.8	87				
DAYS OF OUR LIVES	N 6389	2172	7.1	34.0	99	4088	6.8	64.0	94	816	7.5	12.8	103				
FACTS OF LIFE - DAYTIME	N 2526	924	3.0	36.6	106	1526	2.5	60.4	88	427	3.9	16.9	137				
FAMILY FEUD	A 3427	1247	4.1	36.4	106	2173	3.6	63.4	93	413	3.8	12.1	97				
GENERAL HOSPITAL	A 6870	2407	7.9	35.0	102	4448	7.4	64.7	95	1108	10.1	16.1	130				
GOOD MORNING, AMERICA-730	A 3767	1312	4.3	34.8	101	2439	4.0	64.7	95	459	4.2	12.2	98				
GOOD MORNING, AMERICA-830	A 3076	1160	3.8	37.7	110	1950	3.2	63.4	93	369	3.4	12.0	97				
GUIDING LIGHT	C 5789	2010	6.6	34.7	101	3874	6.4	66.9	98	648	5.9	11.2	90				
ONE LIFE TO LIVE	A 4918	1526	5.0	31.0	90	3332	5.5	67.8	99	670	6.1	13.6	110				
PRESS YOUR LUCK	C 2367	844	2.8	35.7	104	1560	2.6	65.9	96	233	2.1	9.8	80				
PRICE IS RIGHT 1	C 4727	1655	5.4	35.0	102	2972	4.9	62.9	92	521	4.8	11.0	89				
PRICE IS RIGHT 2	C 5511	1918	6.3	34.8	101	3552	5.9	64.5	94	600	5.5	10.9	88				
RYAN'S HOPE	A 3479	1252	4.1	36.0	105	2388	4.0	68.6	100	542	4.9	15.6	126				
SALE OF THE CENTURY	N 2823	933	3.1	33.0	96	1745	2.9	61.8	90	356	3.3	12.6	102				
SEARCH FOR TOMORROW	N 2525	842	2.8	33.3	97	1644	2.7	65.1	95	280	2.6	11.1	90				
TODAY SHOW 1	N 2979	985	3.2	33.1	96	1894	3.1	63.6	93	449	4.1	15.1	122				
TODAY SHOW 2	N 2792	956	3.1	34.2	100	1730	2.9	62.0	91	372	3.4	13.3	108				
\$25,000 PYRAMID	C 2899	1042	3.4	35.9	104	1745	2.9	60.2	88	318	2.9	11.0	89				
WHEEL OF FORTUNE	N 4689	1741	5.7	37.1	108	3035	5.0	64.7	95	653	6.0	13.9	112				
YOUNG AND THE RESTLESS	C 6231	2030	6.7	32.6	95	3982	6.6	63.9	94	861	7.9	13.8	112				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	662	2.2	33.6	98	1321	2.2	67.0	98	265	2.4	13.4	109				
NBA PLAYOFF GAME -1	C 1246	500	1.6	40.1	117	800	1.3	64.2	94	*146	1.3	11.7	95				
NBC MAJOR LEAGUE PRE-GAME N	1140	*363	1.2	31.8	93	679	1.1	59.6	87	*123	1.1	10.8	87				
SPORTSWORLD - SUN	N 1328	404	1.3	30.4	88	863	1.4	65.0	95	*178	1.6	13.4	108				
SUNDAY MORNING	C 1645	620	2.0	37.7	110	1113	1.8	67.7	99	170	1.6	10.3	83				

HAND & BODY CREAM, LOTION OR OIL: TYPES
(FEMALES)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	30437	100.0	34.4	100	60426	100.0	68.3	100	10951	100.0	12.4	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	9688	31.8	34.6	101	18296	30.3	65.4	96	3132	28.6	11.2	90				
NETWORK AFFILIATES - LATE	21966	7734	25.4	35.2	102	14829	24.5	67.5	99	2739	25.0	12.5	101				
INDEPENDENTS - LATE	2247	937	3.1	41.7	121	1461	2.4	65.0	95	301	2.7	13.4	108				
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 11524	3937	12.9	34.2	99	7891	13.1	68.5	100	1373	12.5	11.9	96				
ABC MONDAY NIGHT MOVIE	A 6879	2328	7.6	33.8	98	4827	8.0	70.2	103	848	7.7	12.3	100				
ABC SUNDAY NIGHT MOVIE	A 13690	4874	16.0	35.6	103	9099	15.1	66.5	97	1816	16.6	13.3	107				
ABC WORLD NEWS TONIGHT	A 6589	2336	7.7	35.5	103	4143	6.9	62.9	92	712	6.5	10.8	87				
AFTERMASH	C 6391	2270	7.5	35.5	103	4344	7.2	68.0	100	910	8.3	14.2	115				
ALICE	C 10273	3680	12.1	35.8	104	6893	11.4	67.1	98	1313	12.0	12.8	103				
AMERICAN PARADE	C 7130	2377	7.8	33.3	97	4538	7.5	63.6	93	757	6.9	10.6	86				
BENSON	A 11665	3793	12.5	32.5	95	7794	12.9	66.8	98	1411	12.9	12.1	98				
BLUE THUNDER	A 5442	1838	6.0	33.8	98	3805	6.3	69.9	102	654	6.0	12.0	97				
CAGNEY & LACEY	C 10565	3599	11.8	34.1	99	7133	11.8	67.5	99	1538	14.0	14.6	118				
CBS EVENING NEWS-DEAN	C 3668	1274	4.2	34.7	101	2464	4.1	67.2	98	348	3.2	9.5	77				
CBS EVENING NEWS-RATHER	C 7561	2690	8.8	35.6	103	5047	8.4	66.8	98	819	7.5	10.8	88				
CBS SAT. NEWS-SCHIEFFER	C 3948	1403	4.6	35.5	103	2792	4.6	70.7	104	457	4.2	11.6	94				
CBS SATURDAY NIGHT MOVIE	C 5966	2019	6.6	33.8	98	4310	7.1	72.2	106	760	6.9	12.7	103				
CBS WEDNESDAY NIGHT MOVIE	C 6529	2192	7.2	33.6	98	4178	6.9	64.0	94	746	6.8	11.4	92				
CHEERS	N 9842	3404	11.2	34.6	101	6898	11.4	70.1	103	1196	10.9	12.2	98				
DALLAS	C 23935	8149	26.8	34.0	99	15462	25.6	64.6	95	3072	28.1	12.8	104				
DIFF'RENT STROKES	N 7574	2604	8.6	34.4	100	4829	8.0	63.8	93	1058	9.7	14.0	113				
DOUBLE TROUBLE	N 7786	2658	8.7	34.1	99	5423	9.0	69.7	102	1068	9.8	13.7	111				
DUCK FACTORY	N 6290	2095	6.9	33.3	97	4314	7.1	68.6	100	816	7.5	13.0	105				
DUKES OF HAZZARD	C 6402	2060	6.8	32.2	94	4348	7.2	67.9	99	745	6.8	11.6	94				
DYNASTY	A 21955	7730	25.4	35.2	102	15287	25.3	69.6	102	2903	26.5	13.2	107				
FACTS OF LIFE	N 8898	2870	9.4	32.3	94	6004	9.9	67.5	99	1057	9.7	11.9	96				
FALCON CREST	C 21877	7601	25.0	34.7	101	14305	23.7	65.4	96	2824	25.8	12.9	104				
FALL GUY	A 10045	3532	11.6	35.2	102	6874	11.4	68.4	100	1310	12.0	13.0	105				
FAMILY TIES	N 8922	3086	10.1	34.6	101	6237	10.3	69.9	102	1077	9.8	12.1	98				
FANTASY ISLAND	A 8288	3052	10.0	36.8	107	5164	8.5	62.3	91	1134	10.4	13.7	111				
FOULUPS, BLEEPES & BLUNDERS	A 9891	3210	10.5	32.5	94	6482	10.7	65.5	96	1264	11.5	12.8	103				
FOUR SEASONS	C 5429	2044	6.7	37.6	109	3630	6.0	66.9	98	846	7.7	15.6	126				
GIMME A BREAK	N 9646	3253	10.7	33.7	98	6450	10.7	66.9	98	1089	9.9	11.3	91				
HART TO HART	A 9983	3454	11.3	34.6	101	6953	11.5	69.6	102	1398	12.8	14.0	113				
HILL STREET BLUES	N 9688	3673	12.1	37.9	110	6380	10.6	65.9	96	1375	12.6	14.2	115				
HOTEL	A 15435	5081	16.7	32.9	96	10616	17.6	68.8	101	2068	18.9	13.4	108				
JEFFERSONS	C 10031	3640	12.0	36.3	105	6682	11.1	66.6	98	1431	13.1	14.3	115				
JENNIFER SLEPT HERE	N 6376	2194	7.2	34.4	100	4130	6.8	64.8	95	848	7.7	13.3	107				
KATE & ALLIE	C 9951	3557	11.7	35.7	104	6528	10.8	65.6	96	1321	12.1	13.3	107				
KNIGHT RIDER	N 7908	2878	9.5	36.4	106	5498	9.1	69.5	102	988	9.0	12.5	101				
LOVE BOAT	A 13226	4788	15.7	36.2	105	8348	13.8	63.1	92	1607	14.7	12.2	98				
MAGNUM PI	C 12105	4143	13.6	34.2	99	8099	13.4	66.9	98	1494	13.6	12.3	100				
MAMA'S FAMILY	N 6364	2190	7.2	34.4	100	4273	7.1	67.1	98	702	6.4	11.0	89				
MASTER, THE	N 3955	1405	4.6	35.5	103	2608	4.3	65.9	97	542	4.9	13.7	111				
MATT HOUSTON	A 6903	2461	8.1	35.7	104	4766	7.9	69.0	101	884	8.1	12.8	103				
NBC MONDAY NIGHT MOVIE	N 13443	4533	14.9	33.7	98	9176	15.2	68.3	100	1700	15.5	12.6	102				
NBC NIGHTLY NEWS	N 5585	1841	6.0	33.0	96	3634	6.0	65.1	95	736	6.7	13.2	106				
NBC NIGHTLY NEWS-SAT	N 3688	1230	4.0	33.4	97	2207	3.7	59.8	88	428	3.9	11.6	94				
NBC NIGHTLY NEWS-SUN	N 3310	1182	3.9	35.7	104	1958	3.2	59.2	87	383	3.5	11.6	93				
NBC SUNDAY NIGHT MOVIE	N 9238	3270	10.7	35.4	103	6481	10.7	70.2	103	1061	9.7	11.5	93				
NEWMART	C 9876	3532	11.6	35.8	104	6365	10.5	64.4	94	1478	13.5	15.0	121				
ONE DAY AT A TIME	C 7954	2918	9.6	36.7	107	5335	8.8	67.1	98	1073	9.8	13.5	109				
PEOPLE ARE FUNNY	N 5182	1791	5.9	34.6	100	3534	5.8	68.2	100	578	5.3	11.2	90				
REAL PEOPLE	N 9674	2980	9.8	30.8	90	6304	10.4	65.2	95	982	9.0	10.2	82				
REMINGTON STEELE	N 8511	2944	9.7	34.6	101	5792	9.6	68.1	100	1018	9.3	12.0	97				
RIPTLEY'S BELIEVE IT - NOT	A 5656	2038	6.7	36.0	105	3922	6.5	69.3	102	673	6.1	11.9	96				
RIPTIDE	N 7718	2940	9.7	38.1	111	5089	8.4	65.9	97	981	9.0	12.7	103				
SCARECROW & MRS. KING	C 11058	3785	12.4	34.2	99	7221	12.0	65.3	96	1289	11.8	11.7	94				
SIMON & SIMON	C 11615	4179	13.7	36.0	105	7748	12.8	66.7	98	1411	12.9	12.1	98				
60 MINUTES	C 14326	5001	16.4	34.9	101	9481	15.7	66.2	97	1606	14.7	11.2	91				
ST. ELSEWHERE	N 7670	2608	8.6	34.0	99	5304	8.8	69.2	101	844	7.7	11.0	89				
THREE'S COMPANY	A 12068	4040	13.3	33.5	97	8390	13.9	69.5	102	1625	14.8	13.5	109				
T.J. HOOKER	A 9735	3418	11.2	35.1	102	6352	10.5	65.2	96	1169	10.7	12.0	97				
TONIGHT SHOW	N 2531	826	2.7	32.6	95	1728	2.9	68.3	100	297	2.7	11.7	95				
TRAPPER JOHN, M.D.	C 10374	3804	12.5	36.7	107	6824	11.3	65.8	96	1336	12.2	12.9	104				
TV BLOOPERS & PRAC. JOKES	N 9795	3319	10.9	33.9	98	6487	10.7	66.2	97	1213	11.1	12.4	100				
20/20	A 10009	3528	11.6	35.2	102	6860	11.4	68.5	100	1181	10.8	11.8	95				
WEBSTER	A 11934	3833	12.6	32.1	93	7993	13.2	67.0	98	1528	14.0	12.8	103				
WORLD NEWS - SUN	A 3291	999	3.3	30.4	88	2217	3.7	67.4	99	401	3.7	12.2					

	TOTAL U.S. '000	AVON CARE DEEPLY				AVON MOISTURIZED				AVON RICH MOISTURE				AVON VITA MOIST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALES	88464	5335	100.0	7.2	100	5571	100.0	6.3	100	6570	100.0	7.4	100	3647	100.0	4.1	100
FEMALE HOMEOWNERS	80986	5171	81.6	6.4	89	5081	91.2	6.3	100	5992	91.2	7.4	100	3410	93.5	4.2	102
EMPLOYED MOTHERS	18702	1629	25.7	8.7	122	1218	21.9	6.5	103	1540	23.4	8.2	111	818	22.4	4.4	106
18 - 24	14726	1517	23.9	10.3	144	866	15.5	5.9	93	859	13.1	5.8	79	5506	13.9	3.4	83
25 - 34	20202	1478	23.3	7.3	102	1276	22.9	6.3	100	1568	23.9	7.8	105	856	23.5	4.2	103
35 - 44	14781	1085	17.1	7.3	102	936	16.8	6.3	101	1254	19.1	8.5	114	677	18.6	4.6	111
45 - 54	11449	805	12.7	7.0	98	770	13.8	6.7	107	836	12.7	7.3	98	4446	12.2	3.9	94
55 - 64	11846	867	13.7	7.3	102	816	14.6	6.9	109	1100	16.7	9.3	125	634	17.4	5.4	130
65 OR OLDER	15459	588	9.3	3.8	53	907	16.3	5.9	93	955	14.5	6.2	83	529	14.5	3.4	83
18 - 34	34928	2995	47.2	8.6	120	2142	38.4	6.1	97	2426	36.9	6.9	94	1361	37.3	3.9	95
18 - 49	55154	4501	71.0	8.2	114	3484	62.5	6.3	100	4115	62.6	7.5	100	2332	63.9	4.2	103
25 - 54	46433	3367	53.1	7.3	101	2983	53.5	6.4	102	3657	55.7	7.9	106	1978	54.2	4.3	103
35 - 49	20226	1506	23.8	7.4	104	1342	24.1	6.6	105	1689	25.7	8.4	112	970	26.6	4.8	116
50 OR OLDER	33310	1838	29.0	5.5	77	2087	37.5	6.3	99	2455	37.4	7.4	99	1315	36.1	3.9	96
GRADUATED COLLEGE	12110	699	11.0	5.8	81	571	10.2	4.7	75	737	11.2	6.1	82	500	13.7	4.1	100
ATTENDED COLLEGE	15309	1176	18.6	7.7	107	765	13.7	5.0	79	1109	16.9	7.2	98	624	17.1	4.1	99
GRADUATED HIGH SCHOOL	36912	3051	48.1	8.3	115	2628	47.2	7.1	113	3201	48.7	8.7	117	1672	45.8	4.5	110
DID NOT GRADUATE HIGH SCHOOL	24134	1413	22.3	5.9	82	1607	28.8	6.7	106	1523	23.2	6.3	85	851	23.3	3.5	86
EMPLOYED FULL-TIME	35457	2738	43.2	7.7	108	2071	37.2	5.8	93	2796	42.6	7.9	106	1537	42.1	4.3	105
EMPLOYED PART-TIME	8514	719	11.3	8.4	118	622	11.2	7.3	116	677	10.3	8.0	107	225	6.2	2.6	64
NOT EMPLOYED	44494	2882	45.5	6.5	90	2878	51.7	6.5	103	3097	47.1	7.0	94	1885	51.7	4.2	103
PROFESSIONAL/MANAGER	10811	712	11.2	6.6	92	522	9.4	4.8	77	752	11.4	7.0	94	544	14.9	5.0	122
TECH/CLERICAL/SALES	19640	1589	25.1	8.1	113	1099	19.7	5.6	89	1602	24.4	8.2	110	809	22.2	4.1	100
PRECISION/CRAFT	1023	891	1.4	8.9	124	85	1.5	8.3	132	129	2.0	12.6	170	35	1.0	3.4	83
OTHER EMPLOYED	12498	1065	16.8	8.5	119	988	17.7	7.9	126	991	15.1	7.9	107	374	10.3	3.0	73
SINGLE	13995	1359	21.4	8.5	119	862	15.5	5.4	86	860	13.1	5.4	72	482	13.2	3.0	73
MARRIED	51684	3870	61.1	7.5	104	3322	59.6	6.4	102	4196	63.9	8.1	109	2403	65.9	4.6	113
DIVORCED/SEPARATED/WIDOWED	20780	1110	17.5	5.3	75	1386	24.9	6.7	106	1515	23.1	7.3	98	762	20.9	3.7	89
PARENTS	33922	2977	47.0	8.8	122	2358	42.3	7.0	110	2889	44.0	8.5	115	1489	40.8	4.4	106
WHITE	76422	5278	83.3	6.9	96	4471	80.3	5.9	93	5654	86.1	7.4	100	3181	87.2	4.2	101
BLACK	10066	904	14.3	9.0	125	903	16.2	9.0	142	698	10.6	6.9	93	391	10.7	3.9	94
OTHER	1976	157	2.5	7.9	111	197	3.5	10.0	158	219	3.3	11.1	149	75	2.1	3.8	92
NORTHEAST-CENSUS	14801	1487	23.5	7.5	105	1000	18.0	5.0	80	1135	17.3	5.7	77	636	17.4	3.2	78
NORTH CENTRAL	22181	1937	30.6	8.7	122	1662	29.8	7.5	119	2355	35.8	10.6	143	1153	31.6	5.2	126
SOUTH	30082	2039	32.2	6.8	95	2063	37.0	6.9	109	2009	30.6	6.7	90	1185	32.5	3.9	96
WEST	16398	875	13.8	5.3	74	846	15.2	5.2	82	1071	16.3	6.5	88	673	18.5	4.1	100
NORTHEAST-MKTG.	20163	1475	23.3	7.3	102	968	17.4	4.8	76	1092	16.6	5.4	73	696	19.1	3.5	84
EAST CENTRAL	13054	947	14.9	7.3	101	853	15.3	6.5	104	1098	16.7	8.4	113	651	17.9	5.0	121
WEST CENTRAL	14993	1478	23.3	9.9	138	1293	23.2	8.6	137	1769	26.9	11.8	159	788	21.6	5.3	127
SOUTH	25785	1737	27.4	6.7	94	1744	31.3	6.8	107	1719	26.2	6.7	90	923	25.3	3.6	87
PACIFIC	14470	702	11.1	4.9	68	713	12.8	4.9	78	893	13.6	6.2	83	589	16.2	4.1	99
COUNTY SIZE A	36705	2393	37.8	6.5	91	1923	34.5	5.2	83	2424	36.9	6.6	89	1494	41.0	4.1	99
COUNTY SIZE B	36819	1819	28.7	6.8	95	1705	30.6	6.4	101	2075	31.6	7.7	104	1057	29.0	3.9	96
COUNTY SIZE C	13597	984	15.5	7.2	101	876	15.7	6.4	102	956	14.6	7.0	95	631	17.3	4.6	113
COUNTY SIZE D	11344	1142	18.0	10.1	140	1067	19.2	9.4	149	1115	17.0	9.8	132	4465	12.8	4.1	99
METRO CENTRAL CITY	26825	1810	28.6	6.7	94	1842	33.1	6.9	109	2031	30.9	7.6	102	1101	30.2	4.1	100
METRO SUBURBAN	39912	2697	42.5	6.8	94	1915	34.4	4.8	76	2494	38.0	6.2	84	1519	41.7	3.8	92
NON METRO	21728	1832	28.9	8.4	118	1814	32.6	8.3	133	2045	31.1	9.4	127	1028	28.2	4.7	115
TOP 5 ADI'S	20847	1516	23.9	7.3	101	1248	22.4	6.0	95	1386	21.1	6.6	90	937	25.7	4.5	109
TOP 10 ADI'S	28719	1903	30.0	6.6	92	1509	27.1	5.3	83	1768	26.9	6.2	83	1130	31.0	3.9	95
TOP 20 ADI'S	40904	2509	39.6	6.1	86	2175	39.0	5.3	84	2598	39.5	6.4	86	1499	41.1	3.7	89
HSGLD INC. \$50,000 OR MORE	7931	711	11.2	9.0	125	422	7.6	5.3	84	613	9.3	7.7	104	395	10.8	5.0	121
\$40,000 OR MORE	15233	1495	23.6	9.8	137	748	13.4	4.9	78	1110	16.9	7.3	98	557	15.3	3.7	89
\$30,000 OR MORE	28333	2497	39.4	8.8	123	1294	23.2	4.6	73	2039	31.0	7.2	97	1255	34.4	4.4	107
\$25,000 OR MORE	36417	3078	48.6	8.5	118	1763	31.6	4.8	77	2802	42.6	7.7	104	1542	42.3	4.2	103
\$20,000 - \$24,999	5943	716	11.3	7.2	100	747	13.4	7.5	119	662	10.1	6.7	90	502	13.8	5.0	122
\$15,000 - \$19,999	9211	575	9.1	6.2	87	687	12.3	7.5	118	773	11.8	8.4	113	498	13.7	5.4	131
\$10,000 - \$14,999	13477	966	15.2	7.2	100	902	16.2	6.7	106	1214	18.5	9.0	121	451	12.4	3.3	81
UNDER \$10,000	19418	1003	15.8	5.2	72	1473	26.4	7.6	120	1118	17.0	5.8	78	655	18.0	3.4	82
HOUSEHOLD OF 1 PERSON	11987	378	6.0	3.2	44	639	11.5	5.3	85	717	10.9	6.0	81	381	10.4	3.2	77
2 PEOPLE	27046	1289	20.3	4.8	67	1670	30.0	6.2	98	1853	28.2	6.9	92	1174	32.2	4.3	105
3 OR 4 PEOPLE	34251	2878	45.4	8.4	117	2028	36.4	5.9	94	2510	38.2	7.3	99	1344	36.9	3.9	95
5 OR MORE PEOPLE	13180	1793	28.3	11.8	165	1234	22.2	8.1	129	1490	22.7	9.8	132	748	20.5	4.9	120
NO CHILD IN HSHLD	49819	2864	5.2	5.7	80	2841	51.0	5.7	91	3223	49.1	6.5	87	1951	53.5	3.9	95
CHILD(REN) UNDER 2 YRS	6045	612	9.7	10.1	141	448	8.0	7.4	118	587	8.9	9.7	131	296	8.1	4.9	119
2 - 5 YEARS	15233	1425	22.5	9.4	131	1158	20.8	7.6	121	1216	18.5	8.0	107	686	18.8	4.5	109
6 - 11 YEARS	16260	1674	26.4	10.3	144	1337	24.0	8.2	131	1548	23.6	9.5	128	729	20.0	4.5	109
12 - 17 YEARS	19173	1600	25.2	8.3	116	1283	23.0	6.7	106	1805	27.5	9.4	127	866	23.7	4.5	110
RESIDENCE OWNED	61371	4903	77.3	8.0	111	4022	72.2	6.6	104	4715	71.8	7.7	103	2726	74.7	4.4	108
VALUE: \$50,000 OR MORE	35355	2759	43.5	7.8	109	1976	35.5	5.6	89	2499	38.0	7.1	95	1545	42.4	4.4	106
VALUE: UNDER \$50,000	26016	2144	33.8	8.2	115	2045	36.7	7.9	125	2216	33.7	8.5	115	1181	32.4	4.5	110

		TOTAL U.S. '000	AVON CARE DEEPLY				AVON MOISTURIZED				AVON RICH MOISTURE				AVON VITA MOIST			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALES		88464	6339	100.0	7.2	100	5571	100.0	6.3	100	6570	100.0	7.4	100	3647	100.0	4.1	100
MAGAZINES	QUINTILE 1	17988	1544	24.4	8.6	120	1236	22.2	6.9	109	1457	22.2	8.1	109	695	19.1	3.9	94
	QUINTILE 2	19446	1499	23.6	7.7	108	1165	20.9	6.0	95	1448	22.0	7.4	100	607	16.6	3.1	76
	QUINTILE 3	14626	963	15.2	6.6	92	877	15.7	6.0	95	1122	17.1	7.7	103	854	23.4	5.8	142
	QUINTILE 4	16014	1181	18.6	7.4	103	1101	19.8	6.9	109	1251	19.0	7.8	105	835	22.9	5.2	126
	QUINTILE 5	20389	1152	18.2	5.7	79	1192	21.4	5.8	93	1291	19.6	6.3	85	656	18.0	3.2	78
NEWSPAPERS	QUINTILE 1	13830	1156	18.2	8.4	117	757	13.6	5.5	87	880	13.4	6.4	86	*551	15.1	4.0	97
	QUINTILE 2	26350	1761	27.8	6.7	93	1480	26.6	5.6	89	1925	29.3	7.3	98	1032	28.3	3.9	95
	QUINTILE 3	12415	972	15.3	7.8	109	961	17.3	7.7	123	1033	15.7	8.3	112	*620	17.0	5.0	121
	QUINTILE 4	21911	1682	26.5	7.7	107	1378	24.7	6.3	100	1779	27.1	8.1	109	922	25.3	4.2	102
	QUINTILE 5	13960	768	12.1	5.5	77	996	17.9	7.1	113	953	14.5	6.8	92	*521	14.3	3.7	91
OUTDOOR	QUINTILE 1	16810	1158	18.3	6.9	96	912	16.4	5.4	86	1093	16.6	6.5	88	663	18.2	3.9	96
	QUINTILE 2	17101	1212	19.1	7.1	99	1003	18.0	5.9	93	1493	22.7	8.7	118	863	23.7	5.0	122
	QUINTILE 3	17579	1321	20.8	7.5	105	1102	19.8	6.3	100	1118	17.0	6.4	86	538	14.8	3.1	74
	QUINTILE 4	18343	1317	20.8	7.2	100	1228	22.0	6.7	106	1328	20.2	7.2	97	705	19.3	3.8	93
	QUINTILE 5	18631	1330	21.0	7.1	100	1326	23.8	7.1	113	1539	23.4	8.3	111	879	24.1	4.7	114
RADIO-DRIVE TIME	QUINTILE 1	17390	1349	21.3	7.8	108	1273	22.9	7.3	116	1217	18.5	7.0	94	710	19.5	4.1	99
	QUINTILE 2	16591	1297	20.5	7.8	109	1002	18.0	6.0	96	1417	21.6	8.5	115	685	18.8	4.1	100
	QUINTILE 3	16910	1309	20.6	7.7	108	1225	22.0	7.2	115	1162	17.7	6.9	93	*668	18.3	4.0	96
	QUINTILE 4	18002	1392	22.0	7.7	108	1072	19.2	6.0	95	1536	23.4	8.5	115	801	22.0	4.4	108
	QUINTILE 5	19572	992	15.6	5.1	71	999	17.9	5.1	81	1238	18.8	6.3	85	783	21.5	4.0	97
RADIO-MID- DAY	TERCILE 1	23248	1698	26.8	7.3	102	1362	24.4	5.9	93	1747	26.6	7.5	101	871	23.9	3.7	91
	TERCILE 2	23667	1825	28.8	7.7	108	1749	31.4	7.4	117	1775	27.0	7.5	101	1064	29.2	4.5	109
	TERCILE 3	41549	2816	44.4	6.8	95	2460	44.2	5.9	94	3048	46.4	7.3	99	1712	46.9	4.1	100
RADIO-TOTAL	QUINTILE 1	17786	1433	22.6	8.1	112	1073	19.3	6.0	96	1157	17.6	6.5	88	708	19.4	4.0	97
	QUINTILE 2	17316	1205	19.0	7.0	97	1146	20.6	6.6	105	1494	22.7	8.6	116	652	17.9	3.8	91
	QUINTILE 3	18428	1463	23.1	7.9	111	1185	21.3	6.4	102	1405	21.4	7.6	103	820	22.5	4.4	108
	QUINTILE 4	17669	1400	22.1	7.9	111	1307	23.5	7.4	117	1320	20.1	7.5	101	842	23.1	4.8	116
	QUINTILE 5	17265	838	13.2	4.9	68	860	15.4	5.0	79	1194	18.2	6.9	93	625	17.1	3.6	88
TV-PRIME TIME	QUINTILE 1	17416	1409	22.2	8.1	113	1077	19.3	6.2	98	1405	21.4	8.1	109	752	20.6	4.3	105
	QUINTILE 2	17413	1187	18.7	6.8	95	1068	19.2	6.1	97	1166	17.7	6.7	90	619	17.0	3.6	86
	QUINTILE 3	17943	1209	19.1	6.7	94	1208	21.7	6.7	107	1421	21.6	7.9	107	867	23.8	4.8	117
	QUINTILE 4	18442	1358	21.4	7.4	103	1274	22.9	6.9	110	1359	20.7	7.4	99	855	23.4	4.6	112
	QUINTILE 5	17250	1176	18.6	6.8	95	944	16.9	5.5	87	1220	18.6	7.1	95	555	15.2	3.2	78
TV-DAYTIME	TERCILE 1	29966	2469	38.9	8.2	115	2227	40.0	7.4	118	2488	37.9	8.3	112	1204	33.0	4.0	97
	TERCILE 2	29480	2138	33.7	7.3	101	1770	31.8	6.0	95	1928	29.3	6.5	88	1106	30.3	3.8	91
	TERCILE 3	29018	1731	27.3	6.0	83	1573	28.2	5.4	86	2155	32.8	7.4	100	1337	36.7	4.6	112
TV-TOTAL	QUINTILE 1	17740	1502	23.7	8.5	118	1289	23.1	7.3	115	1480	22.5	8.3	112	802	22.0	4.5	110
	QUINTILE 2	17674	1266	20.0	7.2	100	1153	20.7	6.5	104	1430	21.8	8.1	109	728	20.0	4.1	100
	QUINTILE 3	17730	1172	18.5	6.6	92	1121	20.1	6.3	100	1201	18.3	6.8	91	768	21.1	4.3	105
	QUINTILE 4	17563	1175	18.5	6.7	93	1061	19.0	6.0	96	1153	17.5	6.6	88	681	18.7	3.9	94
	QUINTILE 5	17757	1224	19.3	6.9	96	946	17.0	5.3	85	1307	19.9	7.4	99	668	18.3	3.8	91
MAGAZINES-NEWSPAPERS: DUAL		23278	1796	28.3	7.7	108	1407	25.3	6.0	96	1575	24.0	6.8	91	818	22.4	3.5	85
MAGAZINE IMPERATIVE		21634	1805	28.5	8.3	116	1578	28.3	7.3	116	1958	29.8	9.1	122	903	24.8	4.2	101
NEWSPAPER IMPERATIVE		23455	1589	25.1	6.8	95	1339	24.0	5.7	91	1753	26.7	7.5	101	1171	32.1	5.0	121
MAGAZINES-OUTDOOR: DUAL		17482	1243	19.6	7.1	99	1090	19.6	6.2	99	1339	20.4	7.7	103	835	22.9	4.8	116
MAGAZINE IMPERATIVE		28830	2305	36.4	8.0	112	1835	32.9	6.4	101	2226	33.9	7.7	104	966	26.5	3.4	81
OUTDOOR IMPERATIVE		26119	1788	28.2	6.8	96	1499	26.9	5.7	91	1892	28.8	7.2	98	1062	29.1	4.1	99
MAGAZINES-RADIO: DUAL		20162	1512	23.9	7.5	105	1257	22.6	6.2	99	1492	22.7	7.4	100	746	20.5	3.7	90
MAGAZINE IMPERATIVE		26292	2030	32.0	7.7	108	1700	30.5	6.5	103	2138	32.5	8.1	109	1046	28.7	4.0	97
RADIO IMPERATIVE		25308	1849	29.2	7.3	102	1632	29.3	6.4	102	1992	30.3	7.9	106	1085	29.8	4.3	104
MAGAZINES-TELEVISION: DUAL		17312	1504	23.7	8.7	121	1069	19.2	6.2	98	1500	22.8	8.7	117	692	19.0	4.0	97
MAGAZINE IMPERATIVE		29099	2132	33.6	7.3	102	1699	30.5	5.8	93	2123	32.3	7.3	98	1087	29.8	3.7	91
TELEVISION IMPERATIVE		27505	1912	30.2	7.0	97	1868	33.5	6.8	108	2019	30.7	7.3	99	1295	35.5	4.7	114
NEWSPAPERS-OUTDOOR: DUAL		18628	1365	21.5	7.3	102	1010	18.1	5.4	86	1455	22.1	7.8	105	763	20.9	4.1	99
NEWSPAPER IMPERATIVE		29178	2244	35.4	7.7	107	1859	33.4	6.4	101	2006	30.5	6.9	93	1156	31.7	4.0	96
OUTDOOR IMPERATIVE		25260	1744	27.5	6.9	96	1630	29.3	6.5	102	1867	28.4	7.4	100	1111	30.5	4.4	107
NEWSPAPERS-RADIO: DUAL		19246	1506	23.8	7.8	109	886	15.9	4.6	73	1448	22.0	7.5	101	867	23.8	4.5	109
NEWSPAPER IMPERATIVE		28155	1950	30.8	6.9	97	1806	32.4	6.4	102	1980	30.1	7.0	95	1135	31.1	4.0	98
RADIO IMPERATIVE		25308	1836	29.0	7.3	101	1938	34.8	7.7	122	1971	30.0	7.8	105	937	25.7	3.7	90
NEWSPAPERS-TELEVISION: DUAL		18615	1524	24.0	8.2	114	1150	20.6	6.2	98	1454	22.1	7.8	105	816	22.4	4.4	106
NEWSPAPER IMPERATIVE		29207	1894	29.9	6.5	90	1625	29.2	5.6	88	1968	30.0	6.7	91	1103	30.2	3.8	92
TELEVISION IMPERATIVE		25472	1737	27.4	6.8	95	1901	34.1	7.5	119	2061	31.4	8.1	109	1140	31.3	4.5	109
OUTDOOR-RADIO: DUAL		17292	1430	22.6	8.3	115	984	17.7	5.7	90	1380	21.0	8.0	107	880	24.1	5.1	123
OUTDOOR IMPERATIVE		26915	1637	25.8	6.1	85	1613	29.0	6.0	95	1974	30.0	7.3	99	1002	27.5	3.7	90
RADIO IMPERATIVE		28938	2153	34.0	7.4	104	1981	35.6	6.8	109	2110	32.1	7.3	98	1028	28.2	3.6	86
OUTDOOR-TELEVISION: DUAL		16112	1327	20.9	8.2	115	1044	18.7	6.5	103	1275</							

	TOTAL U.S. '000	AVON CARE DEEPLY				AVON MOISTURIZED HAND LOTION				AVON RICH MOISTURE				AVON VITA MOIST			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	6339	100.0	7.2	100	5571	100.0	6.3	100	6570	100.0	7.4	100	3647	100.0	4.1	100
ATLANTIC MONTHLY	415	**3	0.0	0.7	10	**12	0.2	2.9	46	**22	0.3	5.3	71	**13	0.4	3.1	76
BARRON'S	522	**59	0.9	11.3	158	**21	0.4	4.0	64	**9	0.1	1.7	23	**21	0.6	4.0	98
BETTER HOMES & GARDENS	17429	1383	21.8	7.9	111	1086	19.5	6.2	99	1392	21.2	8.0	108	685	18.8	3.9	95
BON APPETIT	2772	*203	3.2	7.3	102	*154	2.8	5.6	88	*219	3.3	7.9	106	*85	2.3	3.1	74
BUSINESS WEEK	1469	**83	1.3	5.7	79	**80	1.4	5.4	86	**60	0.9	4.1	55	**27	0.7	1.8	45
CAR AND DRIVER	397	**42	0.7	10.6	148	**33	0.6	8.3	132	**22	0.3	5.5	75	**12	0.3	3.0	73
CBS MAGAZINE NETWORK (GROSS)	1633	**156	2.5	9.6	133	**116	2.1	7.1	113	*219	3.3	13.4	181	**111	3.0	6.8	165
CHANGING TIMES	1554	**89	1.4	5.7	80	**120	2.2	7.7	123	*152	2.3	9.8	132	**61	1.7	3.9	95
COLONIAL HOMES	1304	**75	1.2	5.8	80	**130	2.3	10.0	158	*153	2.3	11.7	158	*95	2.6	7.3	177
CONDE NAST MAG. PKG. (GROSS)	17858	1456	23.0	8.2	114	1127	20.2	6.3	100	1043	15.9	5.8	79	786	21.6	4.4	107
CONSUMERS DIGEST	1406	**121	1.9	8.6	120	**116	2.1	8.3	131	**155	2.4	11.0	148	**61	1.7	4.3	105
COSMOPOLITAN	8815	715	11.3	8.1	113	524	9.4	5.9	94	567	8.6	6.4	87	332	9.1	3.8	91
COUNTRY LIVING	2636	*139	2.2	5.3	74	*121	2.2	4.6	73	*187	2.8	7.1	96	*85	2.3	3.2	78
CUISINE	1554	**109	1.7	7.0	98	**116	2.1	7.5	119	*76	1.2	4.9	66	*63	1.7	4.1	98
CYCLE WORLD	469	**88	1.4	18.8	262	**39	0.7	8.3	132	**105	1.6	22.4	301	**81	2.2	17.3	419
DCI:CREATIVE IDEAS FOR LIV	2631	*339	5.3	12.9	180	*196	3.5	7.4	118	305	4.6	11.6	156	*104	2.9	4.0	96
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	*71	10.6	9.5	133	445	8.0	6.3	100	787	12.0	11.1	150	*199	5.5	2.8	68
DISCOVER	998	**47	0.7	4.7	66	**44	0.8	4.4	70	*74	1.1	7.4	100	*28	0.8	2.8	68
EBONY	4289	483	7.6	11.3	157	380	6.8	8.9	141	333	5.1	7.8	105	*174	4.8	4.1	98
ESQUIRE	1176	**101	1.6	8.6	120	**110	2.0	9.4	149	*108	1.6	9.2	124	*34	0.9	2.9	70
ESSENCE	2392	*285	4.5	11.9	166	238	4.3	9.9	158	262	4.0	11.0	147	*128	3.5	5.4	130
FAMILY CIRCLE	17209	1606	25.3	9.3	130	1236	22.2	7.2	114	1596	24.3	9.3	125	765	21.0	4.4	108
THE FAMILY HANDYMAN	1184	**98	1.5	8.3	116	**90	1.6	7.6	121	**93	1.4	7.9	106	*48	1.3	4.1	98
FAMILY WEEKLY	12391	839	13.2	6.8	94	856	15.4	6.9	110	1056	16.1	8.5	115	498	13.7	4.0	97
FIELD & STREAM	2438	*218	3.4	8.9	125	*126	2.3	5.2	82	*232	3.5	9.5	128	*64	1.8	2.6	64
FOOD & WINE	614	**45	0.7	7.3	102	**40	0.7	6.5	103	**60	0.9	9.8	132	**12	0.3	2.0	47
FORBES	813	**53	0.8	6.5	91	**51	0.9	6.3	100	*35	0.5	4.3	58	*30	0.8	3.7	90
FORTUNE	1083	**154	2.4	14.2	198	**111	2.0	10.2	163	*69	1.1	6.4	86	*42	1.2	3.9	94
GENTLEMEN'S QUARTERLY	1197	**137	2.2	11.4	160	**85	1.5	7.1	113	*65	1.0	5.4	73	*79	2.2	6.6	160
GLAMOUR	6625	528	8.3	8.0	111	366	6.6	5.5	88	422	6.4	6.4	86	*271	7.4	4.1	99
GOLF DIGEST	707	**89	1.4	12.6	176	**46	0.8	6.5	103	*45	0.7	6.4	86	*11	0.3	1.6	38
GOLF DIGEST/TENNIS (GROSS)	1316	**115	1.8	8.7	122	**65	1.2	4.9	78	*92	1.4	7.0	94	*47	1.3	3.6	87
GOLF MAGAZINE	469	**79	1.2	16.8	235	*28	0.5	6.0	95	*27	0.4	5.8	78	*8	0.2	1.7	41
GOLF MAGAZINE/SKI (GROSS)	1060	**131	2.1	12.4	172	*81	1.5	7.6	121	*45	0.7	4.2	57	*20	0.5	1.9	46
GOOD HOUSEKEEPING	17784	1497	23.6	8.4	117	1203	21.6	6.8	107	1606	24.4	9.0	122	825	22.6	4.6	113
HARPER'S BAZAAR	2931	*337	5.3	11.5	160	*162	2.9	5.5	88	*209	3.2	7.1	96	*94	2.6	3.2	78
HEALTH	2199	*243	3.8	11.1	154	*156	2.8	7.1	113	*247	3.8	11.2	151	*120	3.3	5.5	132
HEARST MAG CORP. BUY (GROSS)	49148	3979	62.8	8.1	113	3143	56.4	6.4	102	3953	60.2	8.0	108	2017	55.3	4.1	100
HEARST MAN POWER (GROSS)	2113	*223	3.5	10.6	147	*107	1.9	5.1	80	*216	3.3	10.2	138	*70	1.9	3.3	80
HEARST WOMAN POWER (GROSS)	35062	2811	44.3	8.0	112	2318	41.6	6.6	105	2911	44.3	8.3	112	1524	41.8	4.3	105
HOUSE BEAUTIFUL	3865	*280	4.4	7.2	101	258	4.6	6.7	106	227	3.5	5.9	79	*116	3.2	3.0	73
INC.	315	**53	0.8	16.8	235	*24	0.4	7.6	121	*39	0.6	12.4	167	*18	0.5	5.7	139
JET	3690	396	6.2	10.7	150	305	5.5	8.3	131	324	4.9	8.8	118	*141	3.9	3.8	93
LADIES' HOME JOURNAL	12930	1050	16.6	8.1	113	858	15.4	6.6	105	893	13.6	6.9	93	567	15.5	4.4	106
LHJ FAMILY GRP COMBO(GROSS)	18161	1526	24.1	8.4	117	1295	23.2	7.1	113	1446	22.0	8.0	107	838	23.0	4.6	112
LIFE	5065	581	9.2	11.5	160	300	5.4	5.9	94	432	6.6	8.5	115	*236	6.5	4.7	113
L.A. TIMES HOME MAGAZINE	1310	**148	2.3	11.3	158	*8	0.1	0.6	10	*43	0.7	3.3	44	*72	2.0	5.5	133
MADMOISELLE	3759	*325	5.1	8.6	121	*254	4.6	6.8	107	*226	3.4	6.0	81	*116	3.2	3.1	75
MC CALL'S	14658	1207	19.0	8.2	115	1104	19.8	7.5	120	1290	19.6	8.8	118	668	18.3	4.6	111
MC CALL'S/WRK MOTHER (GROSS)	15857	1316	20.8	8.3	116	1246	22.4	7.9	125	1381	21.0	8.7	117	728	20.0	4.6	111
MECHANIX ILLUSTRATED	809	**85	1.3	10.5	147	**42	0.8	5.2	82	*83	1.3	10.3	138	*32	0.9	4.0	96
METROPOLITAN HOME	1009	**45	0.7	4.5	62	*53	1.0	5.3	83	*64	1.0	6.3	85	*33	0.9	3.3	79
MONEY	1707	**120	1.9	7.0	98	*74	1.3	4.3	69	*240	3.7	14.1	189	*112	3.1	6.6	159
MOTHER EARTH NEWS	1123	*93	1.5	8.3	116	*35	0.6	3.1	49	*95	1.4	8.5	114	*63	1.7	5.6	136
MS.	932	*84	1.3	9.0	126	*76	1.4	8.2	129	*61	0.9	6.5	88	*56	1.5	6.0	146
NATIONAL ENQUIRER	11971	980	15.5	8.2	114	1011	18.1	8.4	134	904	13.8	7.6	102	533	14.6	4.5	108
NATIONAL GEOGRAPHIC	10503	705	11.1	6.7	94	471	8.5	4.5	71	814	12.4	7.8	104	462	12.7	4.4	107
NATIONAL SUNDAY MAGAZINE PKG	54325	4072	64.2	7.5	105	3337	59.9	6.1	98	3984	60.6	7.3	99	2332	63.9	4.3	104
NATURAL HISTORY	626	**79	1.2	12.6	176	*14	0.3	2.2	36	*76	1.2	12.1	163	*63	1.7	10.1	244
NEW WOMAN	1992	*197	3.1	9.9	138	*110	2.0	5.5	88	*177	2.7	8.9	120	*93	2.6	4.7	113
NEW YORK INCLUDING CUE	547	*30	0.5	5.5	77	*24	0.4	4.4	70	*22	0.3	4.0	54	*3	0.1	0.5	13
THE NEW YORKER	1380	*88	1.4	6.4	89	*76	1.4	5.5	87	*51	0.8	3.7	50	*27	0.7	2.0	47
NEWSWEEK	6925	478	7.5	6.9	96	446	8.0	6.4	102	457	7.0	6.6	89	*193	5.3	2.8	68
THE N.Y. TIMES DAILY EDITION	1363	*93	1.5	6.8	95	*39	0.7	2.9	45	*59	0.9	4.3	58	*29	0.8	2.1	52
THE N.Y. TIMES MAGAZINE	2333	*173	2.7	7.4	103	*84	1.5	3.6	57	*117	1.8	5.0	68	*38	1.0	1.6	40
OMNI	872	*70	1.1	8.0	112	*70	1.3	8.0	127	*136	2.1	15.6	210	*49	1.3	5.6	136
ON CABLE	1298	*88	1.4	6.8	95	*99	1.8	7.6	121	*122	1.9	9.4	127	*28	0.8	2.2	52
1001 HOME IDEAS	3032	*233	3.7	7.7	107	*281	5.0	9.3	147	*306	4.7	10.1	136	*152	4.2	5.0	122
ORGANIC GARDENING	1680	*118	1.9	7.0	98	*153	2.7	9.1	145	*143	2.2	8.5	115	*62	1.7	3.7	90
OUTDOOR LIFE	960	*84	1.3	8.8	122	*64	1.1	6.7	106	*94	1.4	9.8	132	*30	0.8	3.1	76
PARADE MAGAZINE	26755	2193	34.6	8.2	114	1657	29.7	6.2	98	1911	29.1	7.1	96	1226	33.6	4.6	111

HAND & BODY CREAM, LOTION OR OIL: BRANDS
(FEMALES)

	TOTAL U.S. '000	AVON CARE DEEPLY				AVON MOISTURIZED HAND LOTION				AVON RICH MOISTURE				AVON VITA MOIST			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	6339	100.0	7.2	100	5571	100.0	6.3	100	6570	100.0	7.4	100	3647	100.0	4.1	100
PARENTS	4173	319	5.0	7.6	107	281	5.0	6.7	107	403	6.1	9.7	130	*260	7.1	6.2	151
PENTHOUSE	973	**72	1.1	7.4	103	**49	0.9	5.0	80	**97	1.5	10.0	134	**17	0.5	1.7	42
PEOPLE	13479	914	14.4	6.8	95	753	13.5	5.6	89	797	12.1	5.9	80	442	12.1	3.3	80
PLAYBOY	2183	*190	3.0	8.7	121	*140	2.5	6.4	102	*204	3.1	9.3	126	**123	3.4	5.6	137
POPULAR HOT RODDING	388	**13	0.2	3.4	47	**69	1.2	17.8	282	**27	0.4	7.0	94	**9	0.2	2.3	56
POPULAR MECHANICS	1037	**142	2.2	13.7	191	**59	1.1	5.7	90	**117	1.8	11.3	152	**26	0.7	2.5	61
POPULAR SCIENCE	920	**93	1.5	10.1	141	**47	0.8	5.1	81	**110	1.7	12.0	161	**38	1.0	4.1	100
PREVENTION	4071	278	4.4	6.8	95	*247	4.4	6.1	96	317	4.8	7.8	105	*214	5.9	5.3	128
PSYCHOLOGY TODAY	1940	**197	3.1	10.2	142	**89	1.6	4.6	73	**74	1.1	3.8	51	**63	1.7	3.2	79
READER'S DIGEST	24031	1809	28.5	7.5	105	1519	27.3	6.3	100	1873	28.5	7.8	105	946	25.9	3.9	95
REDBOOK	8464	599	9.4	7.1	99	591	10.6	7.0	111	737	11.2	8.7	117	367	10.1	4.3	105
ROAD & TRACK	429	**22	0.3	5.1	72	**39	0.7	9.1	144	**33	0.5	7.7	104	**5	0.1	1.2	28
ROLLING STONE	1355	**93	1.5	6.9	96	**84	1.5	6.2	98	**94	1.4	6.9	93	**64	1.8	4.7	115
RUNNER'S WORLD	329	**26	0.4	7.9	110	**16	0.3	4.9	77	**53	0.8	16.1	217	**20	0.5	6.1	147
SATURDAY EVENING POST	1268	**68	1.1	5.4	75	**99	1.8	7.8	124	**101	1.5	8.0	107	**36	1.0	2.8	69
SCIENCE 84	702	**34	0.5	4.8	68	**55	1.0	7.8	124	**59	0.9	8.4	113	**27	0.7	3.8	93
SCIENCE DIGEST	553	**41	0.6	7.4	103	**20	0.4	3.6	57	**65	1.0	11.8	158	**29	0.8	5.2	127
SCIENTIFIC AMERICAN	615	**54	0.9	8.8	123	**18	0.3	2.9	46	**41	0.6	6.7	90	**18	0.5	2.9	71
SELF	2683	*250	3.9	9.3	130	*199	3.6	7.4	118	*155	2.4	5.8	78	**123	3.4	4.6	111
SEVENTEEN	3309	*392	6.2	11.8	165	*202	3.6	6.1	97	*356	5.4	10.8	145	**182	5.0	5.5	133
SKI	591	**53	0.8	9.0	125	**54	1.0	9.1	145	**19	0.3	3.2	43	**11	0.3	1.9	45
SMITHSONIAN	3039	**184	2.9	6.1	84	**153	2.7	5.0	80	*247	3.8	8.1	109	*145	4.0	4.8	116
SOAP OPERA DIGEST	3683	340	5.4	9.2	129	348	6.2	9.4	150	378	5.8	10.3	138	*168	4.6	4.6	111
SOUTHERN LIVING	4434	332	5.2	7.5	104	249	4.5	5.6	89	482	7.3	10.9	146	**95	2.6	2.1	52
SPORT	701	**87	1.4	12.4	173	**83	1.5	11.8	188	**71	1.1	10.1	136	**32	0.9	4.6	111
THE SPORTING NEWS	518	**24	0.4	4.6	65	**83	1.5	16.0	254	**49	0.7	9.5	127	**67	1.8	12.9	314
SPORTS AFIELD	523	**40	0.6	7.6	107	**28	0.5	5.4	85	**33	0.5	6.3	85	**15	0.4	2.9	70
SPORTS ILLUSTRATED	3325	*283	4.5	8.5	119	*264	4.7	7.9	126	*247	3.8	7.4	100	**134	3.7	4.0	98
STAR	8567	693	10.9	8.1	113	644	11.6	7.5	119	543	8.3	6.3	85	411	11.3	4.8	116
SUNDAY	27630	1809	28.5	6.5	91	1445	25.9	5.2	83	2013	30.6	7.3	98	1222	33.5	4.4	107
SUNSET	2219	**109	1.7	4.9	69	**108	1.9	4.9	77	*169	2.6	7.6	103	**97	2.7	4.4	106
TV GUIDE	24258	1969	31.1	8.1	113	1761	31.6	7.3	115	1813	27.6	7.5	101	920	25.2	3.8	92
TENNIS	609	**26	0.4	4.3	60	**19	0.3	3.1	50	**48	0.7	7.9	106	**36	1.0	5.9	143
TIME	9929	698	11.0	7.0	98	538	9.7	5.4	86	533	8.1	5.4	72	428	11.7	4.3	105
TOWN & COUNTRY	1062	**81	1.3	7.6	106	**45	0.8	4.2	67	**50	0.8	4.7	63	**33	0.9	3.1	75
TRAVEL & LEISURE	1051	**101	1.6	9.6	134	**36	0.6	3.4	54	**111	1.7	10.6	142	**43	1.2	4.1	99
TRUE STORY	3946	468	7.4	11.9	166	442	7.9	11.2	178	529	8.1	13.4	181	426	11.7	10.8	262
U.S. NEWS & WORLD REPORT	3782	*261	4.1	6.9	96	*191	3.4	5.1	80	*285	4.3	7.5	101	**132	3.6	3.5	85
USA TODAY	1874	**106	1.7	5.7	79	*149	2.7	8.0	126	*141	2.1	7.5	101	**62	1.7	3.3	80
US	2213	*196	3.1	8.9	124	*198	3.6	8.9	142	*174	2.6	7.9	106	**141	3.9	6.4	155
VOGUE	4792	352	5.6	7.3	103	309	5.5	6.4	102	240	3.7	5.0	67	*277	7.6	5.8	140
HALL STREET JOURNAL	2045	**110	1.7	5.4	75	**98	1.8	4.8	76	**161	2.5	7.9	106	**95	2.6	4.6	113
WEIGHT WATCHERS	2364	*252	4.0	10.7	149	*231	4.1	9.8	155	*220	3.3	9.3	125	*100	2.7	4.2	103
WOMAN'S DAY	15182	1335	21.1	8.8	123	1035	18.6	6.8	108	1411	21.5	9.3	125	664	18.2	4.4	106
WORKING MOTHER	1198	**109	1.7	9.1	127	*142	2.5	11.9	188	**90	1.4	7.5	101	**60	1.6	5.0	121
WORKING WOMAN	1523	**130	2.1	8.5	119	**113	2.0	7.4	118	*125	1.9	8.2	111	**66	1.8	4.3	105
WORLD TENNIS	*183	**16	0.3	8.7	122	**14	0.3	7.7	121	**28	0.4	15.3	206	**12	0.3	6.6	159
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*263	4.1	9.5	132	*231	4.1	8.3	132	*254	3.9	9.1	123	**107	2.9	3.9	93
BLAIR INSERTS	47909	3585	56.6	7.5	104	2903	52.1	6.1	96	3360	51.1	7.0	94	2120	58.1	4.4	107
DAILY NEWSPAPERS																	
READ ANY	56731	4224	66.6	7.4	104	3456	62.0	6.1	97	4289	65.3	7.6	102	2333	64.0	4.1	100
READ ONE	47696	3446	54.4	7.2	101	3006	54.0	6.3	100	3664	55.8	7.7	103	1933	53.0	4.1	98
READ TWO OR MORE	9034	778	12.3	8.6	120	450	8.1	5.0	79	625	9.5	6.9	93	400	11.0	4.4	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	4374	69.0	7.6	106	3483	62.5	6.0	96	4159	63.3	7.2	97	2438	66.8	4.2	102
READ ONE	50513	3776	59.6	7.5	104	3098	55.6	6.1	97	3656	55.6	7.2	97	2071	56.8	4.1	99
READ TWO OR MORE	7219	597	9.4	8.3	115	385	6.9	5.3	85	503	7.7	7.0	94	367	10.1	5.1	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.31				25.42				27.56				27.45			
30 DAY REACH	78184	5591	88.2	7.2	100	4708	84.5	6.0	96	5652	86.0	7.2	97	3036	83.2	3.9	94
50 SHWG - 30 DAY AV FREQ	14.80	14.39				13.32				14.54				14.49			
30 DAY REACH	74239	5318	83.9	7.2	100	4496	80.7	6.1	96	5374	81.8	7.2	97	2890	79.2	3.9	94
25 SHWG - 30 DAY AV FREQ	8.05	7.84				7.21				7.84				7.78			
30 DAY REACH	68254	4884	77.0	7.2	100	4176	75.0	6.1	97	5000	76.1	7.3	99	2700	74.0	4.0	96
CABLE TV: HOME WIRED	35215	2798	44.1	7.9	111	2235	40.1	6.3	101	2554	38.9	7.3	98	1744	47.8	5.0	120
HOME NOT WIRED	53250	3541	55.9	6.6	93	3336	59.9	6.3	99	4016	61.1	7.5	102	1903	52.2	3.6	87
HAVE PAY CABLE	17885	1670	26.3	9.3	130	1192	21.4	6.7	106	1390	21.2	7.8	105	950	26.0	5.3	129

	TOTAL U.S. '000	AVON CARE DEEPLY				AVON MOISTURIZED HAND LOTION				AVON RICH MOISTURE				AVON VITA MOIST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	6339	100.0	7.2	100	5571	100.0	6.3	100	6570	100.0	7.4	100	3647	100.0	4.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	3685	58.1	7.7	107	3099	55.6	6.5	103	3697	56.3	7.7	104	2024	55.5	4.2	102
10:00 AM - 3:00 PM	33674	2579	40.7	7.7	107	2189	39.3	6.5	103	2543	38.7	7.6	102	1461	40.1	4.3	105
3:00 PM - 7:00 PM	34431	2715	42.8	7.9	110	2246	40.3	6.5	104	2442	37.2	7.1	95	1414	38.6	4.1	100
7:00 PM - MIDNIGHT	17761	1594	25.1	9.0	125	1128	20.2	6.4	101	1256	19.1	7.1	95	788	21.6	4.4	108
MIDNIGHT - 6:00 AM	10087	941	14.8	9.3	130	678	12.2	6.7	107	792	12.1	7.9	106	465	12.8	4.6	112
6:00 AM - MIDNIGHT	64318	4999	78.9	7.8	108	4267	76.6	6.6	105	4948	75.3	7.7	104	2796	76.7	4.3	105
ENTIRE DAY	65181	5087	80.2	7.8	109	4287	77.0	6.6	104	5016	76.3	7.7	104	2809	77.0	4.3	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1443	22.8	8.3	116	1165	20.9	6.7	106	1380	21.0	7.9	107	817	22.4	4.7	114
ALL NEWS	2520	**184	2.9	7.3	102	**92	1.7	3.7	58	**135	2.1	5.4	72	**130	3.6	5.2	125
AOR/PROGRESSIVE	4419	**368	5.8	8.3	116	**246	4.4	5.6	88	**307	4.7	6.9	94	**164	4.5	3.7	90
BEAUTIFUL MUSIC	6119	434	6.8	7.1	99	338	6.1	5.5	88	437	6.7	7.1	96	**205	5.6	3.4	81
BLACK	2623	**272	4.3	10.4	145	**252	4.5	9.6	153	**182	2.8	6.9	93	**115	3.2	4.4	106
CLASSICAL	1553	**83	1.3	5.3	75	**52	0.9	3.3	53	**101	1.5	6.5	88	**26	0.7	1.7	41
CHR/ROCK	11282	966	15.2	8.6	119	752	13.5	6.7	106	729	11.1	6.5	87	474	13.0	4.2	102
COUNTRY	13343	1064	16.8	8.0	111	1009	18.1	7.6	120	1185	18.0	8.9	120	702	19.2	5.3	128
GOLDEN OLDIES	1299	**78	1.2	6.0	84	**71	1.3	5.5	87	**58	0.9	4.5	60	**44	1.2	3.4	82
MOR/NOSTALGIA	5241	**292	4.6	5.6	78	321	5.8	6.1	97	425	6.5	8.1	109	**217	6.0	4.1	100
NEWS/TALK	4165	**240	3.8	5.8	80	**155	2.8	3.7	59	**373	5.7	9.0	121	**102	2.8	2.4	59
RELIGIOUS	3324	**277	4.4	8.3	116	**234	4.2	7.0	112	**247	3.8	7.4	100	**89	2.4	2.7	65
SOFT ROCK	609	**32	0.5	5.3	73	**79	1.4	13.0	206	**24	0.4	3.9	53	**12	0.3	2.0	48
URBAN CONTEMPORARY	1853	**204	3.2	11.0	154	**158	2.8	8.5	135	**221	3.4	11.9	161	**87	2.4	4.7	114
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	**269	4.2	7.2	101	**208	3.7	5.6	89	**283	4.3	7.6	102	**113	3.1	3.0	74
ABC DIRECTION	2488	**218	3.4	8.8	122	**278	5.0	11.2	177	**320	4.9	12.9	173	**171	4.7	6.9	167
ABC ENTERTAINMENT	5129	442	7.0	8.6	120	290	5.2	5.7	90	455	6.9	8.9	119	154	4.2	3.0	73
ABC FM	2498	**262	4.1	10.5	146	**300	5.4	12.0	191	**267	4.1	10.7	144	**181	5.0	7.2	176
ABC INFORMATION	5721	405	6.4	7.1	99	336	6.0	5.9	93	416	6.3	7.3	98	**222	6.1	3.9	94
ABC ROCK	2021	**175	2.8	8.7	121	**90	1.6	4.5	71	**183	2.8	9.1	122	**100	2.7	4.9	120
CBS	4756	404	6.4	8.5	119	**243	4.4	5.1	81	403	6.1	8.5	114	**234	6.4	4.9	119
MUTUAL	5272	342	5.4	6.5	91	367	6.6	7.0	111	423	6.4	8.0	108	**219	6.0	4.2	101
NBC	4964	311	4.9	6.3	87	385	6.9	7.8	123	427	6.5	8.6	116	**301	8.3	6.1	147
RADIORADIO	4218	**152	2.4	6.9	96	**152	2.7	6.9	109	**101	1.5	4.6	61	**66	1.8	3.0	72
RKO ONE	2565	**204	3.2	8.0	111	**175	3.1	6.8	108	**127	1.9	5.0	67	**156	4.3	6.1	148
RKO TWO	3640	**291	4.6	8.0	112	**249	4.5	6.8	109	**260	4.0	7.1	96	**147	4.0	4.0	98
THE SOURCE	2467	**234	3.7	9.5	132	**149	2.7	6.0	96	**107	1.6	4.3	58	**131	3.6	5.3	129
NON-HIRED: BLAIR	9466	714	11.3	7.5	105	630	11.3	6.7	106	772	11.8	8.2	110	450	12.3	4.8	115
INTERNET	13616	995	15.7	7.3	102	913	16.4	6.7	106	1041	15.8	7.6	103	536	14.7	3.9	95
KATZ RADIO GROUP	16998	1386	21.9	8.2	114	1037	18.6	6.1	97	1338	20.4	7.9	106	710	19.5	4.2	101
SUPERNET	11622	892	14.1	7.7	107	681	12.2	5.9	93	795	12.1	6.8	92	466	12.8	4.0	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	635	10.0	6.7	94	669	12.0	7.1	113	747	11.4	7.9	107	403	11.1	4.3	104
MKDAY 9:00 AM - 1:00 PM	13304	1032	16.3	7.8	108	950	17.1	7.1	113	1063	16.2	8.0	108	569	15.6	4.3	104
MKDAY 1:00 PM - 4:30 PM	17591	1478	23.3	8.4	117	1249	22.4	7.1	113	1344	20.5	7.6	103	681	18.7	3.9	94
MKDAY 4:30 PM - 7:30 PM	24418	1684	26.6	6.9	96	1535	27.6	6.3	100	1841	28.0	7.5	102	1001	27.4	4.1	99
MKDAY 7:30 PM - 8:00 PM	34400	2447	38.6	7.1	99	2074	37.2	6.0	96	2469	37.6	7.2	97	1437	39.4	4.2	101
MKDAY 11:00 PM - 11:30 PM	26120	2101	33.1	8.0	112	1791	32.1	6.9	109	2249	34.2	8.6	116	1161	31.8	4.4	108
MKDAY 11:30 PM - 1:00 AM	8402	733	11.6	8.7	122	655	11.8	7.8	124	767	11.7	9.1	123	448	12.3	5.3	129
M-SAT 8-11 PM-SUN 7-11 PM	36828	2729	43.1	7.4	103	2365	42.5	6.4	102	2796	42.6	7.6	102	1568	43.0	4.3	103
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	572	9.0	7.9	111	578	10.4	8.0	127	603	9.2	8.4	112	293	8.0	4.1	98
ANOTHER WORLD	N 4924	310	4.9	6.3	88	341	6.1	6.9	110	416	6.3	8.4	114	126	3.5	2.6	66
AS THE WORLD TURNS	C 5966	549	8.7	9.2	128	447	8.0	7.5	119	459	7.0	7.7	104	299	8.2	5.0	122
CAPITOL	C 3672	383	6.0	10.4	146	304	5.5	8.3	131	268	4.1	7.3	98	227	6.2	6.2	150
CBS MORN. NEWS 1	C 1590	**87	1.4	5.5	76	**133	2.4	8.4	133	122	1.9	7.7	103	**40	1.1	2.5	61
CBS MORN. NEWS 2	C 1298	**70	1.1	5.4	75	98	1.8	7.6	120	**84	1.3	6.5	87	**58	1.6	4.5	108
DAYS OF OUR LIVES	N 6389	394	6.2	6.2	86	401	7.2	6.3	100	499	7.6	7.8	105	212	5.8	3.3	80
FACTS OF LIFE - DAYTIME	N 2526	238	3.8	9.4	131	154	2.8	6.1	97	157	2.4	6.2	84	**43	1.2	1.7	41
FAMILY FEUD	A 3427	258	4.1	7.5	105	222	4.0	6.5	103	305	4.6	8.9	120	**96	2.6	2.8	68
GENERAL HOSPITAL	A 6870	666	10.5	9.7	135	432	7.8	6.3	100	509	7.7	7.4	100	259	7.1	3.8	91
GOOD MORNING, AMERICA-730 A	A 3767	277	4.4	7.4	103	235	4.2	6.2	99	308	4.7	8.2	110	173	4.7	4.6	111
GOOD MORNING, AMERICA-830 A	A 3076	194	3.1	6.3	88	207	3.7	6.7	107	283	4.3	9.2	124	169	4.6	5.5	133
GUIDING LIGHT	C 5789	486	7.7	8.4	117	449	8.1	7.8	123	389	5.9	6.7	90	246	6.7	4.2	103
ONE LIFE TO LIVE	A 4918	425	6.7	8.6	121	318	5.7	6.5	103	307	4.7	6.2	84	177	4.9	3.6	87
PRESS YOUR LUCK	C 2367	207	3.3	8.7	122	193	3.5	8.2	129	256	3.9	10.8	146	166	4.6	7.0	170
PRICE IS RIGHT 1	C 4727	328	5.2	6.9	97	429	7.7	9.1	144	386	5.9	8.2	110	245	6.7	5.2	126
PRICE IS RIGHT 2	C 5511	354	5.6	6.4	90	440	7.9	8.0	127	469	7.1	8.5	115				

		TOTAL U.S. '000	AVON CARE DEEPLY				AVON MOISTURIZED				AVON RICH MOISTURE				AVON VITA MOIST			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES																		
		88464	6339	100.0	7.2	100	5571	100.0	6.3	100	6570	100.0	7.4	100	3647	100.0	4.1	100
MKDAY LOCAL EVENING TV NEWS																		
		27970	1676	26.4	6.0	84	1880	33.7	6.7	107	2170	33.0	7.8	104	1178	32.3	4.2	102
		21966	1708	26.9	7.8	109	1542	27.7	7.0	111	1947	29.6	8.9	119	1023	28.1	4.7	113
		2247	158	2.5	7.0	98	143	2.6	6.4	101	170	2.6	7.6	102	108	3.0	4.8	117
TV EVENING NTWK 6 PM - 2 AM																		
		11524	840	13.3	7.3	102	711	12.8	6.2	98	863	13.1	7.5	101	468	12.8	4.1	99
A TEAM	M	6879	484	7.6	7.0	98	464	8.3	6.7	107	494	7.5	7.2	97	265	7.3	3.9	93
ABC MONDAY NIGHT MOVIE	A	13690	1157	18.3	8.5	118	1002	18.0	7.3	116	1126	17.1	8.2	111	608	16.7	4.4	108
ABC SUNDAY NIGHT MOVIE	A	6589	554	8.7	8.4	117	492	8.8	7.5	119	517	7.9	7.8	106	308	8.4	4.7	111
ABC WORLD NEWS TONIGHT	A	6391	440	6.9	6.9	96	435	7.8	6.8	108	491	7.5	7.7	103	439	12.0	6.9	167
AFTERMASH	C	10273	699	11.0	6.8	95	747	13.4	7.3	115	743	11.3	7.2	97	489	13.4	4.8	115
ALICE	C	7130	527	8.3	7.4	103	426	7.6	6.0	95	555	8.4	7.8	105	246	6.7	3.5	84
AMERICAN PARADE	C	11665	858	13.5	7.4	103	677	12.2	5.8	92	971	14.8	8.3	112	478	13.1	4.1	99
BENSON	A	5442	378	6.0	6.9	97	357	6.4	6.6	104	417	6.3	7.7	103	215	5.9	4.0	96
BLUE THUNDER	A	10565	796	12.6	7.5	105	756	13.6	7.2	114	832	12.7	7.9	106	516	14.1	4.9	118
CAGNEY & LACEY	C	3668	*235	3.7	6.4	89	*237	4.3	6.5	103	*282	4.3	7.7	104	**164	4.5	4.5	108
CBS EVENING NEWS-DEAN	C	7561	470	7.4	6.2	87	514	9.2	6.8	108	664	10.1	8.8	118	359	9.8	4.7	115
CBS EVENING NEWS-RATHER	C	3948	208	3.3	5.3	74	167	3.0	4.2	67	335	5.1	8.5	114	224	6.1	5.7	138
CBS SAT. NEWS-SCHIEFFER	C	5966	433	6.8	7.3	101	392	7.0	6.6	104	477	7.3	8.0	108	312	8.6	5.2	127
CBS SATURDAY NIGHT MOVIE	C	6529	570	9.0	8.7	122	539	9.7	8.3	131	637	9.7	9.8	131	363	10.0	5.6	135
CBS WEDNESDAY NIGHT MOVIE	C	9842	551	8.7	5.6	78	460	8.3	4.7	74	618	9.4	6.3	85	475	13.0	4.8	117
CHEERS	N	23935	1747	27.6	7.3	102	1581	28.4	6.6	105	1691	25.7	7.1	95	885	24.3	3.7	90
DALLAS	N	7574	513	8.1	6.8	95	537	9.6	7.1	113	485	7.4	6.4	86	*263	7.2	3.5	84
DIFF'RENT STROKES	N	7786	605	9.5	7.8	108	571	10.2	7.3	116	572	8.7	7.3	99	332	9.1	4.3	103
DOUBLE TROUBLE	N	6290	354	5.6	5.6	79	244	4.4	3.9	62	342	5.2	5.4	73	*242	6.6	3.8	93
DUCK FACTORY	N	6402	471	7.4	7.4	103	360	6.5	5.6	89	534	8.1	8.3	112	*204	5.6	3.2	77
DUKES OF HAZZARD	C	21955	1505	23.7	6.9	96	1476	26.5	6.7	107	1714	26.1	7.8	105	1005	27.6	4.6	111
DYNASTY	A	8898	701	11.1	7.9	110	562	10.1	6.3	100	707	10.8	7.9	107	364	10.0	4.1	99
FACTS OF LIFE	N	21877	1674	26.4	7.7	107	1569	28.2	7.2	114	1603	24.4	7.3	99	824	22.6	3.8	91
FALCON CREST	C	10045	861	13.6	8.6	120	676	12.1	6.7	107	905	13.8	9.0	121	491	13.5	4.9	119
FALL GUY	A	8922	554	8.7	6.2	87	603	10.8	6.8	107	530	8.1	5.9	80	339	9.3	3.8	92
FAMILY TIES	N	8288	614	9.7	7.4	103	596	10.7	7.2	114	710	10.8	8.6	115	353	9.7	4.3	103
FANTASY ISLAND	A	9891	751	11.8	7.6	106	776	13.9	7.8	125	646	9.8	6.5	88	406	11.1	4.1	100
FOULUPS,BLEEPS & BLUNDERS	A	5429	*326	5.1	6.0	84	395	7.1	7.3	116	387	5.9	7.1	96	*343	9.4	6.3	153
FOUR SEASONS	C	9646	575	9.1	6.0	83	648	11.6	6.7	107	614	9.3	6.4	86	363	10.0	3.8	91
GIMME A BREAK	N	9983	680	10.7	6.8	95	635	11.4	6.4	101	850	12.9	8.5	115	408	11.2	4.1	99
HART TO HART	A	9688	666	10.5	6.9	96	540	9.7	5.6	89	601	9.1	6.2	84	387	10.6	4.0	97
HILL STREET BLUES	N	15435	1170	18.5	7.6	106	1032	18.5	6.7	106	1273	19.4	8.2	111	654	17.9	4.2	103
HOTEL	A	10031	660	10.4	6.6	92	668	12.0	6.7	106	796	12.1	7.9	107	518	14.2	5.2	125
JEFFERSONS	C	6376	534	8.4	8.4	117	420	7.5	6.6	105	441	6.7	6.9	93	*279	7.7	4.4	106
JENNIFER SLEPT HERE	N	9951	842	13.3	8.5	118	685	12.3	6.9	109	719	10.9	7.2	97	538	14.8	5.4	131
KATE & ALLIE	C	7908	549	8.7	6.9	97	410	7.4	5.2	82	650	9.9	8.2	111	306	8.4	3.9	94
KNIGHT RIDER	N	13226	1042	16.4	7.9	110	842	15.1	6.4	101	993	15.1	7.5	101	584	16.0	4.4	107
LOVE BOAT	A	12105	1076	17.0	8.9	124	768	13.8	6.3	101	947	14.4	7.8	105	521	14.3	4.3	104
MAGNUM PI	C	6364	351	5.5	5.5	77	568	10.2	8.9	142	398	6.1	6.3	84	254	7.0	4.0	97
MAMA'S FAMILY	N	3955	*281	4.4	7.1	99	245	4.4	6.2	98	330	5.0	8.3	112	*170	4.7	4.3	104
MASTER, THE	N	6903	659	10.4	9.5	133	415	7.4	6.0	95	675	10.3	9.8	132	345	9.5	5.0	121
MATT HOUSTON	A	13443	1012	16.0	7.5	105	856	15.4	6.4	101	1001	15.2	7.4	100	511	14.0	3.8	92
NBC MONDAY NIGHT MOVIE	N	5585	238	3.8	4.3	59	289	5.2	5.2	82	368	5.6	6.6	89	185	5.1	3.3	80
NBC NIGHTLY NEWS	N	3688	*241	3.8	6.5	91	300	5.4	8.1	129	320	4.9	8.7	117	*209	5.7	5.7	137
NBC NIGHTLY NEWS-SAT	N	3310	*224	3.5	6.8	94	*200	3.6	6.0	96	*342	5.2	10.3	139	*222	6.1	6.7	163
NBC NIGHTLY NEWS-SUN	N	9238	645	10.2	7.0	97	652	11.7	7.1	112	741	11.3	8.0	108	*308	8.4	3.3	81
NBC SUNDAY NIGHT MOVIE	N	9876	868	13.7	8.8	123	686	12.3	6.9	110	653	9.9	6.6	89	448	12.3	4.5	110
NEWMART	C	7954	528	8.3	6.6	93	509	9.1	6.4	102	640	9.7	8.0	108	360	9.9	4.5	110
ONE DAY AT A TIME	C	5182	347	5.5	6.7	93	436	7.8	8.4	134	304	4.6	5.9	79	*170	4.7	3.3	80
PEOPLE ARE FUNNY	N	9674	566	8.9	5.9	82	582	10.4	6.0	96	675	10.3	7.0	94	446	12.2	4.6	112
REAL PEOPLE	N	8511	870	13.7	10.2	143	522	9.4	6.1	97	663	10.1	7.8	105	386	10.6	4.5	110
REMINGTON STEELE	N	5656	469	7.4	8.3	116	291	5.2	5.1	82	507	7.7	9.0	121	*235	6.4	4.2	101
RIPLY'S BELIEVE IT - NOT	A	7718	720	11.4	9.3	130	513	9.2	6.6	106	695	10.6	9.0	121	308	8.4	4.0	97
RIPTIDE	N	11058	966	15.2	8.7	122	539	9.7	4.9	77	823	12.5	7.4	100	429	11.8	3.9	94
SCARECROW & MRS. KING	C	11615	896	14.1	7.7	108	931	16.7	8.0	127	899	13.7	7.7	104	504	13.8	4.3	105
SIMON & SIMON	C	14326	839	13.2	5.9	82	893	16.0	6.2	99	945	14.4	6.6	89	635	17.4	4.4	108
60 MINUTES	N	7670	621	9.8	8.1	113	520	9.3	6.8	108	501	7.6	6.5	88	325	8.9	4.2	103
ST. ELSEWHERE	A	12068	746	11.8	6.2	86	895	16.1	7.4	118	903	13.7	7.5	101	555	15.2	4.6	112
THREE'S COMPANY	A	9735	627	9.9	6.4	90	6											

	TOTAL U.S. '000	BABY MAGIC				COCOA BUTTER LOTION				ESTEE LAUDER				JERGENS ALOE AND LANOLIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	5330	100.0	6.0	100	8836	100.0	10.0	100	4369	100.0	4.9	100	4004	100.0	4.5	100
FEMALE HOMEOWNERS	80986	4724	88.6	5.8	97	7353	83.2	9.1	91	3797	86.9	4.7	95	3620	90.4	4.5	99
EMPLOYED MOTHERS	18702	1533	28.8	8.2	136	1922	21.8	10.3	103	851	19.5	4.6	92	856	21.4	4.6	101
18 - 24	14726	1646	30.9	11.2	186	2547	28.8	17.3	173	*696	15.9	4.7	96	714	17.8	4.8	107
25 - 34	20202	1950	36.6	9.7	160	1830	20.7	9.1	91	926	21.2	4.6	93	929	23.2	4.6	102
35 - 44	14781	814	15.3	5.5	91	1417	16.0	9.6	96	760	17.4	5.1	104	761	19.0	5.1	114
45 - 54	11449	*297	5.6	2.6	43	1094	12.4	9.6	96	628	14.4	5.5	111	571	14.3	5.0	110
55 - 64	11846	*311	5.8	2.6	44	983	11.1	8.3	83	712	16.3	6.0	122	*484	12.1	4.1	90
65 OR OLDER	15459	*312	5.9	2.0	33	964	10.9	6.2	62	647	14.8	4.2	85	545	13.6	3.5	78
18 - 34	34928	3596	67.5	10.3	171	4378	49.5	12.5	125	1622	37.1	4.6	94	1643	41.0	4.7	104
18 - 49	55154	4594	86.2	8.3	138	6357	71.9	11.5	115	2701	61.8	4.9	99	2656	66.3	4.8	106
25 - 54	46433	3062	57.4	6.6	109	4342	49.1	9.4	94	2314	53.0	5.0	101	2261	56.5	4.9	108
35 - 49	20226	998	18.7	4.9	82	1980	22.4	9.8	98	1079	24.7	5.3	108	1013	25.3	5.0	111
50 OR OLDER	33310	737	13.8	2.2	37	2479	28.1	7.4	75	1668	38.2	5.0	101	1348	33.7	4.0	89
GRADUATED COLLEGE	12110	631	11.8	5.2	86	937	10.6	7.7	77	912	20.9	7.5	152	481	12.0	4.0	88
ATTENDED COLLEGE	15309	969	18.2	6.3	105	1213	13.7	7.9	79	1036	23.7	6.8	137	703	17.6	4.6	101
GRADUATED HIGH SCHOOL	36912	2583	48.5	7.0	116	3865	43.7	10.5	105	1769	40.5	4.8	97	1787	44.6	4.8	107
DID NOT GRADUATE HIGH SCHOOL	24134	1147	21.5	4.8	79	2821	31.9	11.7	117	651	14.9	2.7	55	1033	25.8	4.3	95
EMPLOYED FULL-TIME	35457	1916	35.9	5.4	90	3332	37.7	9.4	94	2012	46.1	5.7	115	1625	40.6	4.6	101
EMPLOYED PART-TIME	8514	*586	11.0	6.9	114	966	10.9	11.3	114	*464	10.6	5.4	110	*388	9.7	4.6	101
NOT EMPLOYED	44494	2829	53.1	6.4	106	4539	51.4	10.2	102	1892	43.3	4.3	86	1992	49.8	4.5	99
PROFESSIONAL/MANAGER	10811	*535	10.0	4.9	82	800	9.1	7.4	74	*763	17.5	7.1	143	*501	12.5	4.6	102
TECH/CLERICAL/SALES	19640	1232	23.1	6.3	104	1570	17.8	8.0	80	1242	28.4	6.3	128	915	22.9	4.7	103
PRECISION/CRAFT	1023	*11	0.2	1.1	18	*166	1.9	16.2	162	*448	1.1	4.7	95	*553	1.3	5.2	114
OTHER EMPLOYED	12498	724	13.6	5.8	96	1762	19.9	14.1	141	*424	9.7	3.4	69	*544	13.6	4.4	96
SINGLE	15995	1126	21.1	7.0	117	2469	27.9	15.4	155	1142	26.1	7.1	145	804	20.1	5.0	111
MARRIED	51689	3402	63.8	6.6	109	4288	48.5	8.3	83	2317	53.0	4.5	91	2328	58.1	4.5	100
DIVORCED/SEPARATED/WIDOWED	20780	802	15.0	3.9	64	2079	23.5	10.0	100	909	20.8	4.4	89	872	21.8	4.2	93
PARENTS	33922	3358	63.0	9.9	164	3758	42.5	11.1	111	1316	30.1	3.9	79	1531	38.2	4.5	100
WHITE	76422	4558	85.5	6.0	99	6219	70.4	8.1	81	3849	88.1	5.0	102	3471	86.7	4.5	100
BLACK	10066	688	12.9	6.8	113	2530	28.6	25.1	252	*396	9.1	3.9	80	*457	11.4	4.5	100
OTHER	1976	*84	1.6	4.3	71	*88	1.0	4.5	45	*124	2.8	6.3	127	*76	1.9	3.8	85
NORTHEAST-CENSUS	19803	870	16.3	4.4	73	1481	16.8	7.5	75	968	22.2	4.9	99	716	17.9	3.6	80
NORTH CENTRAL	22181	1673	31.4	7.5	125	2195	24.8	9.9	99	1074	24.6	4.8	98	1149	28.7	5.2	114
SOUTH	30082	1660	31.1	5.5	92	3826	43.3	12.7	127	1416	32.4	4.7	95	1471	36.7	4.9	108
WEST	16398	1127	21.1	6.9	114	1334	15.1	8.1	81	911	20.9	5.6	112	667	16.7	4.1	90
NORTHEAST-MKTG.	20163	802	15.0	4.0	66	1471	16.6	7.3	73	1037	23.7	5.1	104	823	20.6	4.1	90
EAST CENTRAL	13054	769	14.4	5.9	98	1444	16.3	11.1	111	643	14.7	4.9	100	630	15.7	4.8	107
WEST CENTRAL	14993	1335	25.0	8.9	148	1514	17.1	10.1	101	695	15.9	4.6	94	840	21.0	5.6	124
SOUTH	25785	1518	28.5	5.9	98	3338	37.8	12.9	130	1150	26.3	4.5	90	1190	29.7	4.6	102
PACIFIC	14470	907	17.0	6.3	104	1070	12.1	7.4	74	844	19.3	5.8	118	*521	13.0	3.6	80
COUNTY SIZE A	36705	1906	35.8	5.2	86	3433	38.9	9.4	94	2044	46.8	5.6	113	1516	37.9	4.1	91
COUNTY SIZE B	26819	1940	36.4	7.2	120	2824	32.0	10.5	105	1377	31.5	5.1	104	1053	26.3	3.9	87
COUNTY SIZE C	13597	809	15.2	5.9	99	1356	15.3	10.0	100	*585	13.4	4.3	87	781	19.5	5.7	127
COUNTY SIZE D	11344	676	12.7	6.0	99	1223	13.8	10.8	108	*363	8.3	3.2	65	655	16.4	5.8	128
METRO CENTRAL CITY	26825	1599	30.0	6.0	99	2670	30.2	10.0	100	1387	31.7	5.2	105	1004	25.1	3.7	83
METRO SUBURBAN	39912	2370	44.5	5.9	99	3728	42.2	9.3	94	2022	46.3	5.1	103	1647	41.1	4.1	91
NON METRO	21728	1361	25.5	6.3	104	2438	27.6	11.2	112	959	22.0	4.4	89	1353	33.8	6.2	138
TOP 5 ADI'S	20847	1177	22.1	5.6	94	1863	21.1	8.9	89	1136	26.0	5.4	110	790	19.7	3.8	84
TOP 10 ADI'S	28719	1426	26.8	5.0	82	2590	29.3	9.0	90	1618	37.0	5.6	114	1194	29.8	4.2	92
TOP 20 ADI'S	40904	2074	38.9	5.1	84	3658	41.4	8.9	90	2260	51.7	5.5	112	1718	42.9	4.2	93
HSHLD INC. \$50,000 OR MORE	7931	*305	5.7	3.8	64	*554	6.3	7.0	70	*687	15.7	8.7	175	*273	6.8	3.4	76
\$40,000 OR MORE	15233	*686	12.9	4.5	75	1160	13.1	7.6	76	1318	30.2	8.7	175	*655	16.4	4.3	95
\$30,000 OR MORE	28333	1660	31.1	5.9	97	2245	25.4	7.9	79	2121	48.5	7.5	152	1236	30.9	4.4	96
\$25,000 OR MORE	36417	2231	41.9	6.1	102	2961	33.5	8.1	81	2415	55.3	6.6	134	1569	39.2	4.3	95
\$20,000 - \$24,999	9943	*586	11.0	5.9	98	1122	12.7	11.3	113	*567	13.0	5.7	115	659	16.5	6.6	146
\$15,000 - \$19,999	9211	474	8.9	5.1	85	1049	11.9	11.4	114	*366	8.4	4.0	80	*559	14.0	6.1	134
\$10,000 - \$14,999	13477	877	16.5	6.5	108	1263	14.3	9.4	94	402	9.2	3.0	60	*427	10.7	3.2	70
UNDER \$10,000	19418	1163	21.8	6.0	99	2442	27.6	12.6	126	619	14.2	3.2	65	790	19.7	4.1	90
HOUSEHOLD OF 1 PERSON	11987	*252	4.7	2.1	35	715	8.1	6.0	60	530	12.1	4.4	90	381	9.5	3.2	70
2 PEOPLE	27046	1072	20.1	4.0	66	2247	25.4	8.3	83	1511	34.6	5.6	113	1254	31.3	4.6	102
3 OR 4 PEOPLE	34251	2823	53.0	8.2	137	4078	46.2	11.9	119	1711	39.2	5.0	101	1690	42.2	4.9	109
5 OR MORE PEOPLE	15180	1183	22.2	7.8	129	1796	20.3	11.8	118	*617	14.1	4.1	82	*680	17.0	4.5	99
NO CHILD IN HSHLD	49819	1671	31.4	3.4	56	4434	50.2	8.9	89	2795	64.0	5.6	114	2282	57.0	4.6	101
CHILD(REN) UNDER 2 YRS	6045	1199	22.5	19.8	329	795	9.0	13.2	132	*168	3.8	2.8	56	*134	3.3	2.2	49
2 - 5 YEARS	15233	2090	39.2	13.7	228	1629	18.4	10.7	107	*557	12.7	3.7	74	658	16.4	4.3	95
6 - 11 YEARS	16260	1400	26.3	8.6	143	1906	21.6	11.7	117	*526	12.0	3.2	66	864	21.6	5.3	117
12 - 17 YEARS	19173	1088	20.4	5.7	94	2192	24.8	11.4	114	924	21.1	4.8	98	906	22.6	4.7	104
RESIDENCE OWNED	61371	3314	62.2	5.4	90	5688	64.4	9.3	93	3330	76.2	5.4	110	2759	68.9	4.5	99
VALUE: \$50,000 OR MORE	35355	1584	29.7	4.5	74	2793	31.6	7.9	79	2271	52.0	6.4	130	1531	38.2	4.3	96
VALUE: UNDER \$50,000	26016	1730	32.5	6.6	110	2895	32.8	11.1	111	1059	24.2	4.1	82	1228	30.7	4.7	104

		TOTAL U.S. '000	BABY MAGIC				COCOA BUTTER LOTION				ESTEE LAUDER				JERGENS ALOE AND LAMOLIN			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES		88464	5330	100.0	6.0	100	8836	100.0	10.0	100	4369	100.0	4.9	100	4004	100.0	4.5	100
MAGAZINES	QUINTILE 1	17988	1514	28.4	8.4	140	1980	22.4	11.0	110	1396	32.0	7.8	157	1044	26.1	5.8	128
	QUINTILE 2	19446	1017	19.1	5.2	87	2243	25.4	11.5	115	1313	30.1	6.8	137	1092	27.3	5.6	124
	QUINTILE 3	14626	800	15.0	5.5	91	1135	12.8	7.8	78	549	12.6	3.8	76	*512	12.8	3.5	77
	QUINTILE 4	16014	1041	19.5	6.5	108	1675	19.0	10.5	105	*478	10.9	3.0	60	579	14.5	3.6	80
	QUINTILE 5	20389	958	18.0	4.7	78	1804	20.4	8.8	89	632	14.5	3.1	63	777	19.4	3.8	84
NEWSPAPERS	QUINTILE 1	13830	468	8.8	3.4	56	1266	14.3	9.2	92	845	19.3	6.1	124	*488	12.2	3.5	78
	QUINTILE 2	26350	1488	27.9	5.6	94	2076	23.5	7.9	79	1441	33.0	5.5	111	1217	30.4	4.6	102
	QUINTILE 3	12415	879	16.5	7.1	118	1463	16.6	11.8	118	707	16.2	5.7	115	617	15.4	5.0	110
	QUINTILE 4	21911	1684	31.6	7.7	128	2438	27.6	11.1	111	971	22.2	4.4	90	1017	25.4	4.6	103
	QUINTILE 5	13960	812	15.2	5.8	97	1593	18.0	11.4	114	*405	9.3	2.9	59	*665	16.6	4.8	105
OUTDOOR	QUINTILE 1	16810	1055	19.8	6.3	104	1454	16.5	8.6	87	909	20.8	5.4	109	828	20.7	4.9	109
	QUINTILE 2	17101	1063	19.9	6.2	103	1834	20.8	10.7	107	729	16.7	4.3	86	681	17.0	4.0	88
	QUINTILE 3	17579	1041	19.5	5.9	98	1799	20.4	10.2	102	941	21.5	5.4	108	882	22.0	5.0	111
	QUINTILE 4	18343	1154	21.7	6.3	104	1997	22.6	10.9	109	931	21.3	5.1	103	788	19.7	4.3	95
	QUINTILE 5	18631	1017	19.1	5.5	91	1752	19.8	9.4	94	859	19.7	4.6	93	826	20.6	4.4	98
RADIO-DRIVE TIME	QUINTILE 1	17390	1149	21.6	6.6	110	1741	19.7	10.0	100	889	20.3	5.1	104	945	23.6	5.4	120
	QUINTILE 2	16591	1158	21.7	7.0	116	1893	21.4	11.4	114	616	14.1	3.7	75	815	20.4	4.9	109
	QUINTILE 3	16910	1006	18.9	5.9	99	1525	17.3	9.0	90	979	22.4	5.8	117	786	19.6	4.6	103
	QUINTILE 4	18002	1108	20.8	6.2	102	1686	19.1	9.4	94	764	17.5	4.2	86	669	16.7	3.7	82
	QUINTILE 5	19572	909	17.1	4.6	77	1992	22.5	10.2	102	1121	25.7	5.7	116	789	19.7	4.0	89
RADIO-MID- DAY	TERCILE 1	23248	1516	28.4	6.5	108	2724	30.8	11.7	117	857	19.6	3.7	75	1083	27.0	4.7	103
	TERCILE 2	23667	1845	34.6	7.8	129	2415	27.3	10.2	102	1361	31.2	5.8	116	1075	26.8	4.5	100
	TERCILE 3	41549	1969	36.9	4.7	79	3697	41.8	8.9	89	2151	49.2	5.2	105	1846	46.1	4.4	98
RADIO-TOTAL	QUINTILE 1	17786	1143	21.4	6.4	107	1960	22.2	11.0	110	785	18.0	4.4	89	972	24.3	5.5	121
	QUINTILE 2	17316	1433	26.9	8.3	137	1870	21.2	10.8	108	835	19.1	4.8	98	798	19.9	4.6	102
	QUINTILE 3	18428	1141	21.4	6.2	103	1925	21.8	10.4	105	716	16.4	3.9	79	651	16.3	3.5	78
	QUINTILE 4	17669	917	17.2	5.2	86	1533	17.3	8.7	87	1161	26.6	6.6	133	868	21.7	4.9	109
	QUINTILE 5	17265	696	13.1	4.0	67	1549	17.5	9.0	90	872	20.0	5.1	102	714	17.8	4.1	91
TV-PRIME TIME	QUINTILE 1	17416	982	18.4	5.6	94	2038	23.1	11.7	117	826	18.9	4.7	96	764	19.1	4.4	97
	QUINTILE 2	17413	1094	20.5	6.3	104	1694	19.2	9.7	97	844	19.3	4.8	98	799	20.0	4.6	101
	QUINTILE 3	17943	1181	22.2	6.6	109	1853	21.0	10.3	103	862	19.7	4.8	97	852	21.3	4.7	105
	QUINTILE 4	18442	1035	19.4	5.6	93	1540	17.4	8.4	84	1182	27.1	6.4	130	900	22.5	4.9	108
	QUINTILE 5	17250	1038	19.5	6.0	100	1712	19.4	9.9	99	656	15.0	3.8	77	690	17.2	4.0	88
TV-DAYTIME	TERCILE 1	29966	2161	40.5	7.2	120	3298	37.3	11.0	110	1307	29.9	4.4	88	1307	32.6	4.4	96
	TERCILE 2	29480	1699	31.9	5.8	96	3005	34.0	10.2	102	1488	34.1	5.0	102	1446	36.1	4.9	108
	TERCILE 3	29018	1471	27.6	5.1	84	2533	28.7	8.7	87	1573	36.0	5.4	110	1251	31.2	4.3	95
TV-TOTAL	QUINTILE 1	17740	1203	22.6	6.8	113	2018	22.8	11.4	114	761	17.4	4.3	87	854	21.3	4.8	106
	QUINTILE 2	17674	960	18.0	5.4	90	1925	21.8	10.9	109	849	19.4	4.8	97	563	14.1	3.2	70
	QUINTILE 3	17730	1217	22.8	6.9	114	1754	19.9	9.9	99	961	22.0	5.4	110	947	23.7	5.3	118
	QUINTILE 4	17563	1014	19.0	5.8	96	1559	17.6	8.9	89	1077	24.7	6.1	124	941	23.5	5.4	118
	QUINTILE 5	17757	936	17.6	5.3	87	1581	17.9	8.9	89	721	16.5	4.1	82	699	17.5	3.9	87
MAGAZINES-NEWSPAPERS: DUAL		23278	1322	24.8	5.7	94	2284	25.8	9.8	98	1785	40.9	7.7	155	1275	31.8	5.5	121
MAGAZINE IMPERATIVE		21634	1765	33.1	8.2	135	2687	30.4	12.4	124	1210	27.7	5.6	113	1205	30.1	5.6	123
NEWSPAPER IMPERATIVE		23455	1134	21.3	4.8	80	1759	19.9	7.5	75	761	17.4	3.2	66	764	19.1	3.3	72
MAGAZINES-OUTDOOR: DUAL		17482	1189	22.3	6.8	113	1759	19.9	10.1	101	1282	29.3	7.3	148	931	23.3	5.3	118
MAGAZINE IMPERATIVE		28830	1880	35.3	6.5	108	3188	36.1	11.1	111	1784	40.8	6.2	125	1522	38.0	5.3	117
OUTDOOR IMPERATIVE		26119	1459	27.4	5.6	93	2337	26.4	8.9	90	709	16.2	2.7	55	998	24.9	3.8	84
MAGAZINES-RADIO: DUAL		20162	1504	28.2	7.5	124	2301	26.0	11.4	114	1117	25.6	5.5	112	1168	29.2	5.8	128
MAGAZINE IMPERATIVE		26292	1462	27.4	5.6	92	2517	28.5	9.6	96	1970	45.1	7.5	152	1327	33.1	5.0	112
RADIO IMPERATIVE		25308	1765	33.1	7.0	116	2560	29.0	10.1	101	723	16.5	2.9	58	890	22.2	3.5	78
MAGAZINES-TELEVISION: DUAL		17312	1127	21.1	6.5	108	2056	23.3	11.9	119	1081	24.7	6.2	126	711	17.8	4.1	91
MAGAZINE IMPERATIVE		29099	1849	34.7	6.4	105	2723	30.8	9.4	94	2009	46.0	6.9	140	1660	41.5	5.7	126
TELEVISION IMPERATIVE		27505	1614	30.3	5.9	97	2578	29.2	9.4	94	787	18.0	2.9	58	1047	26.1	3.8	84
NEWSPAPERS-OUTDOOR: DUAL		18628	1011	19.0	5.4	90	1897	21.5	10.2	102	1201	27.5	6.4	131	739	18.5	4.0	88
NEWSPAPER IMPERATIVE		29178	1498	28.1	5.1	85	2536	28.7	8.7	87	1662	38.0	5.7	115	1355	33.8	4.6	103
OUTDOOR IMPERATIVE		25260	1779	33.4	7.0	117	2600	29.4	10.3	103	902	20.6	3.6	72	1238	30.9	4.9	108
NEWSPAPERS-RADIO: DUAL		19246	1142	21.4	5.9	98	1758	19.9	9.1	91	875	20.0	4.5	92	863	21.6	4.5	99
NEWSPAPER IMPERATIVE		28155	1274	23.9	4.5	75	2323	26.3	8.3	83	1766	40.4	6.3	127	1145	28.6	4.1	90
RADIO IMPERATIVE		25308	2136	40.1	8.4	140	3162	35.8	12.5	125	1021	23.4	4.0	82	1222	30.5	4.8	107
NEWSPAPERS-TELEVISION: DUAL		18615	1047	19.6	5.6	93	1748	19.8	9.4	94	980	22.4	5.3	107	783	19.6	4.2	93
NEWSPAPER IMPERATIVE		29207	1425	26.7	4.9	81	2412	27.3	8.3	83	1737	39.8	5.9	120	1294	32.3	4.4	98
TELEVISION IMPERATIVE		25472	1808	33.9	7.1	118	3152	35.7	12.4	124	968	22.2	3.8	77	1098	27.4	4.3	95
OUTDOOR-RADIO: DUAL		17292	1141	21.4	6.6	110	1718	19.4	9.9	99	819	18.7	4.7	96	831	20.8	4.8	106
OUTDOOR IMPERATIVE		26915	1402	26.3	5.2	86	2621	29.7	9.7	97	1480	33.9	5.5	111	1106	27.6	4.1	91
RADIO IMPERATIVE		28938	2081	39.0	7.2	119	3204	36.3	11.1	111	1256	28.7	4.3	88	1354	33.8	4.7	103
OUTDOOR-TELEVISION: DUAL		16112	1073	20.1	6.7	111	1742	19.7	10.8	108	674	15.4	4.2</					

	TOTAL U.S. '000	BABY MAGIC				COCOA BUTTER LOTION				ESTEE LAUDER				JERGENS ALOE AND LANOLIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5370	100.0	6.0	100	1136	100.0	10.0	100	4369	100.0	4.9	100	4004	100.0	4.5	100
ATLANTIC MONTHLY	415	**5	0.1	1.2	20	**20	0.2	4.8	48	**28	0.6	6.7	137	**22	0.5	5.3	117
BARRON'S	522	**16	0.3	3.1	51	**57	0.6	10.9	109	**41	0.9	7.9	159	**29	0.7	5.6	123
BETTER HOMES & GARDENS	17429	1057	19.8	6.1	101	1605	18.2	9.2	92	1031	23.6	5.9	120	806	20.1	4.6	102
BON APPETIT	2772	**89	1.7	3.2	53	*264	3.0	9.5	95	*313	7.2	11.3	229	*148	3.7	5.3	118
BUSINESS WEEK	1469	**19	0.4	1.3	21	*138	1.6	9.4	94	**80	1.8	5.4	110	**59	1.5	4.0	89
CAR AND DRIVER	397	**16	0.3	4.0	67	**20	0.2	5.0	50	**42	1.0	10.6	214	**24	0.6	6.0	134
CBS MAGAZINE NETWORK (GROSS)	1633	**114	2.1	7.0	116	*266	3.0	16.4	164	**80	1.8	4.9	99	**71	1.8	4.3	96
CHANGING TIMES	1554	**79	1.5	5.1	84	*153	1.7	9.8	99	**120	2.7	7.7	156	**125	3.1	8.0	178
COLONIAL HOMES	1304	**165	3.1	12.7	210	**87	1.0	6.7	67	**121	2.8	9.3	188	**54	1.3	4.1	91
CONDE NAST MAG. PKG. (GROSS)	17858	1494	28.0	8.4	139	*226	25.2	12.5	125	1428	32.7	8.0	162	1029	25.7	5.8	127
CONSUMERS DIGEST	1406	**33	0.7	2.7	45	**88	1.0	6.3	63	**54	1.2	3.8	78	**67	1.7	4.8	105
COSMOPOLITAN	8815	834	15.6	9.5	157	1074	12.2	12.2	122	581	13.3	6.6	133	534	13.3	6.1	134
COUNTRY LIVING	2636	*235	4.4	8.9	148	*313	3.5	11.9	119	*282	6.5	10.7	217	*154	3.8	5.8	129
CUISINE	1554	**78	1.5	5.0	83	*162	1.8	10.4	104	*202	4.6	13.0	263	**83	2.1	5.3	118
CYCLE WORLD	469	**19	0.4	4.1	67	**117	1.3	24.9	250	**9	0.2	1.9	39	**19	0.5	4.1	90
DCI:CREATIVE IDEAS FOR LIV	2631	*176	3.3	6.7	111	291	3.3	11.1	111	**109	2.5	4.1	84	*190	4.7	7.2	160
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	458	8.8	6.6	110	730	8.3	10.3	103	546	12.5	7.7	156	469	11.7	6.6	147
DISCOVER	998	**78	1.5	7.8	130	**121	1.4	12.1	121	**100	2.3	10.0	203	**60	1.5	6.0	133
EBONY	4289	326	6.1	7.6	126	1143	12.9	26.6	267	*218	5.0	5.1	103	264	6.6	6.2	136
ESQUIRE	1176	**60	1.1	5.1	85	*157	1.8	13.4	134	**15	0.3	1.3	26	**74	1.8	6.3	139
ESSENCE	2392	172	3.2	7.2	119	725	8.2	30.3	303	**144	3.3	6.0	122	*108	2.7	4.5	100
FAMILY CIRCLE	17209	1070	20.1	6.2	103	1605	18.2	9.3	93	1106	25.3	6.4	130	911	22.8	5.3	117
THE FAMILY HANDYMAN	1184	**85	1.6	7.2	119	*171	1.9	14.4	145	**112	2.6	9.5	192	**84	2.1	7.1	157
FAMILY WEEKLY	12391	773	14.5	6.2	104	1260	14.3	10.2	102	499	11.4	4.0	82	565	14.1	4.6	101
FIELD & STREAM	2438	*228	4.5	9.8	162	*231	2.7	9.8	98	*157	3.6	6.4	130	**118	2.9	4.8	107
FOOD & WINE	614	**27	0.5	4.4	73	**69	0.8	11.2	113	**50	1.1	8.1	165	**27	0.7	4.4	97
FORBES	813	**14	0.3	1.7	29	**70	0.8	8.6	86	**65	1.5	8.0	162	**37	0.9	4.6	101
FORTUNE	1083	**69	1.3	6.4	106	**135	1.5	12.5	125	**58	1.3	5.4	108	**28	0.7	2.6	57
GENTLEMEN'S QUARTERLY	1197	**111	2.1	9.3	154	*210	2.4	17.5	176	**123	2.8	10.3	208	**61	1.5	5.1	113
GLAMOUR	6625	524	9.8	7.9	131	851	9.7	13.0	130	593	13.6	9.0	181	351	8.8	5.3	117
GOLF DIGEST	707	**78	1.5	11.0	183	**47	0.5	6.6	67	**28	0.6	4.0	80	**28	0.7	4.0	88
GOLF DIGEST/TENNIS (GROSS)	1316	**126	2.4	9.6	159	**115	1.3	8.7	87	**74	1.7	5.6	114	**67	1.7	5.1	112
GOLF MAGAZINE	469	**19	0.4	4.1	67	**31	0.4	6.6	66	**68	1.6	14.5	294	**15	0.4	3.2	71
GOLF MAGAZINE/SKI (GROSS)	1060	**57	1.1	5.4	89	**124	1.4	11.7	117	**108	2.5	10.2	206	**38	0.9	3.6	79
GOOD HOUSEKEEPING	17784	1213	22.8	6.8	113	1715	19.4	9.6	97	1048	24.0	5.9	119	1035	25.8	5.8	129
HARPER'S BAZAAR	2931	*173	3.2	5.9	98	874	4.5	13.4	135	*225	5.1	7.7	155	*181	4.5	6.2	136
HEALTH	2199	**173	3.2	7.9	131	305	3.5	13.9	139	**58	1.3	2.6	53	*177	4.4	8.0	178
HEARST MAG CORP. BUY (GROSS)	49148	3884	72.9	7.9	131	5159	58.3	10.5	105	3511	80.4	7.1	145	2840	70.9	5.8	128
HEARST MAN POWER (GROSS)	2113	*132	2.5	6.2	104	*262	3.0	12.4	124	**163	3.7	7.7	156	**121	3.0	5.7	127
HEARST WOMAN POWER (GROSS)	35062	2800	52.5	8.0	133	3714	42.0	10.6	106	2244	51.4	6.4	130	1992	49.8	5.7	126
HOUSE BEAUTIFUL	3865	*277	5.2	7.2	119	305	3.5	8.0	80	357	8.2	9.2	187	*245	6.1	6.3	140
INC.	315	**10	0.2	3.2	53	**56	0.6	17.8	178	**0	0.0	0.0	0	**14	0.3	4.4	98
JET	3690	264	5.0	7.2	119	933	10.6	25.3	253	**172	3.9	4.7	94	*211	5.3	5.7	126
LADIES' HOME JOURNAL	12930	871	16.3	6.7	112	1160	13.4	9.1	91	1003	23.0	7.8	157	667	16.7	5.2	114
LHJ FAMILY GRP COMBO(GROSS)	18161	1410	26.5	7.8	129	1824	20.6	10.0	101	1329	30.4	7.3	148	1029	25.7	5.7	125
LIFE	5065	308	5.8	6.1	101	580	6.8	11.5	115	456	10.4	9.0	182	*319	8.0	6.3	139
L.A. TIMES HOME MAGAZINE	1310	**58	1.1	4.4	73	**78	0.9	6.0	60	**121	2.8	9.2	187	**16	0.4	1.2	27
MADMOISELLE	3759	*274	5.1	7.3	121	473	5.4	12.6	126	*263	6.0	7.0	142	*182	4.5	4.8	107
MC CALL'S	14658	1015	19.0	6.9	115	1381	15.6	9.4	94	1056	24.2	7.2	146	825	20.6	5.6	124
MC CALL'S/HRK MOTHER (GROSS)	15857	1140	21.4	7.2	119	1529	17.4	9.7	97	1111	25.4	7.0	142	865	21.6	5.5	121
MECHANIX ILLUSTRATED	809	**36	0.7	4.4	74	**101	1.1	12.5	125	**62	1.4	7.7	155	**17	0.4	2.1	46
METROPOLITAN HOME	1009	**118	2.2	11.7	194	*86	1.0	8.5	85	**80	1.8	7.9	161	**47	1.2	4.7	103
MONEY	1707	**57	1.1	3.3	55	*206	2.3	12.1	121	**46	1.1	2.7	55	**33	0.8	1.9	43
MOTHER EARTH NEWS	1123	**146	2.7	13.0	216	**116	1.3	10.3	103	**29	0.7	2.6	52	**58	1.4	5.2	114
MS.	932	**122	2.3	13.1	217	*171	1.9	18.3	184	**15	0.3	1.6	33	**60	1.5	6.4	142
NATIONAL ENQUIRER	11971	883	16.6	7.4	122	1543	17.5	12.9	129	604	13.8	5.0	102	604	15.1	5.0	111
NATIONAL GEOGRAPHIC	10503	*25	11.7	6.0	99	*91	10.1	8.5	85	837	19.2	8.0	161	504	12.6	4.8	106
NATIONAL SUNDAY MAGAZINE PKG	54325	3245	60.9	6.0	99	5159	58.4	9.5	95	3110	71.2	5.7	116	2335	58.3	4.3	95
NATURAL HISTORY	626	**10	0.2	1.6	27	**97	1.1	15.5	155	**9	0.2	1.4	29	**7	0.2	1.1	25
NEW WOMAN	1992	**145	2.7	7.3	121	*225	2.5	11.3	113	**144	3.3	7.2	146	**141	3.5	7.1	156
NEW YORK INCLUDING CUE	547	**41	0.8	7.5	124	**53	0.6	9.7	97	**29	0.7	5.3	107	**13	0.3	2.4	53
THE NEW YORKER	1380	**33	0.6	2.4	40	**147	1.7	10.7	107	**86	2.0	6.2	126	**86	2.1	6.2	138
NEWSWEEK	6925	445	8.3	6.4	107	774	8.8	11.2	112	372	8.5	5.4	109	386	9.6	5.6	123
THE N.Y. TIMES DAILY EDITION	1363	**71	1.3	5.2	86	**67	0.8	4.9	49	**83	1.9	6.1	123	**67	1.7	4.9	109
THE N.Y. TIMES MAGAZINE	2333	**93	1.7	4.0	66	**96	1.1	4.1	41	**167	3.8	7.2	145	**84	2.1	3.6	80
OMNI	872	**47	0.9	5.4	89	*170	1.9	19.5	195	**41	0.9	4.7	95	**46	1.1	5.3	117
ON CABLE	1298	**106	2.0	8.2	136	**113	1.3	8.7	87	**52	1.2	4.0	81	**78	1.9	6.0	133
1001 HOME IDEAS	3032	366	6.9	12.1	200	338	3.8	11.1	112	*269	6.2	8.9	180	*186	4.6	6.1	136
ORGANIC GARDENING	1680	*159	3.0	9.5	157	*265	3.0	15.8	158	**184	4.2	11.0	222	**194	4.8	11.5	255
OUTDOOR LIFE	960	*132	2.5	13.8	228	**98	1.1	10.2	102	**34	0.8	3.5	72	**53	1.3	5.5	122
PARADE MAGAZINE	26755	1720	32.3	6.4	107	1669	30.2	10.0	100	1536	35.2	5.7	116	1242	31.0	4.6	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	BABY MAGIC				COCOA BUTTER LOTION				ESTEE LAUDER				JERGENS ALOE AND LANOLIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	5330	100.0	6.0	100	8836	100.0	10.0	100	4369	100.0	4.9	100	4004	100.0	4.5	100
PARENTS	4173	610	11.4	14.6	243	509	5.8	12.2	122	*175	4.0	4.2	85	*236	5.9	5.7	125
PENTHOUSE	973	**52	1.0	5.3	89	*197	2.2	20.2	203	*21	0.5	2.2	44	*38	0.9	3.9	86
PEOPLE	13679	948	17.8	7.0	117	1398	15.8	10.4	104	748	17.1	5.5	112	641	16.0	4.8	105
PLAYBOY	2183	*148	2.8	6.8	113	333	3.8	15.3	153	*125	2.9	5.7	116	*76	1.9	3.5	77
POPULAR HOT RODDING	388	**51	1.0	13.1	218	*65	0.7	16.8	168	*56	1.3	14.4	292	*31	0.8	8.0	177
POPULAR MECHANICS	1037	**36	0.7	3.5	58	*142	1.6	13.7	137	*104	2.4	10.0	203	*68	1.7	6.6	145
POPULAR SCIENCE	920	**57	1.1	6.2	103	*59	0.7	6.4	64	*64	1.5	7.0	141	*41	1.0	4.5	98
PREVENTION	4071	*203	3.8	5.0	83	313	3.5	7.7	77	*166	3.8	4.1	83	*184	4.6	4.5	100
PSYCHOLOGY TODAY	1940	*132	2.5	6.8	113	*138	1.6	7.1	71	*192	4.4	9.9	200	*57	1.4	2.9	65
READER'S DIGEST	24031	1341	25.2	5.6	93	2373	26.9	9.9	99	1383	31.7	5.8	117	1135	28.3	4.7	104
REDBOOK	8464	754	14.1	8.9	148	925	10.5	10.9	109	614	14.1	7.3	147	422	10.5	5.0	110
ROAD & TRACK	429	**41	0.8	9.6	159	*38	0.4	8.9	89	*31	0.7	7.2	146	*22	0.5	5.1	113
ROLLING STONE	1355	**117	2.2	8.6	143	*331	3.7	24.4	245	*74	1.7	5.5	111	*113	2.8	8.3	184
RUNNER'S WORLD	329	*35	0.7	10.6	177	*56	0.6	17.0	170	*24	0.5	7.3	148	*34	0.8	10.3	228
SATURDAY EVENING POST	1268	**117	2.2	9.2	153	*150	1.7	11.8	118	*198	4.5	15.6	316	*73	1.8	5.8	127
SCIENCE 84	702	**12	0.2	1.7	28	*31	0.4	4.4	44	*53	1.2	7.5	153	*30	0.7	4.3	94
SCIENCE DIGEST	553	**13	0.2	2.4	39	*41	0.5	7.4	74	*43	1.0	7.8	157	*25	0.6	4.5	100
SCIENTIFIC AMERICAN	615	**41	0.8	6.7	111	*79	0.9	12.8	129	*27	0.6	4.4	89	*16	0.4	2.6	57
SELF	2683	*281	5.3	10.5	174	394	4.5	14.7	147	*208	4.8	7.8	157	*206	5.1	7.7	170
SEVENTEEN	3309	*305	5.7	9.2	153	559	6.3	16.9	169	*258	5.9	7.8	158	*200	5.0	6.0	134
SKI	591	**38	0.7	6.4	107	*93	1.1	15.7	158	*40	0.9	6.8	137	*23	0.6	3.9	86
SMITHSONIAN	3039	*117	2.2	3.8	64	*279	3.2	9.2	92	*242	5.5	8.0	161	*140	3.5	4.6	102
SOAP OPERA DIGEST	3683	302	5.7	8.2	136	656	7.4	17.8	178	*196	4.5	5.3	108	*162	4.0	4.4	97
SOUTHERN LIVING	4434	*292	5.5	6.6	109	439	5.0	9.9	99	437	10.0	9.9	200	*279	7.0	6.3	139
SPORT	701	**58	1.1	8.3	137	*153	1.7	21.8	219	*59	1.4	8.4	170	*27	0.7	3.9	85
THE SPORTING NEWS	518	**21	0.4	4.1	67	*109	1.2	21.0	211	*22	0.5	4.2	86	*13	0.3	2.5	55
SPORTS AFIELD	523	**83	1.6	15.9	263	*79	0.9	15.1	151	*17	0.4	3.3	66	*28	0.7	5.4	118
SPORTS ILLUSTRATED	3325	*261	4.9	7.8	130	367	4.2	11.0	111	*254	5.8	7.3	155	*145	3.6	4.4	96
STAR	8567	764	14.3	8.9	148	1070	12.1	12.5	125	445	10.2	5.2	105	462	11.5	5.4	119
SUNDAY	27630	1494	28.0	5.4	90	2657	30.1	9.6	96	1827	41.8	6.6	134	1065	26.6	3.9	85
SUNSET	2219	**106	2.0	4.8	79	*130	1.5	5.9	59	*200	4.6	9.0	182	*139	3.5	6.3	138
TV GUIDE	24258	1638	30.7	6.8	112	2801	31.7	11.5	116	1268	29.0	5.2	106	1391	34.7	5.7	127
TENNIS	609	**48	0.9	7.9	131	*68	0.8	11.2	112	*46	1.1	7.6	153	*39	1.0	6.4	141
TIME	9929	608	11.4	6.1	102	982	11.1	9.9	99	829	19.0	8.3	169	557	13.9	5.6	124
TOWN & COUNTRY	1062	**79	1.5	7.4	123	*51	0.6	4.8	48	*112	2.6	10.5	214	*76	1.9	7.2	158
TRAVEL & LEISURE	1051	**20	0.4	1.9	32	*90	1.0	8.6	86	*123	2.8	11.7	237	*37	0.9	3.5	78
TRUE STORY	3946	466	8.7	11.8	196	565	6.4	14.3	143	*110	2.5	2.8	56	*172	4.3	4.4	96
U.S. NEWS & WORLD REPORT	3782	*214	4.0	5.7	94	398	4.5	10.5	105	*257	5.9	6.8	138	*156	3.9	4.1	91
USA TODAY	1874	*150	2.8	8.0	133	*217	2.5	11.6	116	*119	2.7	6.4	129	*82	2.0	4.4	97
US	2213	*207	3.9	9.4	155	265	3.0	12.0	120	*165	3.8	7.5	151	*150	3.7	6.8	150
VOGUE	4792	414	7.8	8.6	143	500	5.7	10.4	104	*364	8.3	7.6	154	290	7.2	6.1	134
HALL STREET JOURNAL	2045	**43	0.8	2.1	35	*166	1.9	8.1	81	*179	4.1	8.8	177	*87	2.2	4.3	94
WEIGHT WATCHERS	2364	*182	3.4	7.7	128	276	3.1	11.7	117	*126	2.9	5.3	108	*100	2.5	4.2	93
WOMAN'S DAY	15182	983	18.4	6.5	107	1381	15.6	9.1	91	1002	22.9	6.6	134	915	22.9	6.0	133
WORKING MOTHER	1198	*126	2.4	10.5	175	*158	1.8	13.2	132	*55	1.3	4.6	93	*41	1.0	3.4	76
WORKING WOMAN	1523	*118	2.2	7.7	129	*215	2.4	14.1	141	*80	1.8	5.3	106	*59	1.5	3.9	86
WORLD TENNIS	*183	**12	0.2	6.6	109	*42	0.5	23.0	230	*16	0.4	8.7	177	*15	0.4	8.2	181
ZIFF-DAVIS MAG NETHK (GROSS)	2776	*146	2.7	5.3	87	306	3.5	11.0	110	*163	3.7	5.9	119	*127	3.2	4.6	101
BLAIR INSERTS	47909	2786	52.3	5.8	97	4507	51.0	9.4	94	2797	64.0	5.8	118	1979	49.4	4.1	91
DAILY NEWSPAPERS																	
READ ANY	56731	3048	57.2	5.4	89	5164	58.4	9.1	91	3102	71.0	5.5	111	2487	62.1	4.4	97
READ ONE	47696	2684	50.4	5.6	93	4421	50.0	9.3	93	2617	59.9	5.5	111	2088	52.1	4.4	97
READ TWO OR MORE	9034	364	6.8	4.0	67	744	8.4	8.2	82	485	11.1	5.4	109	399	10.0	4.4	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3408	63.9	5.9	98	5453	61.7	9.4	95	3241	74.2	5.6	114	2492	62.2	4.3	95
READ ONE	50513	3108	58.3	6.2	102	4731	53.5	9.4	94	2756	63.1	5.5	110	2276	56.8	4.5	100
READ TWO OR MORE	7219	301	5.6	4.2	69	721	8.2	10.0	100	485	11.1	6.7	136	*216	5.4	3.0	66
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.84				25.64				28.03				30.56			
30 DAY REACH	78184	4891	91.8	6.3	104	7752	87.7	9.9	99	3908	89.4	5.0	101	3485	87.0	4.5	98
50 SHWG - 30 DAY AV FREQ	14.80	14.91				13.45				14.71				16.09			
30 DAY REACH	74239	4575	85.8	6.2	102	7409	83.9	10.0	100	3743	85.7	5.0	102	3318	82.9	4.5	99
25 SHWG - 30 DAY AV FREQ	8.05	8.07				7.26				7.99				8.71			
30 DAY REACH	68254	4228	79.3	6.2	103	6876	77.8	10.1	101	3461	79.2	5.1	103	3038	75.9	4.5	98
CABLE TV: HOME WIRED	35215	2291	43.0	6.5	108	3171	35.9	9.0	90	2278	52.1	6.5	131	1560	39.0	4.4	98
HOME NOT WIRED	53250	3039	57.0	5.7	95	5665	64.1	10.6	107	2091	47.9	3.9	80	2444	61.0	4.6	101
HAVE PAY CABLE	17885	1218	22.9	6.8	113	1633	18.5	9.1	91	1199	27.4	6.7	136	829	20.7	4.6	102

	TOTAL U.S. '000	BABY MAGIC				COCOA BUTTER LOTION				ESTEE LAUDER				JERGENS ALOE AND LAMOLIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	5330	100.0	6.0	100	8836	100.0	10.0	100	4369	100.0	4.9	100	4004	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2909	54.6	6.1	101	4540	51.4	9.5	95	2301	52.7	4.8	97	2303	57.5	4.8	106
10:00 AM - 3:00 PM	33674	2381	44.7	7.1	117	3571	40.4	10.6	106	1556	35.6	4.6	94	1532	38.3	4.5	101
3:00 PM - 7:00 PM	34431	2406	45.1	7.0	116	3500	39.6	10.2	102	1779	40.7	5.2	105	1725	43.1	5.0	111
7:00 PM - MIDNIGHT	17761	1235	23.2	7.0	115	1817	20.6	10.2	102	736	16.8	4.1	84	919	23.0	5.2	114
MIDNIGHT - 6:00 AM	10087	534	10.0	5.3	88	1162	13.2	11.5	115	554	12.7	5.1	111	473	11.8	4.7	104
6:00 AM - MIDNIGHT	64318	4180	78.4	6.5	108	6403	72.5	10.0	100	3156	72.2	4.9	99	2914	72.8	4.5	100
ENTIRE DAY	65181	4255	79.8	6.5	108	6480	73.3	9.9	100	3228	73.9	5.0	100	2970	74.2	4.6	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY																	
ALL NEWS	2520	**64	1.2	2.5	42	*195	2.2	7.7	77	**94	2.2	3.7	76	**88	2.2	3.5	77
AOR/PROGRESSIVE	4419	*248	4.7	5.6	93	412	4.7	9.3	93	*242	5.5	5.5	111	*268	6.7	6.1	134
BEAUTIFUL MUSIC	6119	*251	4.7	4.1	68	488	5.5	8.0	80	298	6.8	4.9	99	*261	6.5	4.3	94
BLACK	2623	217	4.1	8.3	137	651	7.4	24.8	248	**98	2.2	3.7	76	**106	2.6	4.0	89
CLASSICAL	1553	**72	1.4	4.6	77	*145	1.6	9.3	93	**72	1.6	4.6	94	**48	1.2	3.1	68
CHR/ROCK	11282	902	16.9	8.0	133	1145	13.0	10.1	102	640	14.6	5.7	115	581	14.5	5.1	114
COUNTRY	13343	902	16.9	6.8	112	1071	12.1	8.0	80	600	13.7	4.5	91	577	14.4	4.3	96
GOLDEN OLDIES	1299	**131	2.5	10.1	167	*121	1.4	9.3	93	**40	0.9	3.1	62	**66	1.6	5.1	112
MOR/NTALOGIA	5241	*146	2.7	2.8	46	579	6.6	11.0	111	*215	4.9	4.1	83	*248	6.2	4.7	105
NEWS/TALK	4165	*179	3.4	4.3	71	265	3.0	6.4	64	*263	6.0	6.3	128	*165	4.9	4.0	88
RELIGIOUS	3324	*239	4.5	7.2	119	448	5.1	13.5	135	**139	3.2	4.2	85	**118	2.9	3.5	78
SOFT ROCK	609	**65	1.2	10.7	177	*122	1.4	20.0	201	**5	0.1	0.8	17	*10	0.2	1.6	36
URBAN CONTEMPORARY	1853	*147	2.8	7.9	132	504	5.7	27.2	272	**77	1.8	4.2	84	*146	3.6	7.9	174
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	305	5.7	8.2	136	463	5.2	12.4	124	**164	3.8	4.4	89	*203	5.1	5.5	120
ABC DIRECTION	2488	**139	2.6	5.6	93	*229	2.6	9.2	92	**83	1.9	3.3	68	*103	2.6	4.1	91
ABC ENTERTAINMENT	5129	*207	3.9	4.0	67	364	4.1	7.1	71	*253	5.8	4.9	100	*233	5.8	4.5	100
ABC FM	2498	*272	5.1	10.9	181	408	4.6	16.3	164	**121	2.8	4.8	98	*205	5.1	8.2	181
ABC INFORMATION	5721	*242	4.5	4.2	70	380	4.3	6.6	67	*279	6.4	4.9	99	*279	7.0	4.9	108
ABC ROCK	2021	**161	3.0	8.0	132	*244	2.8	12.1	121	**107	2.4	5.3	107	*172	4.3	8.5	188
CBS	4756	*161	3.0	3.4	56	441	5.0	9.3	93	*203	4.6	4.3	86	*228	5.7	4.8	106
MUTUAL	5272	333	6.2	6.3	105	561	6.3	10.6	107	*274	6.3	5.2	105	*252	6.3	4.8	106
NBC	4964	*210	3.9	4.2	70	398	4.5	8.0	80	*144	3.3	2.9	59	*256	6.4	5.2	114
RADIORADIO	2218	*138	2.6	6.2	103	*246	2.8	11.1	111	**89	2.0	4.0	81	*147	3.7	6.6	146
RKO ONE	2565	*176	3.3	6.9	114	293	3.3	11.4	114	**88	2.0	3.4	69	**85	2.1	3.3	73
RKO TWO	3640	*249	4.7	6.8	114	390	4.4	10.7	107	*177	4.1	4.9	98	*224	5.6	6.2	136
THE SOURCE	2467	**115	2.2	4.7	77	*261	3.0	10.6	106	**123	2.8	5.0	101	**140	3.5	5.7	125
NON-WIRED : BLAIR	9466	651	12.2	6.9	114	870	9.8	9.2	92	532	12.2	5.6	114	*458	11.4	4.8	107
INTERNET	13616	1138	21.4	8.4	139	1527	17.3	11.2	112	596	13.6	4.4	89	621	15.5	4.6	101
KATZ RADIO GROUP	16998	994	18.6	5.8	97	1562	17.7	9.2	92	873	20.0	5.1	104	812	20.3	4.8	106
SUPERNET	11622	785	14.7	6.8	112	1393	15.8	12.0	120	558	12.8	4.8	97	574	14.3	4.9	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	543	10.2	5.8	96	846	9.6	9.0	90	491	11.2	5.2	105	427	10.7	4.5	100
WKDAY 9:00 AM - 1:00 PM	13304	970	18.2	7.3	121	1498	17.0	11.3	113	581	13.3	4.4	88	648	16.2	4.9	108
WKDAY 1:00 PM - 4:30 PM	17591	1229	23.1	7.0	116	1996	22.6	11.3	114	766	17.5	4.4	88	751	18.8	4.3	94
WKDAY 4:30 PM - 7:30 PM	24418	1295	24.3	5.3	88	2552	28.9	10.5	105	1141	26.1	4.7	95	1047	26.1	4.3	95
WKDAY 7:30 PM - 8:00 PM	34400	1810	34.0	5.3	87	3621	41.0	10.5	105	1692	38.7	4.9	100	1495	37.3	4.3	96
WKDAY 11:00 PM - 11:30 PM	26120	1516	28.4	5.8	96	2946	33.3	11.3	113	1328	30.4	5.1	103	1243	31.0	4.8	105
WKDAY 11:30 PM - 1:00 AM	8402	658	12.3	7.8	130	1128	12.8	13.4	134	422	9.7	5.0	102	365	9.1	4.3	96
M-SAT 8-11 PM-SUN 7-11 PM	36828	2212	41.5	6.0	100	3803	43.0	10.3	103	1856	42.5	5.0	102	1668	41.7	4.5	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	627	11.8	8.7	144	838	9.5	11.6	116	383	8.8	5.3	107	302	7.5	4.2	92
ANOTHER WORLD	N 4924	340	6.4	6.9	115	541	6.1	11.0	110	183	4.2	3.7	75	212	5.3	4.3	95
AS THE WORLD TURNS	C 5966	321	6.0	5.4	89	570	6.5	9.6	96	304	7.0	5.1	103	307	7.7	5.1	114
CAPITOL	C 3672	197	3.7	5.4	89	440	5.0	12.0	120	171	3.9	4.7	94	183	4.6	5.0	110
CBS MORN. NEWS 1	C 1590	*114	2.1	7.2	119	99	1.1	6.2	62	*99	2.3	6.2	126	*135	3.4	8.5	188
CBS MORN. NEWS 2	C 1298	*67	1.3	5.2	86	*70	0.8	5.4	54	*62	1.4	4.8	97	*114	2.8	8.8	194
DAYS OF OUR LIVES	N 6389	501	9.4	7.8	130	639	7.2	10.0	100	259	5.9	4.1	82	291	7.3	4.6	101
FACTS OF LIFE - DAYTIME	N 2526	154	2.9	6.1	101	269	3.0	10.6	107	*97	2.2	3.8	78	*110	2.7	4.4	96
FAMILY FEUD	A 3427	263	4.9	7.7	127	398	4.5	11.6	116	151	3.5	4.4	89	*129	3.2	3.8	83
GENERAL HOSPITAL	A 6870	533	10.0	7.8	129	987	11.2	14.4	144	282	6.5	4.1	83	208	5.2	3.0	67
GOOD MORNING, AMERICA-730	A 3767	198	3.7	5.3	87	254	2.9	6.7	68	166	3.8	4.4	89	144	3.6	3.8	84
GOOD MORNING, AMERICA-830	A 3076	138	2.6	4.5	74	273	3.1	8.9	89	162	3.7	5.3	107	*105	2.6	3.4	75
GUIDING LIGHT	C 5789	279	5.2	4.8	80	601	6.8	10.4	104	271	6.2	4.7	95	294	7.3	5.1	112
ONE LIFE TO LIVE	A 4918	460	8.6	9.4	155	722	8.2	14.7	147	191	4.4	3.9	79	141	3.5	2.9	63
PRESS YOUR LUCK	C 2367	168	3.2	7.1	118	238	2.7	10.1	101	*120	2.7	5.1	103	*145	3.6	6.1	135
PRICE IS RIGHT 1	C 4727	342	6.4	7.2	120	612	6.9	12.9	130	201	4.6	4.3	86	291	7.3	6.2	136
PRICE IS RIGHT 2	C 5511	364	6.8	6.6	110	681	7.7	12.4	124	215	4.9	3.9	79	337	8.4	6.1	135
RYAN'S HOPE	A 3479	288	5.4	8.3	137	463	5.2	13.3	133	*216	4.9	6.2	126	161	4.0	4.6	102
SALE OF THE CENTURY	N 2823	162	3.0	5.7	95	320	3.6	11.3	113	140	3.2	5.0	100	*107	2.7	3.8	84
SEARCH FOR TOMORROW	N 2525	*169	3.2	6.7	111	382	4.3	15.1	151	*81	1.9	3.2	65	*104	2.6	4.1	91
TODAY SHOW 1	N 2979	*109	2.0	3.7	61	344	3.9	11.5	116	*105	2.4	3.5	71	*86	2.1	2.9	64
TODAY SHOW 2	N 2792	139	2.6	5.0	83	280	3.2	10.0	100	*70	1.6	2.5	51	109	2.7	3.9	86
\$25,000 PYRAMID	C 2899	203	3.8	7.0	116	323	3.7	11.1	112	*136	3.1	4.7	95	*163	4.1	5.6	124
WHEEL OF FORTUNE	N 4689	309	5.8	6.6	109	536	6.1	11.4	114	235	5.4	5.0	101	243	6.1	5.2	114
YOUNG AND THE RESTLESS	C 6231	427	8.0	6.9	114	824	9.3	13.2	132	267	6.1	4.3	87	289	7.2	4.6	102
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*64	1.2	3.2	54	208	2.4	10.5	106	**69	1.6	3.5	71	*124	3.1	6.3	139
NBA PLAYOFF GAME -1 C	1246	**73	1.4	5.9	97	*195	2.2	15.7	157	**81	1.9	6.5	132	**33	0.8	2.6	59
NBC MAJOR LEAGUE PRE-GAME N	1140	**52	1.0	4.6	76	**35	0.4	3.1	31	*37	0.8	3.2	66	**68	1.7	6.0	132
SPORTSWORLD - SUN N	1328	**88	1.7	6.6	110	*135	1.5	10.2	102	**48	1.1	3.6	73	**72	1.8	5.4	120
SUNDAY MORNING C	1645	**69	1.3	4.2	70	141	1.6	8.6	86	**100	2.3	6.1	123	**102	2.5	6.2	130

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	BABY MAGIC				COCOA				BUTTER LOTION				ESTEE LAUDER				JERGENS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALES	88464	5330	100.0	6.0	100	8836	100.0	10.0	100	4369	100.0	4.9	100	4004	100.0	4.5	100				
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	27970	1029	19.3	3.7	61	2785	31.5	10.0	100	1437	32.9	5.1	104	1235	30.8	4.4	98				
NETWORK AFFILIATES - LATE	21966	1205	22.6	5.5	91	2413	27.3	11.0	110	1099	25.2	5.0	101	1021	25.5	4.6	103				
INDEPENDENTS - LATE	2247	122	2.3	5.4	90	175	2.0	7.8	78	155	3.5	6.9	140	*103	2.6	4.6	101				
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM	N 11524	726	13.6	6.3	105	1439	16.3	12.5	125	425	9.7	3.7	75	514	12.8	4.5	99				
ABC MONDAY NIGHT MOVIE	A 6879	461	8.6	6.7	111	634	7.2	9.2	92	408	9.3	5.9	120	269	6.7	3.9	86				
ABC SUNDAY NIGHT MOVIE	A 13690	900	16.9	6.6	109	1451	16.4	10.6	106	782	17.9	5.7	116	555	13.9	4.1	90				
ABC WORLD NEWS TONIGHT	A 6589	211	4.0	3.2	53	604	6.8	9.2	92	320	7.3	4.9	98	304	7.6	4.6	102				
AFTERMASH	C 6391	*371	7.0	5.8	96	605	6.8	9.5	95	*349	8.0	5.5	111	*334	8.3	5.2	115				
ALICE	C 10273	511	9.6	5.0	83	1026	11.6	10.0	100	528	12.1	5.1	104	437	10.9	4.3	94				
AMERICAN PARADE	C 7130	255	4.8	3.6	59	661	7.5	9.3	93	387	8.9	5.4	110	230	5.7	3.2	71				
BENSON	A 11665	613	11.5	5.3	87	1131	12.8	9.7	97	542	12.4	4.6	94	563	14.1	4.8	107				
BLUE THUNDER	A 5442	393	7.4	7.2	120	569	6.4	10.5	105	323	7.4	5.9	120	*212	5.3	3.9	86				
CAGNEY & LACEY	C 10565	768	14.4	7.3	121	1021	11.6	9.7	97	463	10.6	4.4	89	366	9.1	3.5	77				
CBS EVENING NEWS-DEAN	C 3668	**130	2.4	3.5	59	379	4.3	10.3	103	*213	4.9	5.8	118	*149	3.7	4.1	90				
CBS EVENING NEWS-RATHER	C 7561	287	5.4	3.8	63	739	8.4	9.8	98	397	9.1	5.3	106	364	9.1	4.8	106				
CBS SAT. NEWS-SCHIEFFER	C 3948	179	3.4	4.5	75	329	3.7	8.3	83	215	4.9	5.4	110	224	5.6	5.7	125				
CBS SATURDAY NIGHT MOVIE	C 5966	325	6.1	5.4	90	651	7.4	10.9	109	295	6.8	4.9	100	297	7.4	5.0	110				
CBS WEDNESDAY NIGHT MOVIE	C 6529	365	6.8	5.6	93	571	6.5	8.7	88	255	5.8	3.9	79	329	8.2	5.0	111				
CHEERS	N 9842	705	13.2	7.2	119	1157	13.1	11.8	118	548	12.5	5.6	113	488	12.2	5.0	110				
DALLAS	C 23935	1216	22.8	5.1	84	2397	27.1	10.0	100	1327	30.4	5.5	112	1092	27.3	4.6	101				
DIFF'RENT STROKES	N 7574	545	10.2	7.2	119	762	8.6	10.1	101	345	7.9	4.6	92	359	9.0	4.7	105				
DOUBLE TROUBLE	N 7786	540	10.1	6.9	115	1007	11.4	12.9	129	334	7.6	4.3	87	359	9.0	4.6	102				
DUCK FACTORY	N 6290	483	9.1	7.7	127	818	9.3	13.0	130	*309	7.1	4.9	99	*308	7.7	4.9	108				
DUKES OF HAZZARD	C 6402	326	6.1	5.1	85	630	7.1	9.8	99	306	7.0	4.8	97	272	6.8	4.2	94				
DYNASTY	A 21955	1368	25.7	6.2	103	2457	27.8	11.2	112	1077	24.7	4.9	99	1231	30.7	5.6	124				
FACTS OF LIFE	N 8898	597	11.2	6.7	111	955	10.8	10.7	107	368	8.4	4.1	84	341	8.5	3.8	85				
FALCON CREST	C 21877	1116	20.9	5.1	85	2335	26.4	10.7	107	1158	26.5	5.3	107	994	24.8	4.5	100				
FALL GUY	A 10045	654	12.3	6.5	108	1268	14.4	12.6	126	478	10.9	4.8	96	433	10.8	4.3	95				
FAMILY TIES	N 8922	584	11.0	6.5	109	1194	13.5	13.4	134	394	9.0	4.4	89	410	10.2	4.6	102				
FANTASY ISLAND	A 8288	563	10.6	6.8	113	802	9.1	9.7	97	363	8.3	4.4	89	297	7.4	3.6	79				
FOULUPS, BLEEPs & BLUNDERS	A 9891	676	12.7	6.8	113	982	11.1	9.9	99	462	10.6	4.7	95	490	12.2	5.0	109				
FOUR SEASONS	C 5429	*328	6.2	6.0	100	512	5.8	9.4	94	*255	5.8	4.7	95	*252	6.3	4.6	103				
GIMME A BREAK	N 9646	563	10.6	5.8	97	1299	14.7	13.5	135	372	8.5	3.9	78	421	10.5	4.4	96				
HART TO HART	A 9983	591	11.1	5.9	98	1034	11.7	10.4	104	655	15.0	6.6	133	455	11.4	4.6	101				
HILL STREET BLUES	N 9688	697	13.1	7.2	119	1003	11.4	10.4	104	518	11.9	5.3	108	549	13.7	5.7	125				
HOTEL	A 15435	861	16.2	5.6	93	1793	20.3	11.6	116	834	19.1	5.4	109	766	19.1	5.0	110				
JEFFERSONS	C 10031	520	9.8	5.2	86	968	11.0	9.7	97	561	12.8	5.6	113	563	14.1	5.6	124				
JENNIFER SLEPT HERE	N 6376	485	9.1	7.6	126	579	6.6	9.1	91	255	5.8	4.0	81	284	7.1	4.5	98				
KATE & ALLIE	C 9951	586	11.0	5.9	98	945	10.7	9.5	95	426	9.8	4.3	87	454	11.3	4.6	101				
KNIGHT RIDER	N 7908	365	6.8	4.6	77	973	11.0	12.3	123	372	8.5	4.7	95	388	9.7	4.9	108				
LOVE BOAT	A 13226	669	12.6	5.1	84	1183	13.4	8.9	90	546	12.5	4.1	84	481	12.0	3.6	80				
MAGNUM PI	C 12105	661	12.4	5.5	91	1137	12.9	9.4	94	675	15.4	5.6	113	650	16.2	5.4	119				
MAMA'S FAMILY	N 6364	379	7.1	6.0	99	602	6.8	9.5	95	319	7.3	5.0	101	315	7.9	4.9	109				
MASTER, THE	N 3955	*234	4.4	5.9	98	473	5.4	12.0	120	*127	2.9	3.2	65	*136	3.4	3.4	76				
MATT HOUSTON	A 6903	477	8.9	6.9	115	745	8.4	10.8	108	325	7.4	4.7	95	307	7.7	4.4	98				
NBC MONDAY NIGHT MOVIE	N 13443	839	15.7	6.2	104	1438	16.3	10.7	107	518	11.9	3.9	78	583	14.6	4.3	96				
NBC NIGHTLY NEWS	N 5585	149	2.8	2.7	44	498	5.6	8.9	89	242	5.5	4.3	88	160	4.0	2.9	63				
NBC NIGHTLY NEWS-SAT	N 3688	*109	2.0	3.0	49	*252	2.9	6.8	68	*91	2.1	2.5	50	*130	3.2	3.5	78				
NBC NIGHTLY NEWS-SUN	N 3310	*114	2.1	3.4	57	*287	3.2	8.7	87	*142	3.3	4.3	87	*100	2.5	3.0	67				
NBC SUNDAY NIGHT MOVIE	N 9238	586	11.0	6.3	105	1228	13.9	13.3	133	*271	6.2	2.9	59	*322	8.0	3.5	77				
NEWHART	C 9876	661	12.4	6.7	111	964	10.9	9.8	98	461	10.6	4.7	95	432	10.8	4.4	97				
ONE DAY AT A TIME	C 7954	482	9.0	6.1	101	749	8.5	9.4	94	377	8.6	4.7	96	313	7.8	3.9	87				
PEOPLE ARE FUNNY	N 5182	*373	7.0	7.2	119	442	5.0	8.5	85	*228	5.2	4.4	89	*251	6.3	4.8	107				
REAL PEOPLE	N 9674	481	9.0	5.0	83	959	10.9	9.9	99	375	8.6	3.9	78	435	10.9	4.5	99				
REMINGTON STEELE	N 8511	625	11.7	7.3	122	1008	11.4	11.8	119	392	9.0	4.6	93	424	10.6	5.0	110				
RIPLY'S BELIEVE IT - NOT	A 5656	415	7.8	7.3	122	588	6.7	10.4	104	*297	6.8	5.3	106	*239	6.0	4.2	93				
RIPTIDE	N 7718	614	11.5	8.0	132	953	10.8	12.3	124	327	7.5	4.2	86	295	7.4	3.8	84				
SCARECROW & MRS. KING	C 11058	635	11.9	5.7	95	877	9.9	7.9	79	468	10.7	4.2	86	520	13.0	4.7	104				
SIMON & SIMON	C 11615	657	12.3	5.7	94	1264	14.3	10.9	109	539	12.3	4.6	94	466	11.6	4.0	89				
60 MINUTES	C 14326	596	11.2	4.2	69	1422	16.1	9.9	99	837	19.2	5.8	118	795	19.9	5.5	123				
ST. ELSEWHERE	N 7670	559	10.5	7.3	121	1052	11.9	13.7	137	306	7.0	4.0	81	436	10.9	5.7	126				
THREE'S COMPANY	A 12068	673	12.6	5.6	93	1319	14.9	10.9	109	532	12.2	4.4	89	596	14.9	4.9	109				
T.J. HOOKER	A 9735	475	8.9	4.9	81	896	10.1	9.2	92	437	10.0	4.5	91	397	9.9	4.1	90				
TONIGHT SHOW	N 2531	186	3.5	7.3	122	294															

	TOTAL U.S. '000	JERGENS EXTRA DRY				JERGENS LOTION				JOHNSON & JOHNSON BABY LOTION				JOHNSON & JOHNSON BABY OIL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALES	28444	3492	100.0	3.9	100	8700	100.0	9.8	100	5808	100.0	6.6	100	8857	100.0	10.0	100
FEMALE HOMEOWNERS	20986	3297	94.4	4.1	103	7830	90.0	9.7	98	5110	88.0	6.3	96	7672	86.6	9.5	95
EMPLOYED MOTHERS	18702	885	25.3	4.7	120	1705	19.6	9.1	93	1299	22.4	6.9	106	2057	23.2	11.0	110
18 - 24	14726	*685	19.6	4.7	118	1881	21.6	12.8	130	1704	29.3	11.6	176	2265	25.6	15.4	154
25 - 34	20202	813	23.3	4.0	102	1626	18.7	8.0	82	2096	36.1	10.4	158	2295	25.9	11.4	113
35 - 44	14781	654	18.7	4.4	112	1245	14.3	8.4	86	648	11.2	4.4	67	1355	15.3	9.2	92
45 - 54	11449	568	16.3	5.0	126	1028	11.8	9.0	91	*532	9.2	4.6	71	937	10.6	8.2	82
55 - 64	11846	*316	9.0	2.7	68	1078	12.4	9.1	93	*370	6.4	3.1	48	850	9.6	7.2	72
65 OR OLDER	15459	456	13.1	2.9	75	1842	21.2	11.9	121	459	7.9	3.0	45	1156	13.1	7.5	75
18 - 34	34928	1498	42.9	4.3	109	3508	40.3	10.0	102	3799	65.4	10.9	166	4560	51.5	13.1	130
18 - 49	55154	2437	69.8	4.4	112	5347	61.5	9.7	99	4779	82.3	8.7	132	6414	72.4	11.6	116
25 - 54	46433	2035	58.3	4.4	111	3900	44.8	8.4	85	3276	56.4	7.1	107	4587	51.8	9.9	99
35 - 49	20226	939	26.9	4.6	118	1839	21.1	9.1	92	980	16.9	4.8	74	1854	20.9	9.2	92
50 OR OLDER	33310	1055	30.2	3.2	80	3353	38.5	10.1	102	1030	17.7	3.1	47	2444	27.6	7.3	73
GRADUATED COLLEGE	12110	*407	11.7	3.4	85	805	9.3	6.6	68	699	12.0	5.8	88	951	10.7	7.9	78
ATTENDED COLLEGE	15309	590	16.9	3.9	98	1253	14.4	8.2	83	980	16.9	6.4	98	1661	18.8	10.8	108
GRADUATED HIGH SCHOOL	36912	1573	45.0	4.3	108	3589	41.3	9.7	99	2502	43.1	6.8	103	3997	45.1	10.8	108
DID NOT GRADUATE HIGH SCHOOL	24134	923	26.4	3.8	97	3054	35.1	12.7	129	1627	28.0	6.7	103	2249	25.4	9.3	93
EMPLOYED FULL-TIME	35457	1376	39.4	3.9	98	3009	34.6	8.5	86	2144	36.9	6.0	92	3514	39.7	9.9	99
EMPLOYED PART-TIME	8514	*417	11.9	4.9	124	859	9.9	10.1	103	*465	8.0	5.5	83	865	9.8	10.2	101
NOT EMPLOYED	44494	1699	48.7	3.8	97	4832	55.5	10.9	110	3200	55.1	7.2	110	4479	50.6	10.1	101
PROFESSIONAL/MANAGER	10811	*412	11.8	3.8	97	813	9.3	7.5	76	*666	11.5	6.2	94	829	9.4	7.7	77
TECH/CLERICAL/SALES	19640	763	21.8	3.9	98	1588	18.3	8.1	82	1009	17.4	5.1	78	2042	23.1	10.4	104
PRECISION/CRAFT	1023	*25	0.7	2.4	62	*81	0.9	7.9	81	*111	1.9	10.9	165	*56	0.6	5.5	55
OTHER EMPLOYED	12498	592	17.0	4.7	120	1386	15.9	11.1	113	823	14.2	6.6	100	1451	16.4	11.6	116
SINGLE	15995	660	18.9	4.1	105	1773	20.4	11.1	113	1408	24.2	8.8	134	2107	23.8	13.2	132
MARRIED	51809	2109	60.4	4.1	103	4856	55.8	9.4	96	3353	57.7	6.5	99	4843	54.7	9.4	94
DIVORCED/SEPARATED/WIDOWED	20780	724	20.7	3.5	88	2071	23.8	10.0	101	1048	18.0	5.0	77	1907	21.5	9.2	92
PARENTS	33922	1502	43.0	4.4	112	3482	40.0	10.3	104	3386	58.3	10.0	152	4042	45.6	11.9	119
WHITE	76422	2738	78.4	3.6	91	7055	81.1	9.2	94	4470	77.0	5.8	89	7482	84.5	9.8	98
BLACK	10066	635	18.2	6.3	160	1423	17.1	14.8	150	1045	18.0	10.4	158	1193	13.5	11.9	118
OTHER	1976	*120	3.4	6.1	154	*157	1.8	7.9	81	*293	5.0	14.8	226	*183	2.1	9.3	93
NORTHEAST-CENSUS	19803	*366	10.5	1.8	47	1330	15.3	6.7	68	774	13.3	3.9	60	1584	17.9	8.0	80
NORTH CENTRAL	22181	565	16.2	2.5	65	2015	23.2	9.1	92	1596	27.5	7.2	110	2352	26.6	10.6	106
SOUTH	30082	1483	42.5	4.9	125	3596	41.3	12.0	122	2393	41.2	8.0	121	3304	37.3	11.0	110
WEST	16398	1079	30.9	6.6	167	1759	20.2	10.7	109	1046	18.0	6.4	97	1618	18.3	9.9	99
NORTHEAST-MKTG.	20163	*407	11.7	2.0	51	1265	14.5	6.3	64	856	14.7	4.2	65	1678	18.9	8.3	83
EAST CENTRAL	13054	*354	10.1	2.7	69	1170	13.4	9.0	91	746	12.8	5.7	87	1312	14.8	10.1	101
WEST CENTRAL	14992	506	14.5	3.4	85	1462	16.8	9.8	99	1210	20.8	8.1	123	1628	18.4	10.9	109
SOUTH	25785	1354	38.8	5.3	133	3388	38.9	13.1	134	2137	36.8	8.3	126	2848	32.2	11.0	110
PACIFIC	14470	871	24.9	6.0	152	1414	16.3	9.8	99	859	14.8	5.9	90	1391	15.7	9.6	96
COUNTY SIZE A	36705	1142	32.7	3.1	79	3441	39.6	9.4	95	2336	40.2	6.4	97	3452	39.0	9.4	94
COUNTY SIZE B	24819	1138	32.6	4.2	107	2476	28.5	9.2	94	1751	30.1	6.5	99	2778	31.4	10.4	103
COUNTY SIZE C	13597	647	18.5	4.8	121	1239	14.2	9.1	93	829	14.3	6.1	93	1481	16.7	10.9	109
COUNTY SIZE D	11344	566	16.2	5.0	126	1544	17.7	13.6	138	892	15.4	7.9	120	1146	12.9	10.1	101
METRO CENTRAL CITY	26825	1146	32.8	4.3	108	2941	33.8	11.0	111	1831	31.5	6.8	104	2988	33.7	11.1	111
METRO SUBURBAN	39912	1432	41.0	3.6	91	3295	37.9	8.3	84	2398	41.3	6.0	92	3574	40.4	9.0	89
NON METRO	21728	913	26.1	4.2	106	2464	28.3	11.3	115	1579	27.2	7.3	111	2296	25.9	10.6	106
TOP 5 ADI'S	20847	696	19.9	3.3	85	2030	23.3	9.7	99	1388	23.9	6.7	101	2169	24.5	10.4	104
TOP 10 ADI'S	28719	931	26.7	3.2	82	2555	29.4	8.9	90	1869	32.2	6.5	99	2770	31.3	9.6	96
TOP 20 ADI'S	40904	1377	39.4	3.4	85	3500	40.2	8.6	87	2473	42.6	6.0	92	3835	43.3	9.4	94
HSNLD INC. \$50,000 OR MORE	7931	*183	5.2	2.3	58	*748	8.6	9.4	96	*255	4.4	3.2	49	*662	7.5	8.3	83
\$40,000 OR MORE	15223	*438	12.5	2.9	73	1269	14.6	8.3	85	*600	10.3	3.9	60	1426	16.1	9.4	94
\$30,000 OR MORE	18333	961	27.5	3.4	86	2358	27.1	8.3	85	1511	26.0	5.3	81	2643	29.8	9.3	93
\$25,000 OR MORE	36417	1386	39.7	3.8	96	3302	38.0	9.1	92	2074	35.7	5.7	87	3548	40.1	9.7	97
\$20,000 - \$24,999	9943	*258	7.4	2.6	66	690	7.9	6.9	71	734	12.6	7.4	112	795	9.0	8.0	80
\$15,000 - \$19,999	9211	*412	11.8	4.5	113	706	8.1	7.7	78	595	10.2	6.5	98	991	11.2	10.8	107
\$10,000 - \$14,999	13477	533	15.3	4.0	100	1171	13.5	8.7	88	979	16.9	7.3	111	1552	17.5	11.5	115
UNDER \$10,000	19418	903	25.9	4.7	118	2831	32.5	14.6	148	1425	24.5	7.3	112	1971	22.3	10.2	101
HOUSEHOLD OF 1 PERSON	11987	435	12.5	3.6	92	1199	13.8	10.0	102	422	7.3	3.5	54	945	10.7	7.9	79
2 PEOPLE	27046	975	27.9	3.6	91	2411	27.7	8.9	91	1074	18.5	4.0	60	2373	26.8	8.8	88
3 OR 4 PEOPLE	34251	1366	39.1	4.0	101	3516	40.4	10.3	104	3036	52.3	8.9	135	3645	41.2	10.6	106
5 OR MORE PEOPLE	15180	*717	20.5	4.7	120	1574	18.1	10.4	105	1276	22.0	8.4	128	1894	21.4	12.5	125
NO CHILD IN HSNLD	49819	1809	51.8	3.6	92	4645	53.4	9.3	95	2161	37.2	4.3	66	4342	49.0	8.7	87
CHILD(REN) UNDER 2 YRS	6045	*184	5.3	3.0	77	762	8.8	12.6	128	1296	22.3	21.4	327	870	9.8	14.4	144
2 - 5 YEARS	15233	581	16.6	3.8	97	1586	18.2	10.4	106	2080	35.8	13.7	208	2149	24.3	14.1	141
6 - 11 YEARS	16260	719	20.6	4.4	112	1624	18.7	10.0	102	1444	24.9	8.9	135	1887	21.3	11.6	116
12 - 17 YEARS	19173	840	24.1	4.4	111	2296	26.4	12.0	122	1104	19.0	5.8	88	1927	21.8	10.1	100
RESIDENCE OWNED	61371	2243	64.2	3.7	93	5799	66.7	9.4	96	3123	53.8	5.1	78	5776	65.2	9.4	94
VALUE: \$50,000 OR MORE	35355	1193	34.2	3.4	85	2998	34.5	8.5	86	1543	26.6	4.4	66	3091	34.9	8.7	87
VALUE: UNDER \$50,000	26016	1050	30.1	4.0	102	2801	32.2	10.8	109	1581	27.2	6.1	93	2685	30.3	10.3	103

HAND & BODY CREAM, LOTION OR OIL: BRANDS
(FEMALES)

			TOTAL U.S. '000	JERGENS EXTRA DRY				JERGENS LOTION				JOHNSON & JOHNSON BABY LOTION				JOHNSON & JOHNSON OIL BABY			
				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES			88464	3492	100.0	3.9	100	8700	100.0	9.8	100	5808	100.0	6.6	100	8857	100.0	10.0	100
MAGAZINES	QUINTILE 1	17988	1058	30.3	5.9	149	1941	22.3	10.8	110	1361	23.4	7.6	115	1944	21.9	10.8	108	
	QUINTILE 2	19446	580	16.6	3.0	76	1669	19.2	8.6	87	1365	23.5	7.0	107	2286	25.8	11.8	117	
	QUINTILE 3	14626	*438	12.5	3.0	76	1360	15.6	9.3	95	885	15.2	6.1	92	1209	13.7	8.3	83	
	QUINTILE 4	16014	686	19.6	4.3	109	1432	16.5	8.9	91	1204	20.7	7.5	115	1683	19.0	10.5	105	
	QUINTILE 5	20389	731	20.9	3.6	91	2297	26.4	11.3	115	994	17.1	4.9	74	1736	19.6	8.5	85	
NEWSPAPERS	QUINTILE 1	13830	*359	10.3	2.6	66	1055	12.1	7.6	78	721	12.4	5.2	79	1157	13.1	8.4	84	
	QUINTILE 2	26350	967	27.7	3.7	93	2560	29.4	9.7	99	1453	25.0	5.5	84	2615	29.5	9.9	99	
	QUINTILE 3	12415	508	14.5	4.1	104	1253	14.4	10.1	103	726	12.5	5.8	89	1335	15.1	10.8	107	
	QUINTILE 4	21911	1060	30.4	4.8	123	2031	23.3	9.3	94	1718	29.6	7.8	119	2198	24.8	10.0	100	
	QUINTILE 5	13960	599	17.2	4.3	109	1801	20.7	12.9	131	1191	20.5	8.5	130	1553	17.5	11.1	111	
OUTDOOR	QUINTILE 1	16810	660	18.9	3.9	99	1689	19.4	10.0	102	1187	20.4	7.1	108	1972	22.3	11.7	117	
	QUINTILE 2	17101	717	20.5	4.2	106	1546	17.8	9.0	92	1339	23.1	7.8	119	1737	19.6	10.2	101	
	QUINTILE 3	17579	738	21.1	4.2	106	1709	19.6	9.7	99	1153	19.9	6.6	100	1619	18.3	9.2	92	
	QUINTILE 4	18343	699	20.0	3.8	97	1681	19.3	9.2	93	1104	19.0	6.0	92	1845	20.8	10.1	100	
	QUINTILE 5	18631	678	19.4	3.6	92	2075	23.9	11.1	113	1025	17.6	5.5	84	1685	19.0	9.0	90	
RADIO-DRIVE TIME	QUINTILE 1	17390	720	20.6	4.1	105	1623	18.7	9.3	95	1114	19.2	6.4	98	1779	20.1	10.2	102	
	QUINTILE 2	16591	645	18.5	3.9	98	1603	18.4	9.7	98	1514	26.1	9.1	139	1558	17.6	9.4	94	
	QUINTILE 3	16910	663	19.0	3.9	99	2050	23.6	12.1	123	965	16.6	5.7	87	1632	18.4	9.7	96	
	QUINTILE 4	18002	842	24.1	4.7	118	1732	19.9	9.6	98	1214	20.9	6.7	103	1777	20.1	9.9	99	
	QUINTILE 5	19572	622	17.8	3.2	81	1693	19.5	8.7	88	1001	17.2	5.1	78	2112	23.8	10.8	108	
RADIO-MID- DAY	TERCILE 1	23248	912	26.1	3.9	99	2188	25.1	9.4	96	1705	29.4	7.3	112	2578	29.1	11.1	111	
	TERCILE 2	23667	1099	31.5	4.6	118	2666	30.6	11.3	115	1720	29.6	7.3	111	2521	28.5	10.7	106	
	TERCILE 3	41549	1481	42.4	3.6	90	3847	44.2	9.3	94	2383	41.0	5.7	87	3759	42.4	9.0	90	
RADIO-TOTAL	QUINTILE 1	17786	730	20.9	4.1	104	1668	19.2	9.4	95	1251	21.5	7.0	107	1831	20.7	10.3	103	
	QUINTILE 2	17316	795	22.8	4.6	116	1865	21.4	10.8	110	1442	24.8	8.3	127	1958	22.1	11.3	113	
	QUINTILE 3	18428	679	19.4	3.7	93	1636	18.8	8.9	90	1192	20.5	6.5	99	1766	19.9	9.6	96	
	QUINTILE 4	17669	737	21.1	4.2	106	1982	22.8	11.2	114	1125	19.4	6.4	97	1459	16.5	8.3	82	
	QUINTILE 5	17265	552	15.8	3.2	81	1550	17.8	9.0	91	798	13.7	4.6	70	1845	20.8	10.7	107	
TV-PRIME TIME	QUINTILE 1	17416	606	17.4	3.5	88	1800	20.7	10.3	105	1120	19.3	6.4	98	1701	19.2	9.8	98	
	QUINTILE 2	17413	726	20.8	4.2	106	1514	17.4	8.7	88	1072	18.5	6.2	94	1771	20.0	10.2	102	
	QUINTILE 3	17943	575	16.5	3.2	81	1701	19.6	9.5	96	1287	22.2	7.2	109	1937	21.9	10.8	108	
	QUINTILE 4	18442	854	24.5	4.6	117	1818	20.9	9.9	100	1131	19.5	6.1	93	1911	21.6	10.4	103	
	QUINTILE 5	17250	733	21.0	4.2	108	1868	21.5	10.8	110	1199	20.6	7.0	106	1537	17.4	8.9	89	
TV-DAYTIME	TERCILE 1	29966	1110	31.8	3.7	94	3605	41.4	12.0	122	2119	36.5	7.1	108	3197	36.1	10.7	107	
	TERCILE 2	29480	1214	34.8	4.1	104	2884	33.1	9.8	99	2013	34.7	6.8	104	2992	33.8	10.1	101	
	TERCILE 3	29018	1168	33.4	4.0	102	2212	25.4	7.6	78	1676	28.9	5.8	88	2668	30.1	9.2	92	
TV-TOTAL	QUINTILE 1	17740	654	18.7	3.7	93	2130	24.5	12.0	122	1344	23.1	7.6	115	1875	21.2	10.6	106	
	QUINTILE 2	17674	687	19.7	3.9	98	1590	18.3	9.0	91	850	14.6	4.8	73	1488	16.8	8.4	84	
	QUINTILE 3	17730	660	18.9	3.7	94	1745	20.1	9.8	100	1131	19.5	6.4	97	1904	21.5	10.7	107	
	QUINTILE 4	17563	574	16.4	3.3	83	1801	20.7	10.3	104	1356	23.3	7.7	118	1978	22.3	11.3	112	
	QUINTILE 5	17757	918	26.3	5.2	131	1436	16.5	8.1	82	1128	19.4	6.4	97	1613	18.2	9.1	91	
MAGAZINES-NEWSPAPERS: DUAL			23278	779	22.3	3.3	85	1961	22.5	8.4	86	1382	23.8	5.9	90	2463	27.8	10.6	106
MAGAZINE IMPERATIVE			21634	1083	31.0	5.0	127	2316	26.6	10.7	109	1923	33.1	8.9	135	2511	28.4	11.6	116
NEWSPAPER IMPERATIVE			23455	691	19.8	2.9	75	2309	26.5	9.8	100	1075	18.5	4.6	70	1993	22.5	8.5	85
MAGAZINES-OUTDOOR: DUAL			17482	738	21.1	4.2	107	1705	19.6	9.8	99	1446	24.9	8.3	126	2146	24.2	12.3	123
MAGAZINE IMPERATIVE			28830	1187	34.0	4.1	104	2679	30.8	9.3	94	1891	32.6	6.6	100	2860	32.3	9.9	99
OUTDOOR IMPERATIVE			26119	996	28.5	3.8	97	2591	29.8	9.9	101	1601	27.6	6.1	93	2320	26.2	8.9	89
MAGAZINES-RADIO: DUAL			20162	859	24.6	4.3	108	1936	22.3	9.6	98	1572	27.1	7.8	119	2358	26.6	11.7	117
MAGAZINE IMPERATIVE			26292	1062	30.4	4.0	102	2549	29.3	9.7	99	1626	28.0	6.2	94	2633	29.7	10.0	100
RADIO IMPERATIVE			25308	977	28.0	3.9	98	2544	29.2	10.1	102	1760	30.3	7.0	106	2348	26.5	9.3	93
MAGAZINES-TELEVISION: DUAL			17312	666	19.1	3.8	97	1918	22.0	11.1	113	1054	18.1	6.1	93	1543	17.4	8.9	89
MAGAZINE IMPERATIVE			29099	1223	35.0	4.2	106	2563	29.5	8.8	90	2178	37.5	7.5	114	3293	37.2	11.3	113
TELEVISION IMPERATIVE			27505	946	27.1	3.4	87	2789	32.1	10.1	103	1702	29.3	6.2	94	2606	29.4	9.5	95
NEWSPAPERS-OUTDOOR: DUAL			18628	610	17.5	3.3	83	1832	21.1	9.8	100	1205	20.7	6.5	99	1805	20.4	9.7	97
NEWSPAPER IMPERATIVE			29178	1009	28.9	3.5	88	2562	29.4	8.8	89	1362	23.5	4.7	71	2694	30.4	9.2	92
OUTDOOR IMPERATIVE			25260	1297	37.1	5.1	130	2450	28.2	9.7	99	2051	35.3	8.1	124	2893	32.7	11.5	114
NEWSPAPERS-RADIO: DUAL			19246	743	21.3	3.9	98	1716	19.7	8.9	91	1201	20.7	6.2	95	2016	22.8	10.5	105
NEWSPAPER IMPERATIVE			28155	895	25.6	3.2	81	2633	30.3	9.4	95	1398	24.1	5.0	76	2602	29.4	9.2	92
RADIO IMPERATIVE			25308	1158	33.2	4.6	116	2798	32.2	11.1	112	2181	37.6	8.6	131	2724	30.8	10.8	108
NEWSPAPERS-TELEVISION: DUAL			18615	639	18.3	3.4	87	1735	19.9	9.3	95	830	14.3	4.5	68	1565	17.7	8.4	84
NEWSPAPER IMPERATIVE			29207	1016	29.1	3.5	88	2555	29.4	8.7	89	1806	31.1	6.2	94	2995	33.8	10.3	102
TELEVISION IMPERATIVE			25472	1053	30.2	4.1	105	2900	33.3	11.4	116	1954	33.6	7.7	117	2703	30.5	10.6	106
OUTDOOR-RADIO: DUAL			17292	680	19.5	3.9	100	1599	18.4	9.2	94	1422	24.5	8.2	125	1627	18.4	9.4	94
OUTDOOR IMPERATIVE			26915	1078	30.9	4.0	101	2649	30.4	9.8	100	1776	30.6	6.6	101	2889	32.6	10.7	107
RADIO IMPERATIVE			28938	1251	35.8	4.3													

	TOTAL U.S. '000	JERGENS EXTRA DRY				JERGENS LOTION				JOHNSON & JOHNSON BABY LOTION				JOHNSON & JOHNSON BABY OIL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	3492	100.0	3.9	100	5790	100.0	9.8	100	5808	100.0	6.6	100	6857	100.0	10.0	100
ATLANTIC MONTHLY	415	**8	0.2	1.9	49	**19	0.2	4.6	47	**17	0.3	4.1	62	**13	0.1	3.1	31
BARRON'S	522	**0	0.0	0.0	0	**56	0.6	10.7	109	**14	0.2	2.7	41	**14	0.2	2.7	27
BETTF HOMES & GARDENS	17429	717	20.5	4.1	104	1731	19.9	9.9	101	1174	20.2	6.7	103	1552	17.9	9.1	91
BON APPETIT	2772	**52	1.5	1.9	48	**167	1.9	6.0	61	**154	2.7	5.6	85	**209	2.4	7.5	75
BUSINESS WEEK	1469	**29	0.8	2.0	50	**154	1.8	10.5	107	**117	2.0	8.0	121	**110	1.2	7.5	75
CAR AND DRIVER	397	**8	0.2	2.0	51	**10	0.1	2.5	26	**43	0.7	10.8	165	**82	0.9	20.7	206
CBS MAGAZINE NETWORK (GROSS)	1633	**48	1.4	2.9	74	**142	1.6	8.7	88	**169	2.9	10.3	158	**29	2.6	14.0	140
CHANGING TIMES	1554	**34	1.0	2.2	55	**109	1.3	7.0	71	**90	1.5	5.8	88	**150	1.7	9.7	96
COLONIAL HOMES	1304	**45	1.3	3.5	87	**113	1.3	8.7	88	**216	3.7	16.6	252	**203	2.3	15.6	155
CONDE NAST MAG. PKG. (GROSS)	17858	926	26.5	5.2	131	1771	20.4	9.9	101	1533	26.4	8.6	131	2262	25.5	12.7	127
CONSUMERS DIGEST	1406	**19	0.5	1.4	34	**151	1.7	10.7	109	**83	1.4	5.9	90	**181	2.0	12.9	129
COSMOPOLITAN	8815	406	11.6	4.6	117	889	10.2	10.1	103	784	13.5	8.9	135	1152	13.0	13.1	131
COUNTRY LIVING	2636	**99	2.8	3.8	95	**295	3.4	11.2	114	**224	3.9	8.5	129	**294	3.3	11.2	111
CUISINE	1554	**43	1.2	2.8	70	**56	0.6	3.6	37	**42	0.7	2.7	41	**50	0.6	3.2	32
CYCLE WORLD	469	**22	0.6	4.7	119	**24	0.3	5.1	52	**41	0.7	8.7	133	**54	0.6	11.5	115
DCI:CREATIVE IDEAS FOR LIV	2631	**109	3.1	4.1	105	**264	3.1	10.1	103	**309	5.3	11.7	179	306	3.5	11.6	116
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	400	11.5	5.7	143	772	8.9	10.9	111	658	11.3	9.3	142	785	8.9	11.1	111
DISCOVER	998	**47	1.3	4.7	119	**79	0.9	7.9	80	**115	2.0	11.5	176	**81	0.9	8.1	81
EBONY	4289	241	6.9	5.6	142	567	6.5	13.2	134	544	9.4	12.7	193	514	5.8	12.0	120
ESQUIRE	1176	**57	1.6	4.8	123	**176	2.0	15.0	152	**107	1.8	9.1	139	**122	1.4	10.4	104
ESSENCE	2392	**102	2.9	4.3	108	**56	4.1	14.9	151	267	4.6	11.2	170	317	3.6	13.3	132
FAMILY CIRCLE	17209	692	19.8	4.0	102	1593	18.3	9.3	94	992	17.1	5.8	88	1437	16.2	8.4	83
THE FAMILY HANDYMAN	1184	**72	2.1	6.1	154	**136	1.6	11.5	117	**112	1.9	9.5	144	**102	1.2	8.6	86
FAMILY WEEKLY	12391	640	18.3	5.2	131	1152	13.2	9.3	95	857	14.8	6.9	105	1318	14.9	10.6	106
FIELD & STREAM	2438	**132	3.8	5.4	137	**254	2.9	10.4	106	**218	3.8	8.9	136	**306	3.5	12.6	126
FOOD & WINE	614	**9	0.3	1.5	37	**60	0.7	9.8	99	**59	1.0	9.6	146	**93	1.1	15.1	151
FORBES	813	**15	0.4	1.8	47	**38	0.4	4.7	48	**11	0.2	1.4	21	**51	0.6	6.3	63
FORTUNE	1083	**30	0.9	2.8	70	**165	1.9	15.2	155	**61	1.1	5.6	86	**92	1.0	8.5	85
GENTLEMEN'S QUARTERLY	1197	**116	3.3	9.7	246	**137	1.6	11.4	116	**125	2.2	10.4	159	**180	2.0	15.0	150
GLAMOUR	6625	**36	9.9	5.2	132	635	7.3	9.6	97	565	9.7	8.5	130	**94	10.1	13.5	135
GOLF DIGEST	707	**12	0.3	1.7	43	**36	0.4	5.1	52	**36	0.6	5.1	78	**127	1.4	18.0	179
GOLF DIGEST/TENNIS (GROSS)	1316	**38	1.1	2.9	73	**59	0.8	5.2	53	**95	1.6	7.2	110	**187	2.1	14.2	142
GOLF MAGAZINE	469	**12	0.3	2.6	65	**31	0.4	6.6	67	**7	0.1	1.5	23	**44	0.5	9.4	94
GOLF MAGAZINE/SKI (GROSS)	1060	**29	0.8	2.7	69	**109	1.3	10.3	105	**91	1.6	8.6	131	**105	1.2	9.9	99
GOOD HOUSEKEEPING	17784	775	22.2	4.4	110	1660	19.1	9.3	95	1345	23.2	7.6	115	1672	18.9	9.4	94
HARPER'S BAZAAR	2931	**169	4.8	5.8	146	**158	1.8	5.4	55	**298	5.1	10.2	155	**348	3.9	11.9	119
HEALTH	2199	**129	3.7	5.9	149	**299	3.4	13.6	138	**201	3.5	9.1	139	**266	3.0	12.1	121
HEARST MAG CORP. BUY (GROSS)	49148	2348	67.2	4.8	121	4701	54.0	9.6	97	4331	74.6	8.8	134	5325	60.1	10.8	108
HEARST MAN POWER (GROSS)	2113	**94	2.7	4.4	113	**182	2.1	8.6	88	**250	4.3	11.8	180	**178	2.0	8.4	84
HEARST WOMAN POWER (GROSS)	35062	1635	46.8	4.7	118	3359	38.6	9.6	97	2899	49.9	8.3	126	3778	42.7	10.8	108
HOUSE BEAUTIFUL	3865	**256	7.3	6.6	168	**94	5.7	12.8	130	348	6.0	9.0	137	**433	4.8	10.9	109
INC.	315	**13	0.4	4.1	105	**22	0.3	7.0	71	**6	0.1	1.9	29	**43	0.5	13.7	136
JET	3690	255	7.3	6.9	175	570	6.6	15.4	157	477	8.2	12.9	197	443	5.0	12.0	120
LADIES' HOME JOURNAL	12930	708	20.3	5.5	139	1168	13.4	9.0	92	867	14.9	6.7	102	1247	14.1	9.6	96
LHJ FAMILY GRP COMBO(GROSS)	18161	995	28.5	5.5	139	1691	19.4	9.3	95	1358	23.4	7.5	114	1795	20.3	9.9	99
LIFE	5065	**256	7.3	5.1	128	577	6.6	11.4	116	399	6.9	7.9	120	556	6.3	11.0	110
L.A. TIMES HOME MAGAZINE	1310	**62	1.8	4.7	120	**78	0.9	6.0	61	**46	0.8	3.5	53	**173	2.0	13.2	132
MADEMOISELLE	3759	**201	5.8	5.3	135	477	5.5	12.7	129	315	5.4	8.4	128	501	5.7	13.3	133
MC CALL'S	14658	737	21.1	5.0	127	1469	16.9	10.0	102	1124	19.4	7.7	117	1655	18.7	11.3	113
MC CALL'S/MRK MOTHER (GROSS)	15857	771	22.1	4.9	123	1598	18.4	10.1	102	1284	22.1	8.1	123	1825	20.6	11.5	115
MECHANIX ILLUSTRATED	809	**41	1.2	5.1	128	**51	0.6	6.3	64	**79	1.4	9.8	149	**43	0.5	5.3	53
METROPOLITAN HOME	1009	**69	2.0	6.8	173	**176	2.0	17.4	177	**167	2.9	16.6	252	**101	1.1	10.0	100
MONEY	1707	**21	0.6	1.2	31	**197	2.3	11.5	117	**125	2.2	7.3	112	**145	1.6	8.5	85
MOTHER EARTH NEWS	1123	**66	1.9	5.9	149	**25	0.3	2.2	23	**84	1.4	7.5	114	**106	1.2	9.4	94
MS.	932	**12	0.3	1.3	33	**54	0.6	5.8	59	**92	1.6	9.9	150	**119	1.3	12.8	128
NATIONAL ENQUIRER	11971	695	19.9	5.8	147	1319	15.2	11.0	112	771	13.3	6.4	98	1218	13.8	10.2	102
NATIONAL GEOGRAPHIC	10503	425	12.2	4.0	103	840	9.7	8.0	81	707	12.2	6.7	103	1118	12.6	10.6	106
NATIONAL SUNDAY MAGAZINE PKG	54325	1953	55.9	3.6	91	4924	56.6	9.1	92	3455	59.5	6.4	97	5444	61.5	10.0	100
NATURAL HISTORY	626	**10	0.3	1.6	40	**36	0.4	5.8	58	**29	0.5	4.6	71	**63	0.7	10.1	101
NEW WOMAN	1992	**54	1.5	2.7	69	**211	2.4	10.6	108	**146	2.5	7.3	112	**195	2.2	9.8	98
NEW YORK INCLUDING CUE	547	**40	1.1	7.3	185	**12	0.1	2.2	22	**40	0.7	7.3	111	**61	0.7	11.2	111
THE NEW YORKER	1380	**16	0.5	1.2	29	**75	0.9	5.4	55	**82	1.4	5.9	91	**94	1.1	6.8	68
NEWSWEEK	6925	344	9.9	5.0	126	**73	6.6	8.3	84	454	7.8	6.6	100	923	10.4	13.3	133
THE N.Y. TIMES DAILY EDITION	1363	**36	1.0	2.6	67	**140	1.6	10.3	104	**76	1.3	5.6	85	**115	1.3	8.4	84
THE N.Y. TIMES MAGAZINE	2333	**59	1.7	2.5	64	**244	2.8	10.5	106	**107	1.8	4.6	70	**191	2.2	8.2	82
OMNI	872	**81	2.3	9.3	235	**112	1.3	12.8	131	**123	2.1	14.1	215	**154	1.7	17.7	176
ON CABLE	1298	**52	1.5	4.0	101	**74	0.9	5.7	58	**48	0.8	3.7	56	**111	1.3	8.6	85
1001 HOME IDEAS	3032	**158	4.5	5.2	132	**224	2.6	7.4	75	289	5.0	9.5	145	283	3.2	9.3	93
ORGANIC GARDENING	1680	**74	2.1	4.4	112	**116	1.3	6.9	70	**130	2.2	7.7	118	**152	1.7	9.0	90
OUTDOOR LIFE	960	**38	1.1	4.0	100	**139	1.6	14.5	147	**94	1.6	9.8	149	**149	1.7	15.5	155
PARADE MAGAZINE	26755	952	27.3	3.6	90	2454	28.2	9.2	93	1602	27.8	6.0	91	2573	29.1	9.6	96

	TOTAL U.S. '000	JERGENS EXTRA DRY				JERGENS LOTION				JOHNSON & JOHNSON BABY LOTION				JOHNSON & JOHNSON BABY OIL			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	3492	100.0	3.9	100	8700	100.0	9.8	100	5808	100.0	6.6	100	8857	100.0	10.0	100
PARENTS	4173	**224	6.4	5.4	136	321	3.7	7.7	78	651	11.2	15.6	238	541	6.1	13.0	129
PENTHOUSE	973	**31	0.9	3.2	81	**96	1.1	9.9	100	**94	1.6	9.7	147	**107	1.2	11.0	110
PEOPLE	13479	629	18.0	4.7	118	1197	13.8	8.9	90	883	15.2	6.6	100	1482	16.7	11.0	110
PLAYBOY	2183	**99	2.8	4.5	115	**169	1.9	7.7	79	**141	2.4	6.5	98	273	3.1	12.5	125
POPULAR HOT RODDING	388	**33	0.9	8.5	215	**92	1.1	23.7	241	**59	1.0	15.2	232	**66	0.7	17.0	170
POPULAR MECHANICS	1037	**18	0.5	1.7	44	**67	0.8	6.5	66	**107	1.8	10.3	157	**97	1.1	9.4	93
POPULAR SCIENCE	920	**12	0.3	1.3	33	**100	1.1	10.9	111	**29	0.5	3.2	48	**71	0.8	7.7	77
PREVENTION	4071	**122	3.5	3.0	76	388	4.5	9.5	97	**268	4.6	6.6	100	323	3.6	7.9	79
PSYCHOLOGY TODAY	1940	**43	1.2	2.2	56	**154	1.8	7.9	81	**125	2.2	6.4	98	293	3.3	15.1	151
READER'S DIGEST	24031	873	25.0	3.6	92	2214	25.4	9.2	94	1355	23.3	5.6	86	2280	25.7	9.5	95
REDBOOK	8464	454	13.0	5.4	136	810	9.3	9.6	97	769	13.2	9.1	138	954	10.8	11.3	113
ROAD & TRACK	429	**20	0.6	4.7	118	**38	0.4	8.9	90	**36	0.6	8.4	128	**79	0.9	18.4	184
ROLLING STONE	1355	**57	1.6	4.2	107	**186	2.1	13.7	140	**150	2.6	11.1	169	**300	3.4	22.1	221
RUNNER'S WORLD	329	**27	0.8	8.2	208	**60	0.7	18.2	185	**71	1.2	21.6	329	**79	0.9	24.0	240
SATURDAY EVENING POST	1268	**44	1.3	3.5	88	**80	0.9	6.3	64	**71	1.2	5.6	85	**137	1.5	10.8	108
SCIENCE 84	702	**8	0.2	1.1	29	**37	0.4	5.3	54	**52	0.9	7.4	113	**38	0.4	5.4	54
SCIENCE DIGEST	553	**50	1.4	9.0	229	**61	0.7	11.0	112	**42	0.7	7.6	116	**23	0.3	4.2	42
SCIENTIFIC AMERICAN	615	**45	1.3	7.3	185	**31	0.4	5.0	51	**48	0.8	7.8	119	**61	0.7	9.9	99
SELF	2683	**161	4.6	6.0	152	**173	2.0	6.4	66	**260	4.5	9.7	148	366	4.1	13.6	136
SEVENTEEN	3309	**186	5.3	5.6	142	369	4.2	11.2	113	**266	4.6	8.0	122	341	3.9	10.3	103
SKI	591	**17	0.5	2.9	73	**78	0.9	13.2	134	**84	1.4	14.2	216	**61	0.7	10.3	103
SMITHSONIAN	3039	**63	1.8	2.1	53	**214	2.5	7.0	72	**175	3.0	5.8	88	**193	2.2	6.4	63
SOAP OPERA DIGEST	3683	**179	5.1	4.9	123	503	5.8	13.7	139	396	6.8	10.8	164	484	5.5	13.1	131
SOUTHERN LIVING	4434	**291	8.3	6.6	166	506	5.8	11.4	116	**348	6.0	7.8	120	480	5.4	10.8	108
SPORT	701	**21	0.6	3.0	76	**79	0.9	11.3	115	**82	1.4	11.7	178	**138	1.6	19.7	197
THE SPORTING NEWS	518	**56	1.6	10.8	274	**21	0.2	4.1	41	**31	0.5	6.0	91	**84	0.9	16.2	162
SPORTS AFIELD	523	**27	0.8	5.2	131	**54	0.6	10.3	105	**101	1.7	19.3	294	**58	0.7	11.1	111
SPORTS ILLUSTRATED	3325	**186	5.3	5.6	142	307	3.5	9.2	94	271	4.7	8.2	124	492	5.6	14.8	148
STAR	8567	434	12.4	5.1	128	1019	11.7	11.9	121	579	10.0	6.8	103	877	9.9	10.2	102
SUNDAY	27630	665	19.0	2.4	61	2185	25.1	7.9	80	1738	29.9	6.3	96	2624	29.6	9.5	95
SUNSET	2219	**102	2.9	4.6	116	**104	1.2	4.7	48	**93	1.6	4.2	64	**111	1.3	5.0	50
TV GUIDE	24258	1300	37.2	5.4	136	2562	29.4	10.6	107	1855	31.9	7.6	116	2529	28.6	10.4	104
TENNIS	609	**25	0.7	4.1	104	**34	0.4	5.6	57	**59	1.0	9.7	148	**60	0.7	9.9	98
TIME	9929	320	9.2	3.2	82	929	10.7	9.4	95	622	10.7	6.3	95	1007	11.4	10.1	101
TOWN & COUNTRY	1062	**49	1.4	4.6	117	**76	0.9	7.2	73	**76	1.3	7.2	109	**80	0.9	7.5	75
TRAVEL & LEISURE	1051	**51	1.5	4.9	123	**57	0.7	5.4	55	**52	0.9	4.9	75	**105	1.2	10.0	100
TRUE STORY	3946	**185	5.3	4.7	119	545	6.3	13.8	140	435	7.5	11.0	168	430	4.9	10.9	109
U.S. NEWS & WORLD REPORT	3782	**172	4.9	4.5	115	437	5.0	11.6	117	**184	3.2	4.9	74	277	3.1	7.3	73
USA TODAY	1874	**113	3.2	6.0	153	**178	2.0	9.5	97	**142	2.4	7.6	115	**213	2.4	11.4	114
US	2213	**185	5.3	8.4	212	**298	3.4	13.5	137	**158	2.7	7.1	109	338	3.8	15.3	153
VOGUE	4792	**218	6.2	4.5	115	487	5.6	10.2	103	393	6.8	8.2	125	499	5.6	10.4	104
WALL STREET JOURNAL	2045	**40	1.1	2.0	50	**151	1.7	7.4	75	**93	1.6	4.5	69	**156	1.8	7.6	76
WEIGHT WATCHERS	2364	**94	2.7	4.0	101	305	3.5	12.9	131	**289	5.0	12.2	186	352	4.0	14.9	149
WOMAN'S DAY	15182	535	15.3	3.5	89	1326	15.2	8.7	89	940	16.2	6.2	94	1353	15.3	8.9	89
WORKING MOTHER	1198	**33	0.9	2.8	70	**130	1.5	10.9	110	**159	2.7	13.3	202	**170	1.9	14.2	142
WORKING WOMAN	1523	**53	1.5	3.5	88	**205	2.4	13.5	137	**215	3.7	14.1	215	**296	3.3	19.4	194
WORLD TENNIS	**183	**0	0.0	0.0	0	**16	0.2	8.7	89	**27	0.5	14.8	225	**27	0.3	14.8	147
ZIFF-DAVIS MAG NETHK (GROSS)	2776	**123	3.5	4.4	112	**217	2.5	7.8	79	**213	3.7	7.7	117	395	4.5	14.2	142
BLAIR INSERTS	47909	1674	47.9	3.5	89	4292	49.3	9.0	91	2985	51.4	6.2	95	4645	52.4	9.7	97
DAILY NEWSPAPERS																	
READ ANY	56731	2027	58.0	3.6	91	5093	58.5	9.0	91	3137	54.0	5.5	84	5311	60.0	9.4	94
READ ONE	47696	1784	51.1	3.7	95	4286	49.3	9.0	91	2656	45.7	5.6	85	4573	51.6	9.6	96
READ TWO OR MORE	9034	**243	7.0	2.7	68	806	9.3	8.9	91	481	8.3	5.3	81	738	8.3	8.2	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	2082	59.6	3.6	91	5306	61.0	9.2	93	3646	62.8	6.3	96	5691	64.3	9.9	98
READ ONE	50513	1818	52.1	3.6	91	4714	54.2	9.3	95	3271	56.3	6.5	99	5105	57.6	10.1	101
READ TWO OR MORE	7219	**264	7.6	3.7	93	592	6.8	8.2	83	375	6.5	5.2	79	586	6.6	8.1	81
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.04	27.57				27.30				28.81				29.40			
30 DAY REACH	78184	3100	88.8	4.0	100	7629	87.7	9.8	99	5329	91.8	6.8	104	7913	89.3	10.1	101
50 SHHG - 30 DAY AV FREQ	14.80	14.48				14.70				15.29				15.38			
30 DAY REACH	74239	2964	84.9	4.0	101	7109	81.7	9.6	97	5021	86.4	6.8	103	7584	85.6	10.2	102
25 SHHG - 30 DAY AV FREQ	8.05	7.68				8.11				8.15				8.38			
30 DAY REACH	58254	2768	79.3	4.1	103	6440	74.0	9.4	96	4720	81.3	6.9	105	6980	78.8	10.2	102
CABLE TV: HOME WIRED	35215	1484	42.5	4.2	107	3406	39.1	9.7	98	2230	38.4	6.3	96	3757	42.4	10.7	107
HOME NOT WIRED	53250	2008	57.5	3.8	96	5295	60.9	9.9	101	3578	61.6	6.7	102	5100	57.6	9.6	96
HAVE PAY CABLE	17885	713	20.4	4.0	101	1658	19.1	9.3	94	1264	21.8	7.1	108	2117	23.9	11.8	118

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	TOTAL U.S. '000	JERGENS EXTRA DRY				JERGENS LOTION				JOHNSON & JOHNSON BABY LOTION				JOHNSON & JOHNSON BABY OIL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	3492	100.0	3.9	100	8700	100.0	9.8	100	5808	100.0	6.6	100	8857	100.0	10.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1007	28.8	3.6	91	2814	32.3	10.1	102	1490	25.7	5.3	81	2458	27.8	8.8	88
NETWORK AFFILIATES - LATE	21966	863	24.7	3.9	100	2175	25.0	9.9	101	1172	20.2	5.3	81	2066	23.3	9.4	94
INDEPENDENTS - LATE	2247	95	2.7	4.2	107	240	2.8	10.7	109	137	2.4	6.1	93	263	3.0	11.7	117
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	450	12.9	3.9	99	1182	13.6	10.3	104	809	13.9	7.0	107	1121	12.7	9.7	97
ABC MONDAY NIGHT MOVIE	A 6879	252	7.2	3.7	93	652	7.5	9.5	96	573	9.9	8.3	127	701	7.9	10.2	102
ABC SUNDAY NIGHT MOVIE	A 13690	518	14.8	3.8	96	1308	15.0	9.6	97	1023	17.6	7.5	114	1536	17.3	11.2	112
ABC WORLD NEWS TONIGHT	A 6589	267	7.6	4.1	103	717	8.2	10.9	111	335	5.8	5.1	77	520	5.9	7.9	79
AFTERMASH	C 6391	*312	8.9	4.9	124	641	7.4	10.0	102	*345	5.9	5.4	82	695	7.8	10.9	109
ALICE	C 10273	490	14.0	4.8	121	1118	12.9	10.9	111	655	11.3	6.4	97	1068	12.1	10.4	104
AMERICAN PARADE	C 7130	*174	5.0	2.4	62	662	7.6	9.3	94	421	7.2	5.9	90	658	7.4	9.2	92
BENSON	A 11665	430	12.3	3.7	93	1004	11.5	8.6	88	624	10.7	5.3	81	1220	13.8	10.5	104
BLUE THUNDER	A 5442	*258	7.4	4.7	120	589	6.8	10.8	110	244	4.2	4.5	68	609	6.9	11.2	112
CAGNEY & LACEY	C 10565	416	11.9	3.9	100	937	10.8	8.9	90	590	10.2	5.6	85	1069	12.1	10.1	101
CBS EVENING NEWS-DEAN	C 3668	**92	2.6	2.5	64	369	4.2	10.1	102	*181	3.1	4.9	75	295	3.3	8.0	80
CBS EVENING NEWS-RATHER	C 7561	250	7.2	3.3	84	789	9.1	10.4	106	417	7.2	5.5	84	744	8.4	9.8	98
CBS SAT. NEWS-SCHIEFFER	C 3948	*159	4.6	4.0	102	526	6.0	13.3	135	243	4.2	6.2	94	418	4.7	10.6	106
CBS SATURDAY NIGHT MOVIE	C 5966	270	7.7	4.5	115	622	7.1	10.4	106	430	7.4	7.2	110	681	7.7	11.4	114
CBS WEDNESDAY NIGHT MOVIE	C 6529	278	8.0	4.3	108	603	6.9	9.2	94	431	7.4	6.6	101	577	6.5	8.8	88
CHEERS	N 9842	363	10.4	3.7	93	833	9.6	8.5	86	619	10.7	6.3	96	996	11.2	10.1	101
DALLAS	C 23935	944	27.0	3.9	100	2290	26.3	9.6	97	1542	26.5	6.4	98	2635	29.8	11.0	110
DIFF'RENT STROKES	N 7574	296	8.5	3.9	99	794	9.1	10.5	107	564	9.7	7.4	113	894	10.1	11.8	118
DOUBLE TROUBLE	N 7786	410	11.7	5.3	133	867	10.0	11.1	113	581	10.0	7.5	114	913	10.3	11.7	117
DUCK FACTORY	N 6290	*208	6.0	3.3	84	538	6.2	8.6	87	381	6.6	6.1	92	715	8.1	11.4	114
DUKES OF HAZZARD	C 6402	*202	5.8	3.2	80	609	7.0	9.5	97	358	6.2	5.6	85	600	6.8	9.4	94
DYNASTY	A 21955	965	27.6	4.4	111	2304	26.5	10.5	107	1524	26.2	6.9	106	2453	27.7	11.2	112
FACTS OF LIFE	N 8898	402	11.5	4.5	114	1045	12.0	11.7	119	593	10.2	6.7	102	963	10.9	10.8	108
FALCON CREST	C 21877	834	23.9	3.8	97	1746	20.1	8.0	81	1297	22.3	5.9	90	2512	28.4	11.5	115
FALL GUY	A 10045	390	11.2	3.9	98	1054	12.1	10.5	107	516	8.9	5.1	78	900	10.2	9.0	89
FAMILY TIES	N 8922	339	9.7	3.8	96	1071	12.3	12.0	122	690	11.9	7.7	118	955	10.8	10.7	107
FANTASY ISLAND	A 8288	332	9.5	4.0	101	907	10.4	10.9	111	567	9.8	6.8	104	894	10.1	10.8	108
FOULUPS, BLEEPs & BLUNDERS	A 9891	398	11.4	4.0	102	961	11.0	9.7	99	665	11.4	6.7	102	876	9.9	8.9	88
FOUR SEASONS	C 5429	*239	6.8	4.4	112	556	6.4	10.2	104	*309	5.3	5.7	87	623	7.0	11.5	115
GIMME A BREAK	N 9646	400	11.5	4.1	105	1206	13.9	12.5	127	635	10.9	6.6	100	1014	11.4	10.5	105
HART TO HART	A 9983	475	13.6	4.8	121	1012	11.6	10.1	103	592	10.2	5.9	90	980	11.1	9.8	98
HILL STREET BLUES	N 9688	393	11.3	4.1	103	668	7.7	6.9	70	623	10.7	6.4	98	1130	12.8	11.7	116
HOTEL	A 15435	694	19.9	4.5	114	1566	18.0	10.1	103	888	15.3	5.8	88	1750	19.8	11.3	113
JEFFERSONS	C 10031	469	13.4	4.7	118	1071	12.3	10.7	109	734	12.6	7.3	111	1166	13.2	11.6	116
JENNIFER SLEPT HERE	N 6376	236	6.8	3.7	94	593	6.8	9.3	95	508	8.7	8.0	121	668	7.5	10.5	105
KATE & ALLIE	C 9951	327	9.4	3.3	83	996	11.4	10.0	102	566	9.7	5.7	87	1059	12.0	10.6	106
KNIGHT RIDER	N 7908	*218	6.2	2.8	70	720	8.3	9.1	93	560	9.6	7.1	108	898	10.1	11.4	113
LOVE BOAT	A 13226	469	13.4	3.5	90	1305	15.0	9.9	100	865	14.9	6.5	100	1312	14.8	9.9	99
MAGNUM PI	C 12105	462	13.2	3.8	97	1213	13.9	10.0	102	667	11.5	5.5	84	1031	11.6	8.5	85
MAMA'S FAMILY	N 6364	336	9.6	5.3	134	727	8.4	11.4	116	366	6.3	5.8	88	617	7.0	9.7	97
MASTER, THE	N 3955	*161	4.6	4.1	103	408	4.7	10.3	105	*225	3.9	5.7	87	469	5.3	11.9	118
MATT HOUSTON	A 6903	279	8.0	4.0	102	777	8.9	11.3	114	344	5.9	5.0	76	707	8.0	10.2	102
NBC MONDAY NIGHT MOVIE	N 13443	517	14.8	3.8	97	1338	15.4	10.0	101	841	14.5	6.3	95	1453	16.4	10.8	108
NBC NIGHTLY NEWS	N 5585	207	5.9	3.7	94	544	6.3	9.7	99	298	5.1	5.3	81	624	7.0	11.2	112
NBC NIGHTLY NEWS-SAT	N 3688	**75	2.1	2.0	52	304	3.5	8.2	84	*293	5.0	7.9	121	380	4.3	10.3	103
NBC NIGHTLY NEWS-SUN	N 3310	*115	3.3	3.5	88	310	3.6	9.4	95	*237	4.1	7.2	109	*287	3.2	8.7	87
NBC SUNDAY NIGHT MOVIE	N 9238	*234	6.7	2.5	64	757	8.7	8.2	83	632	10.9	6.8	104	877	9.9	9.5	95
NEWMART	C 9876	412	11.8	4.2	106	905	10.4	9.2	93	528	9.1	5.3	81	1070	12.1	10.8	108
ONE DAY AT A TIME	C 7954	262	7.5	3.3	83	946	10.9	11.9	121	701	12.1	8.8	134	770	8.7	9.7	97
PEOPLE ARE FUNNY	N 5182	270	7.7	5.2	132	606	7.0	11.7	119	*266	4.6	5.1	78	431	4.9	8.3	83
REAL PEOPLE	N 9674	345	9.9	3.6	90	993	11.4	10.3	104	637	11.0	6.6	100	960	10.8	9.9	99
REMINGTON STEELE	N 8511	327	9.4	3.8	97	764	8.8	9.0	91	528	9.1	6.2	94	958	10.8	11.3	112
RIPLEY'S BELIEVE IT - NOT	A 5656	*236	6.8	4.2	106	472	5.4	8.3	85	388	6.7	6.9	104	599	6.8	10.6	106
RIP TIDE	N 7718	355	10.2	4.6	117	775	8.9	10.0	102	413	7.1	5.4	82	825	9.3	10.7	107
SCARECROW & MRS. KING	C 11058	445	12.7	4.0	102	1015	11.7	9.2	93	659	11.3	6.0	91	1090	12.3	9.9	98
SIMON & SIMON	C 11615	426	12.2	3.7	93	1232	14.2	10.6	108	648	11.2	5.6	85	1087	12.3	9.4	93
60 MINUTES	C 14326	553	15.8	3.9	98	1467	16.9	10.2	104	816	14.0	5.7	87	1317	14.9	9.2	92
ST. ELSEWHERE	N 7670	305	8.7	4.0	101	657	7.6	8.6	87	549	9.5	7.2	109	729	8.2	9.5	95
THREE'S COMPANY	A 12068	455	13.0	3.8	96	1276	14.7	10.6	108	925	15.9	7.7	117	1222	13.8	10.1	101
T.J. HOOKER	A 9735	391	11.2	4.0	102	1076	12.4	11.1	112	509							

	TOTAL U.S. '000	KERI LOTION				MARY KAY				NIVEA				NOXZEMA SKIN CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	8515	100.0	9.4	100	4217	100.0	4.8	100	4616	100.0	5.2	100	7045	100.0	8.0	100
FEMALE HOMEMAkers	80986	7543	90.7	9.3	99	3660	86.8	4.5	95	4104	88.9	5.1	97	6236	88.5	7.7	97
EMPLOYED MOTHERS	18702	1575	18.9	8.4	90	1288	30.5	6.9	144	893	19.3	4.8	92	1542	21.9	8.2	104
18 - 24	14726	1305	15.7	8.9	94	*883	20.9	6.0	126	943	20.4	6.4	123	1573	22.3	10.7	134
25 - 34	20202	1925	23.2	9.5	101	1376	32.6	6.8	143	1059	22.9	5.2	100	1720	24.4	8.5	107
35 - 44	14781	1474	17.7	10.0	106	878	20.8	5.9	125	738	16.0	5.0	96	1150	16.3	7.8	98
45 - 54	11449	1095	13.2	9.6	102	*543	12.9	4.7	99	583	12.6	5.1	98	785	11.1	6.9	86
55 - 64	11846	1075	13.0	9.1	97	*241	5.7	2.0	43	661	14.3	5.6	107	717	10.2	6.1	76
65 OR OLDER	15459	1438	17.3	9.3	99	*296	7.0	1.9	40	633	13.7	4.1	78	1100	15.6	7.1	89
18 - 34	34928	3230	38.8	9.2	98	2259	53.6	6.5	136	2002	43.4	5.7	110	3293	46.7	9.4	118
18 - 49	55154	5197	62.5	9.4	100	3464	82.1	6.3	132	3009	65.2	5.5	105	4958	70.4	9.0	113
25 - 54	46433	4494	54.0	9.7	103	2797	66.3	6.0	126	2379	51.5	5.1	98	3655	51.9	7.9	99
35 - 49	20226	1966	23.6	9.7	103	1205	28.6	6.0	125	1007	21.8	5.0	95	1666	23.6	8.2	103
50 OR OLDER	33310	3119	37.5	9.4	100	753	17.9	2.3	47	1608	34.8	4.8	93	2086	29.6	6.3	79
GRADUATED COLLEGE	12110	1570	18.9	13.0	138	772	18.3	6.4	134	888	19.2	7.3	141	658	9.3	5.4	68
ATTENDED COLLEGE	15309	1605	19.3	10.5	112	862	20.4	5.6	118	1063	23.0	6.9	133	1253	17.8	8.2	103
GRADUATED HIGH SCHOOL	36912	3240	39.0	8.8	93	1951	46.3	5.3	111	1539	33.3	4.2	80	3031	43.0	8.2	103
DID NOT GRADUATE HIGH SCHOOL	24134	1900	22.9	7.9	84	632	15.0	2.6	55	1127	24.4	4.7	89	2103	29.9	8.7	109
EMPLOYED FULL-TIME	35457	3237	38.9	9.1	97	2087	49.5	5.9	123	1974	42.8	5.6	107	2697	38.3	7.6	96
EMPLOYED PART-TIME	8514	757	9.1	8.9	95	*319	7.6	3.7	79	*379	8.2	4.5	85	*541	7.7	6.4	80
NOT EMPLOYED	44494	4321	52.0	9.7	103	1811	42.9	4.1	85	2263	49.0	5.1	97	3806	54.0	8.6	107
PROFESSIONAL/MANAGER	10811	1271	15.3	11.8	125	*769	18.2	7.1	149	753	16.3	7.0	133	723	10.3	6.7	84
TECH/CLERICAL/SALES	19640	1745	21.0	8.9	95	1262	29.9	6.4	135	911	19.7	4.6	89	1355	19.2	6.9	87
PRECISION/CRAFT	1073	**94	1.1	9.2	98	**38	0.9	3.7	78	**50	1.1	4.9	94	**77	1.1	7.5	95
OTHER EMPLOYED	12498	884	10.6	7.1	75	*337	8.0	2.7	57	640	13.9	5.1	98	1083	15.4	8.7	109
SINGLE	15395	1869	22.5	11.7	124	803	19.0	5.0	105	1204	26.1	7.5	144	1436	20.4	9.0	113
MARRIED	51689	4742	57.0	9.2	98	2545	60.4	4.9	103	2431	52.7	4.7	90	4217	59.9	8.2	102
DIVORCED/SEPARATED/WIDOWED	20780	1704	20.5	8.2	87	869	20.6	4.2	88	982	21.3	4.7	91	1391	19.7	6.7	84
PARENTS	33922	2919	35.1	8.6	92	2286	54.2	6.7	141	1649	35.7	4.9	93	3194	45.3	9.4	118
WHITE	76422	7258	87.3	9.5	101	3760	89.2	4.9	103	4071	88.2	5.3	102	6143	87.2	8.0	101
BLACK	10066	911	11.0	9.1	96	*386	9.2	3.8	80	*383	8.3	3.8	73	831	11.8	8.3	104
OTHER	1976	**147	1.8	7.4	79	**71	1.7	3.6	75	**162	1.5	8.2	157	**71	1.0	3.6	45
NORTHEAST-CENSUS	17403	2516	30.3	12.7	135	675	16.0	3.4	72	1264	27.4	6.4	122	1578	22.4	8.0	100
NORTH CENTRAL	22181	1730	20.8	7.8	83	1488	35.3	6.7	141	1158	25.1	5.2	100	1953	27.7	8.8	111
SOUTH	30082	2500	30.1	8.3	88	1292	30.6	4.3	90	1031	22.3	3.4	66	2571	36.5	8.5	107
WEST	16398	1570	18.9	9.6	102	762	18.1	4.6	97	1163	25.2	7.1	136	942	13.4	5.7	72
NORTHEAST-MKTG.	20163	2411	29.0	12.0	127	632	15.0	3.1	66	1328	28.8	6.6	126	1566	22.2	7.8	98
EAST CENTRAL	13054	1172	14.1	9.0	96	694	16.5	5.3	112	564	12.2	4.3	83	1164	16.5	8.9	112
WEST CENTRAL	14993	1146	13.8	7.6	81	1151	27.3	7.7	161	912	19.8	6.1	117	1360	19.3	9.1	114
SOUTH	25785	2243	27.0	8.7	93	1114	26.4	4.3	91	799	17.3	3.1	59	2146	30.5	8.3	105
PACIFIC	14470	1343	16.2	9.3	99	*627	14.9	4.3	91	1013	21.9	7.0	134	809	11.5	5.6	70
COUNTY SIZE A	36705	4236	50.9	11.5	123	1607	38.1	4.4	92	2682	58.1	7.3	140	2713	38.5	7.4	93
COUNTY SIZE B	26819	2359	28.4	8.8	94	1459	34.6	5.4	114	1119	24.2	4.2	80	2031	28.8	7.6	95
COUNTY SIZE C	13597	1232	14.8	9.1	96	565	13.4	4.2	87	*443	9.6	3.3	62	1219	17.3	9.0	113
COUNTY SIZE D	11344	489	5.9	4.3	46	586	13.9	5.2	108	*373	8.1	3.3	63	1081	15.3	9.5	120
METRO CENTRAL CITY	26825	2861	34.4	10.7	113	1270	30.1	4.7	99	1684	36.5	6.3	120	2256	32.0	8.4	106
METRO SUBURBAN	39912	3875	46.6	9.7	103	1932	45.8	4.8	102	2253	48.8	5.6	108	2657	37.7	6.7	84
NON METRO	21728	1578	19.0	7.3	77	1015	24.1	4.7	98	680	14.7	3.1	60	2132	30.3	9.8	123
TOP 5 ADI'S	20647	2585	31.1	12.4	132	759	18.0	3.6	76	1698	36.8	8.1	156	1509	21.4	7.2	91
TOP 10 ADI'S	28719	3459	41.6	12.0	128	1131	26.8	3.9	83	2046	44.3	7.1	137	2049	29.1	7.1	90
TOP 20 ADI'S	40904	4581	55.1	11.2	119	1741	41.3	4.3	89	2751	59.6	6.7	129	2824	40.1	6.9	87
HSGLD INC. \$50,000 OR MORE	7931	809	9.7	10.2	109	*498	11.8	6.3	132	*562	12.2	7.1	136	*517	7.3	6.5	82
\$40,000 OR MORE	15223	1667	20.0	10.9	116	1100	26.1	7.2	151	938	20.3	6.2	118	976	13.9	6.4	80
\$30,000 OR MORE	28333	2946	35.4	10.4	111	1950	46.2	6.9	144	1714	37.1	6.0	116	1903	27.0	6.7	84
\$25,000 OR MORE	36417	3604	43.3	9.9	105	2447	58.0	6.7	141	2182	47.3	6.0	115	2809	39.9	7.7	97
\$20,000 - \$24,999	9943	1086	13.1	10.9	116	*431	10.2	4.3	91	*423	9.2	4.3	82	593	8.4	6.0	75
\$15,000 - \$19,999	9211	783	9.4	8.5	90	*341	8.1	3.7	78	544	11.8	5.9	113	837	11.9	9.1	114
\$10,000 - \$14,999	13477	1125	13.5	8.3	89	*391	9.3	2.9	61	687	14.9	5.1	98	1286	18.3	9.5	120
UNDER \$10,000	19418	1718	20.7	8.8	94	606	14.4	3.1	65	780	16.9	4.0	77	1519	21.6	7.8	98
HOUSEHOLD OF 1 PERSON	11987	1054	12.7	8.8	94	354	8.4	3.0	62	586	12.7	4.9	94	650	9.2	5.4	68
2 PEOPLE	27046	2476	29.8	9.2	97	999	23.7	3.7	77	1678	36.4	6.2	119	1782	25.3	6.6	83
3 OR 4 PEOPLE	34251	3562	42.8	10.4	111	1944	46.1	5.7	119	1505	32.6	4.4	84	3043	43.2	8.9	112
5 OR MORE PEOPLE	15180	1224	14.7	8.1	86	919	21.8	6.1	127	*848	18.4	5.6	107	1570	22.3	10.3	130
NO CHILD IN HSGLD	49819	4850	58.3	9.7	104	1750	41.5	3.5	74	2689	58.3	5.4	103	3468	49.2	7.0	87
CHILD(REN) UNDER 2 YRS	6045	*415	5.0	6.9	73	**339	8.0	5.6	118	**318	6.9	5.3	101	*473	6.7	7.8	98
2 - 5 YEARS	15223	1316	15.8	8.6	92	976	23.1	6.4	134	705	15.3	4.6	89	1756	24.9	11.5	145
6 - 11 YEARS	16260	1542	18.5	9.5	101	1040	24.7	6.4	134	741	16.1	4.6	87	1440	20.4	8.9	111
12 - 17 YEARS	19173	1804	21.7	9.4	100	1105	26.2	5.8	121	973	21.1	5.1	97	1572	22.3	8.2	103
RESIDENCE OWNED	61371	5977	71.9	9.7	104	3212	76.2	5.2	110	2820	61.1	4.6	88	4872	69.2	7.9	100
VALUE: \$50,000 OR MORE	35355	3787	45.5	10.7	114	2045	48.5	5.8	121	1906	41.3	5.4	103	2380	33.8	6.7	85
VALUE: UNDER \$50,000	26016	2190	26.3	8.4	90	1168	27.7	4.5	94	914	19.8	3.5	67	2492	35.4	9.6	120

		TOTAL U.S. '000	KERI LOTION				MARY KAY				NIVEA				NOXZEMA SKIN CREAM				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES			88464	8315	100.0	9.4	100	4217	100.0	4.8	100	4616	100.0	5.2	100	7045	100.0	8.0	100
MAGAZINES	QUINTILE 1	17988	2066	24.8	11.5	122	1162	27.6	6.5	136	1223	26.5	6.8	130	1705	24.2	9.5	119	
	QUINTILE 2	19446	2177	26.2	11.2	119	1023	24.3	5.3	110	973	21.1	5.0	96	1794	25.5	9.2	116	
	QUINTILE 3	14626	1453	17.5	9.9	106	675	16.0	4.6	97	796	17.2	5.4	104	1186	16.8	8.1	102	
	QUINTILE 4	16014	1240	14.9	7.7	82	602	14.3	3.8	79	633	13.7	4.0	76	1259	17.6	7.7	97	
	QUINTILE 5	20389	1379	16.6	6.8	72	756	17.9	3.7	78	992	21.5	4.9	93	1121	15.9	5.5	69	
NEWSPAPERS	QUINTILE 1	13830	1849	22.2	13.4	142	585	13.9	4.2	89	809	17.5	5.8	112	1075	15.3	7.8	98	
	QUINTILE 2	26350	2749	33.1	10.4	111	1090	25.8	4.1	87	1361	29.5	5.2	99	2236	31.7	8.5	107	
	QUINTILE 3	12415	1361	16.4	11.0	117	841	19.9	6.8	142	693	15.0	5.6	107	980	13.9	7.9	99	
	QUINTILE 4	21911	1539	18.5	7.0	75	1270	30.1	5.8	122	992	21.5	4.5	87	1607	22.8	7.3	92	
	QUINTILE 5	13960	817	9.8	5.9	62	431	10.2	3.1	65	761	16.5	5.5	104	1146	16.3	8.2	103	
OUTDOOR	QUINTILE 1	16810	1618	19.5	9.6	102	922	21.9	5.5	115	1025	22.2	6.1	117	1403	19.9	8.3	105	
	QUINTILE 2	17101	1603	19.3	9.4	100	824	19.5	4.8	101	868	18.8	5.1	97	1477	21.0	8.6	108	
	QUINTILE 3	17579	1755	21.1	10.0	106	947	22.5	5.4	113	809	17.5	4.6	88	1357	19.3	7.7	97	
	QUINTILE 4	18343	1649	19.8	9.0	96	881	20.9	4.8	101	970	21.0	5.3	101	1109	15.7	6.0	76	
	QUINTILE 5	18631	1690	20.3	9.1	97	643	15.2	3.5	72	944	20.5	5.1	97	1699	24.1	9.1	115	
RADIO-DRIVE TIME	QUINTILE 1	17390	1828	22.0	10.5	112	1019	24.2	5.9	123	884	19.2	5.1	97	1440	20.4	8.3	104	
	QUINTILE 2	16591	1375	16.5	8.3	88	882	20.9	5.3	112	1002	21.7	6.0	116	1533	21.8	9.2	116	
	QUINTILE 3	16910	1763	21.2	10.4	111	724	17.2	4.3	90	926	20.1	5.5	105	1501	21.3	8.9	111	
	QUINTILE 4	18002	1578	19.0	8.8	93	903	21.4	5.0	105	953	20.6	5.3	101	1395	19.8	7.7	97	
	QUINTILE 5	19572	1771	21.3	9.0	96	688	16.3	3.5	74	851	18.4	4.3	83	1176	16.7	6.0	75	
RADIO-MID- DAY	TERCILE 1	23248	2198	26.4	9.5	101	1219	28.9	5.2	110	1061	23.0	4.6	87	2247	31.9	9.7	121	
	TERCILE 2	23667	2153	25.9	9.1	97	1149	27.2	4.9	102	1365	29.6	5.8	111	1899	27.0	8.0	101	
	TERCILE 3	41549	3964	47.7	9.5	102	1848	43.8	4.4	93	2191	47.5	5.3	101	2899	41.1	7.0	88	
	QUINTILE 1	17786	1847	22.2	10.4	110	942	22.3	5.3	111	836	18.1	4.7	90	1471	20.9	8.3	104	
	QUINTILE 2	17316	1615	19.4	9.3	99	1058	25.1	6.1	128	945	20.5	5.5	105	1775	25.2	10.3	129	
RADIO-TOTAL	QUINTILE 3	18428	1710	20.6	9.3	99	833	19.8	4.5	95	1178	25.5	6.4	123	1468	20.8	8.0	100	
	QUINTILE 4	17669	1461	17.6	8.3	88	807	19.1	4.6	96	887	19.2	5.0	96	1294	18.4	7.3	92	
	QUINTILE 5	17265	1683	20.2	9.7	104	578	13.7	3.3	70	770	16.7	4.5	85	1036	14.7	6.0	75	
	QUINTILE 1	17416	1789	21.5	10.3	109	631	15.0	3.6	76	917	19.9	5.3	101	1611	22.9	9.3	116	
	QUINTILE 2	17413	1457	17.5	8.4	89	889	21.1	5.1	107	844	18.3	4.8	93	1542	21.9	8.9	111	
TV-PRIME TIME	QUINTILE 3	17943	1521	18.3	8.5	90	1078	25.6	6.0	126	1017	22.0	5.7	109	1333	18.9	7.4	93	
	QUINTILE 4	18442	2050	24.7	11.1	118	762	18.1	4.1	87	940	20.4	5.1	98	1491	21.2	8.1	102	
	QUINTILE 5	17250	1499	18.0	8.7	92	858	20.3	5.0	104	898	19.5	5.2	100	1067	15.1	6.2	78	
	TERCILE 1	29966	2687	32.3	9.0	95	1449	34.4	4.8	101	1316	28.5	4.4	84	2599	36.9	8.7	109	
	TERCILE 2	29480	2685	32.3	9.1	97	1402	32.2	4.8	100	1655	35.9	5.6	108	2549	36.2	8.6	109	
TV-DAYTIME	TERCILE 3	29018	2943	35.4	10.1	108	1366	32.4	4.7	99	1646	35.7	5.7	109	1897	26.9	6.5	82	
	QUINTILE 1	17740	1618	19.5	9.1	97	838	19.9	4.7	99	724	15.7	4.1	78	1707	24.2	9.6	121	
	QUINTILE 2	17674	1626	19.6	9.2	98	700	16.6	4.0	83	910	19.7	5.1	99	1540	21.9	8.7	109	
	QUINTILE 3	17730	1604	19.3	9.0	96	933	22.1	5.3	110	992	21.5	5.6	107	1277	18.1	7.2	90	
	QUINTILE 4	17563	1672	20.1	9.5	101	911	21.6	5.2	109	903	19.6	5.1	99	1298	18.4	7.4	93	
TV-TOTAL	QUINTILE 5	17757	1796	21.6	10.1	108	835	19.8	4.7	99	1087	23.5	6.1	117	1223	17.4	6.9	86	
	MAGAZINES-NEWSPAPERS: DUAL	23278	3036	36.5	13.0	139	1139	27.0	4.9	103	1413	30.6	6.1	116	2158	30.6	9.3	116	
	MAGAZINE IMPERATIVE	21634	1860	22.4	8.6	91	1508	35.8	7.0	146	1183	25.6	5.5	105	1958	27.8	9.1	114	
	NEWSPAPER IMPERATIVE	23455	2320	27.9	9.9	105	848	20.1	3.6	76	1134	24.6	4.8	93	1575	22.4	6.7	84	
	MAGAZINES-OUTDOOR: DUAL	17482	2055	24.7	11.8	125	1076	25.5	6.2	129	1004	21.8	5.7	110	1612	22.9	9.2	116	
MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	MAGAZINE IMPERATIVE	28830	3134	37.7	10.9	116	1497	35.5	5.2	109	1642	35.6	5.7	109	2510	35.6	8.7	109	
	OUTDOOR IMPERATIVE	26119	2105	25.3	8.1	86	1073	25.4	4.1	86	1262	27.3	4.8	93	1925	27.3	7.4	93	
	MAGAZINES-RADIO: DUAL	20162	2228	26.8	11.1	118	1117	26.5	5.5	116	1247	27.0	6.2	119	2077	29.5	10.3	129	
MAGAZINE IMPERATIVE RADIO IMPERATIVE	MAGAZINE IMPERATIVE	26292	2914	35.0	11.1	118	1342	31.8	5.1	107	1437	31.1	5.5	105	2138	30.3	8.1	102	
	RADIO IMPERATIVE	25308	2051	24.7	8.1	86	1278	30.3	5.0	106	1207	26.1	4.8	91	1942	27.6	7.7	96	
	MAGAZINES-TELEVISION: DUAL	17312	1865	22.4	10.8	115	869	20.6	5.0	105	972	21.1	5.6	108	1837	26.1	10.6	133	
MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	MAGAZINE IMPERATIVE	29099	3290	39.6	11.3	120	1667	39.5	5.7	120	1801	39.0	6.2	119	2226	31.6	7.6	96	
	TELEVISION IMPERATIVE	27505	2164	26.0	7.9	84	1064	25.2	3.9	81	1120	24.3	4.1	78	2005	28.5	7.3	92	
	NEWSPAPERS-OUTDOOR: DUAL	18628	2084	25.1	11.2	119	1000	23.7	5.4	113	1108	24.0	5.9	114	1630	23.1	8.8	110	
NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	NEWSPAPER IMPERATIVE	29178	3381	40.7	11.6	123	1151	27.3	3.9	83	1537	33.3	5.3	101	2193	31.1	7.5	94	
	OUTDOOR IMPERATIVE	25260	1945	23.4	7.7	82	1371	32.5	5.4	114	1234	26.7	4.9	94	2062	29.3	8.2	103	
	NEWSPAPERS-RADIO: DUAL	19246	2248	27.0	11.7	124	1029	24.4	5.3	112	1220	26.4	6.3	121	1824	25.9	9.5	119	
NEWSPAPER IMPERATIVE RADIO IMPERATIVE	NEWSPAPER IMPERATIVE	28155	3019	36.3	10.7	114	1089	25.8	3.9	81	1402	30.4	5.0	95	2030	28.8	7.2	91	
	RADIO IMPERATIVE	25308	1938	23.3	7.7	81	1482	35.1	5.9	123	1222	26.5	4.8	93	2217	31.5	8.8	110	
	NEWSPAPERS-TELEVISION: DUAL	18615	2306	27.7	12.4	132	918	21.8	4.9	103	1077	23.3	5.8	111	1811	25.7	9.7	122	
NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	NEWSPAPER IMPERATIVE	29207	3211	38.6	11.0	117	1335	31.7	4.6	96	1552	33.6	5.3	102	2021	28.7	6.9	87	
	TELEVISION IMPERATIVE	25472	1773	21.3	7.0	74	1184	28.1	4.6	98	1084	23.5	4.3	82	2130	30.2	8.4	105	
	OUTDOOR-RADIO: DUAL	17292	1758	21.1	10.2	108	1016	24.1	5.9	123	1013	21.9	5.9	112	1566	22.2	9.1	114	
OUTDOOR IMPERATIVE RADIO IMPERATIVE	OUTDOOR IMPERATIVE	26915	2512	30.2	9.3	99	1253	29.7	4.7	98	1377	29.8	5.1						

	TOTAL U.S. '000	KERI LOTION				MARY KAY				NIVEA				NOXZEMA SKIN CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	8315	100.0	9.4	100	4217	100.0	4.8	100	4616	100.0	5.2	100	7045	100.0	8.0	100
ATLANTIC MONTHLY	415	**60	0.7	14.5	154	**19	0.5	4.6	96	**41	0.9	9.9	189	**30	0.4	7.2	91
BARRON'S	522	**67	0.8	12.8	137	**5	0.1	1.0	20	**90	1.9	17.2	330	**25	0.4	4.8	60
BETTER HOMES & GARDENS	17429	1784	21.5	10.2	109	1001	23.7	5.7	120	947	20.5	5.4	104	1590	22.6	9.1	115
BON APPEIT	2772	432	5.2	15.6	166	**114	2.7	4.1	86	**131	2.8	4.7	91	**178	2.5	5.4	81
BUSINESS WEEK	1469	**226	2.7	15.4	164	**86	2.0	5.9	123	**134	2.9	9.1	175	**101	1.4	6.9	86
CAR AND DRIVER	397	**71	0.9	17.9	190	**44	1.0	11.1	233	**10	0.2	2.5	48	**17	0.2	4.3	54
CBS MAGAZINE NETWORK (GROSS)	1633	**220	2.6	13.5	143	**150	3.6	9.2	193	**43	0.9	2.6	50	**205	2.9	12.6	158
CHANGING TIMES	1554	**179	2.2	11.5	123	**65	1.5	4.2	88	**59	1.3	3.8	73	**242	3.4	15.6	196
COLONIAL HOMES	1304	**139	1.7	10.7	113	**146	3.5	11.2	235	**128	2.8	9.8	188	**174	2.5	13.3	168
CONDE NAST MAG. PKG. (GROSS)	17858	2068	24.9	11.6	123	1166	27.6	6.5	137	1471	31.9	8.2	158	1720	24.4	9.6	121
CONSUMERS DIGEST	1406	**133	1.6	9.5	101	**31	0.7	2.2	46	**51	1.1	3.6	70	**128	1.8	9.1	114
COSMOPOLITAN	8815	1037	12.5	11.8	125	555	13.2	6.3	132	565	12.2	6.4	123	795	11.3	9.0	113
COUNTRY LIVING	2636	**258	3.1	9.8	104	**222	5.3	8.4	177	**206	4.5	7.8	150	**186	2.6	7.1	89
CUISINE	1554	**203	2.4	13.1	139	**73	1.7	4.7	99	**48	1.0	3.1	59	**91	1.3	5.9	74
CYCLE WORLD	469	**44	0.5	9.4	100	**44	1.0	9.4	197	**0	0.0	0.0	0	**51	0.7	10.9	137
DCI:CREATIVE IDEAS FOR LIV	2631	243	2.9	9.2	98	**90	2.1	3.4	72	**115	2.5	4.4	84	**191	2.7	7.3	91
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	796	9.6	11.3	120	367	8.7	5.2	109	292	6.3	4.1	79	519	7.4	7.3	92
DISCOVER	998	**120	1.4	12.0	128	**32	0.8	3.2	67	**81	1.8	8.1	156	**92	1.3	9.2	116
EBONY	4289	487	5.9	11.4	121	**143	3.4	3.3	70	262	5.7	6.1	117	403	5.7	9.4	118
ESQUIRE	1176	**99	1.2	8.4	90	**46	1.1	3.9	82	**103	2.2	8.8	168	**137	1.9	11.6	146
ESSENCE	2392	288	3.5	12.0	128	**82	1.9	3.4	72	**143	3.1	6.0	115	**214	3.0	8.9	112
FAMILY CIRCLE	17209	1747	21.0	10.2	108	1081	25.6	6.3	132	883	19.1	5.1	98	1666	23.6	9.7	122
THE FAMILY HANDYMAN	1184	**125	1.5	10.6	112	**93	2.2	7.9	165	**28	0.6	2.4	45	**126	1.8	10.6	134
FAMILY WEEKLY	12391	1239	14.9	10.0	106	783	18.6	6.3	133	538	11.7	4.3	83	1243	17.6	10.0	126
FIELD & STREAM	2438	**204	2.5	8.4	89	**135	3.2	5.5	116	**133	2.9	5.5	105	**294	4.2	12.1	151
FOOD & WINE	614	**61	0.7	9.9	106	**10	0.2	1.6	34	**34	0.7	5.5	106	**39	0.6	6.4	80
FORBES	813	**165	2.0	20.3	216	**14	0.3	1.7	36	**132	2.9	16.2	311	**64	0.9	7.9	99
FORTUNE	1083	**134	1.6	12.4	132	**86	2.0	7.9	167	**134	2.9	12.4	237	**104	1.5	9.6	121
GENTLEMEN'S QUARTERLY	1197	**190	2.3	15.9	169	**60	1.4	5.0	105	**112	2.4	9.4	179	**88	1.2	7.4	92
GLAMOUR	6625	783	9.4	11.8	126	430	10.2	6.5	136	589	12.8	8.9	170	642	9.1	9.7	122
GOLF DIGEST	707	**65	0.8	9.2	98	**25	0.6	3.5	74	**27	0.6	3.8	73	**52	0.7	7.4	92
GOLF DIGEST/TENNIS (GROSS)	1316	**158	1.9	12.0	128	**54	1.3	4.1	86	**98	2.1	7.4	143	**97	1.4	7.4	93
GOLF MAGAZINE	469	**179	1.0	16.8	179	**10	0.2	2.1	45	**16	0.3	3.4	65	**61	0.9	13.0	163
GOLF MAGAZINE/SKI (GROSS)	1060	**124	1.5	11.7	124	**30	0.7	2.8	59	**78	1.7	7.4	141	**75	1.1	7.1	89
GOOD HOUSEKEEPING	17784	1776	21.4	10.0	106	1150	27.3	6.5	136	942	20.4	5.3	102	1615	22.9	9.1	114
HARPER'S BAZAAR	2931	345	4.1	11.8	125	**240	5.7	8.2	172	**224	4.9	7.6	146	**349	5.0	11.9	150
HEALTH	2199	**198	2.4	9.0	96	**80	1.9	3.6	76	**157	3.4	7.1	137	**219	3.1	10.0	125
HEARST MAG CORP. BUY (GROSS)	49148	5329	64.1	10.8	115	3242	76.9	6.6	138	3163	68.5	6.4	123	4406	62.5	9.0	113
HEARST MAN POWER (GROSS)	2113	270	3.2	12.8	136	**126	3.0	6.0	125	**146	3.2	6.9	132	**209	3.0	9.9	124
HEARST WOMAN POWER (GROSS)	35062	3669	44.1	10.5	111	2236	53.0	6.4	134	2022	43.8	5.8	111	3147	44.7	9.0	113
HOUSE BEAUTIFUL	3865	464	5.6	12.0	128	**233	5.5	6.0	126	260	5.6	6.7	129	282	4.0	7.3	92
INC.	315	**46	0.6	14.6	155	**6	0.1	1.9	40	**41	0.9	13.0	249	**41	0.6	13.0	163
JET	3690	462	5.6	12.5	133	**111	2.6	3.0	63	**181	3.9	4.9	94	324	4.6	8.8	110
LADIES' HOME JOURNAL	12930	1370	16.5	10.6	113	745	17.7	5.8	121	708	15.3	5.5	105	1108	15.7	8.6	108
LHJ FAMILY GRP COMBO(GROSS)	18161	1840	22.1	10.1	108	1121	26.6	6.2	129	1082	23.4	6.0	114	1604	22.8	8.8	111
LIFE	5065	524	6.3	10.3	110	**286	6.8	5.6	118	268	5.8	5.3	101	476	6.8	9.4	118
L.A. TIMES HOME MAGAZINE	1310	**175	2.1	13.4	142	**38	0.9	2.9	61	**83	1.8	6.3	121	**74	1.1	5.6	71
MADMOISELLE	3759	366	4.4	9.7	104	**271	6.4	7.2	151	**295	6.4	7.8	150	405	5.7	10.8	135
MC CALL'S	14658	1665	20.0	11.4	121	975	23.1	6.7	140	659	14.3	4.5	86	1460	20.7	10.0	125
MC CALL'S/MRK MOTHER (GROSS)	15857	1769	21.3	11.2	119	1064	25.2	6.7	141	721	15.6	4.5	87	1569	22.3	9.9	124
MECHANIC ILLUSTRATED	809	**59	0.7	7.3	78	**39	0.9	4.8	101	**26	0.6	3.2	62	**76	1.1	9.4	118
METROPOLITAN HOME	1009	**208	2.5	20.6	219	**113	2.7	11.2	235	**85	1.8	8.4	161	**188	2.7	18.6	234
MONEY	1707	253	3.0	14.8	158	**69	1.6	4.0	85	**143	3.1	8.4	161	**106	1.5	6.2	78
MOTHER EARTH NEWS	1123	**87	1.0	7.7	82	**52	1.2	4.6	97	**33	0.7	2.9	56	**123	1.7	11.0	138
MS.	932	**131	1.6	14.1	150	**25	0.6	2.7	56	**155	3.4	16.6	319	**104	1.5	11.2	140
NATIONAL ENQUIRER	11971	1366	16.4	11.4	121	615	14.6	5.1	108	525	11.4	4.4	84	1300	18.5	10.9	136
NATIONAL GEOGRAPHIC	10503	1215	14.6	11.6	123	642	15.2	6.1	128	719	15.6	6.8	131	709	10.1	6.8	85
NATIONAL SUNDAY MAGAZINE PKG	54325	5809	69.9	10.7	114	2775	65.8	5.1	107	2856	61.9	5.3	101	4478	63.6	8.2	104
NATURAL HISTORY	626	**68	0.8	10.9	116	**4	0.1	0.6	13	**55	1.2	8.8	168	**24	0.3	3.8	48
NEW WOMAN	1992	**131	1.6	6.6	70	**133	3.2	6.7	140	**116	2.5	5.8	112	**163	2.3	8.2	103
NEW YORK INCLUDING CUE	547	**36	0.4	6.6	70	**3	0.1	0.5	12	**76	1.6	13.9	266	**53	0.8	9.7	122
THE NEW YORKER	1380	**193	2.3	14.0	149	**50	1.2	3.6	76	**130	2.8	9.4	181	**101	1.4	7.3	92
NEWSWEEK	6925	813	9.8	11.7	125	379	9.0	5.5	115	402	8.7	5.8	111	639	9.1	9.2	116
THE N.Y. TIMES DAILY EDITION	1363	**214	2.6	15.7	167	**54	1.3	4.0	83	**118	2.6	8.7	166	**44	0.6	3.2	41
THE N.Y. TIMES MAGAZINE	2333	409	4.9	17.5	187	**85	2.0	3.6	76	**25	4.9	9.6	185	**87	1.2	3.7	47
OMNI	872	**174	2.1	20.0	212	**85	2.0	9.7	204	**93	2.0	10.7	204	**148	2.1	17.0	213
ON CABLE	1298	**189	2.3	14.6	155	**48	1.1	3.7	78	**170	3.7	13.1	251	**118	1.7	9.1	114
1001 HOME IDEAS	3032	273	3.3	9.0	96	**296	7.0	9.8	205	**217	4.7	7.2	137	**277	3.9	9.1	115
ORGANIC GARDENING	1680	**140	1.7	8.3	89	**57	1.4	3.4	71	**99	2.1	5.9	113	**223	3.2	13.3	167
OUTDOOR LIFE	960	**91	1.1	9.5	101	**68	1.6	7.1	149	**72	1.6	7.5	144	**121	1.7	12.6	158
PARADE MAGAZINE	26755	3229	38.8	12.1	128	1242	29.5	4.6	97	1594	34.5	6.0	114	2049	29.1	7.7	96

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	KERI LOTION				MARY KAY				NIVEA				NOXZEMA SKIN CREAM			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	8315	100.0	9.4	100	4217	100.0	4.8	100	4616	100.0	5.2	100	7045	100.0	8.0	100
PARENTS	4173	486	5.8	11.6	124	*324	7.7	7.8	163	*227	4.9	5.4	104	459	6.5	11.0	138
PENTHOUSE	973	**105	1.3	10.8	115	*3	0.1	0.3	6	*24	0.5	2.5	47	**82	1.2	8.4	106
PEOPLE	13479	1579	19.0	11.7	125	692	16.4	5.1	108	721	15.6	5.3	103	1197	17.0	8.9	112
PLAYBOY	2183	*205	2.5	9.4	100	*131	3.1	6.0	126	*130	2.8	6.0	114	*194	2.8	8.9	112
POPULAR HOT RODDING	388	**49	0.6	12.6	134	*20	0.5	5.2	108	*28	0.6	7.2	138	**49	0.7	12.6	159
POPULAR MECHANICS	1037	**92	1.1	8.9	94	*53	1.3	5.1	107	*28	0.6	2.7	52	**84	1.2	8.1	102
POPULAR SCIENCE	920	**64	0.8	7.0	74	*27	0.6	2.9	62	*33	0.7	3.6	69	**45	0.6	4.9	61
PREVENTION	4071	481	5.8	11.8	126	*149	3.5	3.7	77	*187	4.1	4.6	88	317	4.5	7.8	98
PSYCHOLOGY TODAY	1940	279	3.4	14.4	153	*118	2.8	6.1	128	*209	4.5	10.8	206	*131	1.9	6.8	85
READER'S DIGEST	24031	2568	30.9	10.7	114	1187	28.1	4.9	104	1168	25.3	4.9	93	2165	30.7	9.0	113
REDBOOK	8464	856	10.3	10.1	108	531	12.6	6.3	132	515	11.2	6.1	117	737	10.5	8.7	109
ROAD & TRACK	429	**41	0.5	9.6	102	*44	1.0	10.3	215	*11	0.2	2.6	49	*37	0.5	8.6	108
ROLLING STONE	1355	**101	1.2	7.5	79	*100	2.4	7.4	155	*87	1.9	6.4	123	*175	2.5	12.9	162
RUNNER'S WORLD	329	**54	0.6	16.4	175	*4	0.1	1.2	26	*49	1.1	14.9	285	*11	0.2	3.3	42
SATURDAY EVENING POST	1268	*123	1.5	9.7	103	*72	1.7	5.7	119	*72	1.6	5.7	109	*91	1.3	7.2	90
SCIENCE 84	702	**106	1.3	15.1	161	*75	1.8	10.7	224	*30	0.6	4.3	82	*67	1.0	9.5	120
SCIENCE DIGEST	553	**72	0.9	13.0	139	*17	0.4	3.1	64	*102	2.2	18.4	353	*45	0.6	8.1	102
SCIENTIFIC AMERICAN	615	**111	1.3	18.0	192	*54	1.3	8.8	184	*44	1.0	7.2	137	*74	1.1	12.0	151
SELF	2683	317	3.8	11.8	126	*206	4.9	7.7	161	*197	4.3	7.3	141	*253	3.6	9.4	118
SEVENTEEN	3309	439	5.3	13.3	141	*325	7.7	9.8	206	*231	5.0	7.0	134	282	4.0	8.5	107
SKI	591	**45	0.5	7.6	81	*21	0.5	3.6	75	*62	1.3	10.5	201	*14	0.2	2.4	30
SMITHSONIAN	3039	462	5.6	15.2	162	*122	2.9	4.0	84	216	4.7	7.1	136	283	4.0	9.3	117
SOAP OPERA DIGEST	3683	463	5.6	12.6	134	*162	3.8	4.4	92	*174	3.8	4.7	91	339	4.8	9.2	116
SOUTHERN LIVING	4434	552	6.6	12.4	132	*277	6.6	6.2	131	*177	3.8	4.0	77	328	4.7	7.4	93
SPORT	701	**79	1.0	11.3	120	*11	0.3	1.6	33	*13	0.3	1.9	36	*75	1.1	10.7	134
THE SPORTING NEWS	518	**79	1.0	15.3	162	*21	0.5	4.1	85	*19	0.4	3.7	70	*87	1.2	16.8	211
SPORTS AFIELD	523	**106	1.3	20.3	216	*56	1.3	10.7	225	*15	0.3	2.9	55	*80	1.1	15.3	192
SPORTS ILLUSTRATED	3325	376	4.5	11.3	120	*253	6.0	7.6	160	*170	3.7	5.1	98	*300	4.3	9.0	113
STAR	8567	990	11.9	11.6	123	312	7.4	3.6	76	409	8.9	4.8	91	840	11.9	9.8	123
SUNDAY	27630	2931	35.2	10.6	113	1313	31.1	4.8	100	1521	33.0	5.5	105	2164	30.7	7.2	98
SUNSET	2219	*235	2.8	10.6	113	*100	2.4	4.5	95	*164	3.6	7.4	142	*101	1.4	4.6	57
TV GUIDE	24258	2381	28.6	9.8	104	1281	30.4	5.3	111	1278	27.7	5.3	101	2111	30.0	8.7	109
TENNIS	609	**93	1.1	15.3	162	*29	0.7	4.8	100	*71	1.5	11.7	223	*45	0.6	7.4	93
TIME	9929	1342	16.1	13.5	144	399	9.6	4.0	84	698	15.1	7.0	135	668	9.5	6.7	84
TOWN & COUNTRY	1062	*158	1.9	14.9	158	*37	0.9	3.5	73	*172	3.7	16.2	310	*52	0.7	4.9	61
TRAVEL & LEISURE	1051	*143	1.7	13.6	145	*51	1.2	4.9	102	*73	1.6	6.9	133	*41	0.6	3.9	49
TRUE STORY	3946	430	5.2	10.9	116	*186	4.4	4.7	99	*147	3.2	3.7	71	509	7.2	12.9	162
U.S. NEWS & WORLD REPORT	3782	484	5.8	12.8	136	*146	3.5	3.9	81	282	6.1	7.5	143	*259	3.7	6.8	86
USA TODAY	1874	*256	3.1	13.7	145	*55	1.3	2.9	62	*155	3.4	8.3	159	*106	1.5	5.7	71
US	2213	*255	3.1	11.5	123	*110	2.6	5.0	104	*162	3.5	7.3	140	*365	5.2	16.5	207
VOGUE	4792	602	7.2	12.6	134	*259	6.1	5.4	113	391	8.5	8.2	156	422	6.0	8.8	111
WALL STREET JOURNAL	2045	*199	2.4	9.7	104	*141	3.3	6.9	145	*134	2.9	6.6	126	*145	2.1	7.1	89
WEIGHT WATCHERS	2364	355	4.3	15.0	160	*165	3.9	7.0	146	*212	4.6	9.0	172	*270	3.8	11.4	143
WOMAN'S DAY	15182	1592	19.1	10.5	112	817	19.4	5.4	113	683	14.8	4.5	86	1285	18.2	8.5	106
WORKING MOTHER	1198	**104	1.3	8.7	92	*88	2.1	7.3	154	*62	1.3	5.2	99	*109	1.5	9.1	114
WORKING WOMAN	1523	*164	2.0	10.8	115	*68	1.6	4.5	94	*200	4.3	13.1	252	*141	2.0	9.3	116
WORLD TENNIS	*183	*227	0.3	14.8	157	*25	0.6	13.7	287	*12	0.3	6.6	126	*12	0.2	6.6	82
ZIFF-DAVIS MAG WETWK (GROSS)	2776	309	3.7	11.1	118	*235	5.6	8.5	178	*92	2.0	3.3	64	*219	3.1	7.9	99
BLAIR INSERTS	47909	5372	64.6	11.2	119	2302	54.6	4.8	101	2606	56.5	5.4	104	3912	55.5	8.2	103
DAILY NEWSPAPERS																	
READ ANY	56731	6036	72.6	10.6	113	2683	63.6	4.7	99	2912	63.1	5.1	98	4634	65.8	8.2	103
READ ONE	47696	4886	58.8	10.2	109	2258	53.5	4.7	99	2377	51.5	5.0	96	4054	57.5	8.5	107
READ TWO OR MORE	9034	1150	13.8	12.7	135	424	10.1	4.7	98	535	11.6	5.9	113	581	8.2	6.4	81
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	6202	74.6	10.7	114	2806	66.5	4.9	102	3116	67.5	5.4	103	4671	66.3	8.1	102
READ ONE	50513	5051	60.7	10.0	106	2538	60.2	5.0	105	2726	59.1	5.4	103	4095	58.1	8.1	102
READ TWO OR MORE	7219	1151	13.8	15.9	170	*268	6.4	3.7	78	390	8.4	5.4	104	576	8.2	8.0	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.05				28.06				30.29				30.47			
30 DAY REACH	78184	7294	87.7	9.3	99	3962	94.0	5.1	106	4028	87.3	5.2	99	6142	87.2	7.9	99
50 SHWG - 30 DAY AV FREQ	14.80	14.71				14.74				15.71				16.31			
30 DAY REACH	74239	6952	83.6	9.4	100	3754	89.0	5.1	106	3864	83.7	5.2	100	5763	81.8	7.8	97
25 SHWG - 30 DAY AV FREQ	8.05	7.99				7.85				8.47				8.86			
30 DAY REACH	68254	6398	76.9	9.4	100	3531	83.7	5.2	109	3592	77.8	5.3	101	5305	75.3	7.8	98
CABLE TV: HOME WIRED	35215	3560	42.8	10.1	108	1828	43.3	5.2	109	1781	38.6	5.1	97	2909	41.3	8.3	104
HOME NOT WIRED	53250	4755	57.2	8.9	95	2389	56.7	4.5	94	2835	61.4	5.3	102	4135	58.7	7.8	98
HAVE PAY CABLE	17885	1759	21.2	9.8	105	1062	25.2	5.9	125	998	21.6	5.6	107	1593	22.6	8.9	112

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	TOTAL U.S. '000	KERI LOTION				MARY KAY				NIVEA				NOXZEMA SKIN CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	8315	100.0	9.4	100	4217	100.0	4.8	100	4616	100.0	5.2	100	7045	100.0	8.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	4587	55.2	9.6	102	2514	59.6	5.2	110	2545	55.1	5.3	102	4094	58.1	8.5	107
10:00 AM - 3:00 PM	33674	3152	37.9	9.4	100	1636	38.8	4.9	102	1653	35.8	4.9	94	3050	43.3	9.1	114
3:00 PM - 7:00 PM	34431	3444	41.4	10.0	106	2057	48.8	6.0	125	1848	40.0	5.4	103	3067	43.5	8.9	112
7:00 PM - MIDNIGHT	17761	1813	21.8	10.2	109	832	19.7	4.7	98	1028	22.3	5.8	111	1425	20.2	8.0	101
MIDNIGHT - 6:00 AM	10087	996	12.0	9.9	105	537	12.7	5.3	112	551	11.9	5.5	105	774	11.0	7.7	96
6:00 AM - MIDNIGHT	64318	6078	73.1	9.4	101	3343	79.3	5.2	109	3548	76.9	5.5	106	5545	78.7	8.6	108
ENTIRE DAY	65181	6172	74.2	9.5	101	3380	80.2	5.2	109	3592	77.8	5.5	106	5589	79.3	8.6	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1413	17.0	8.1	86	925	21.9	5.3	111	903	19.6	5.2	99	1675	23.8	9.6	121
ALL NEWS	2520	301	3.6	11.9	127	**120	2.8	4.8	100	*227	4.9	9.0	173	*158	2.2	6.3	79
AOR/PROGRESSIVE	4419	590	7.1	13.4	142	*235	5.6	5.3	112	*219	4.7	5.0	95	346	4.9	7.8	98
BEAUTIFUL MUSIC	6119	631	7.6	10.3	110	*252	6.0	4.1	86	281	6.1	4.6	88	544	7.7	8.9	112
BLACK	2623	*194	2.3	7.4	79	*84	2.0	3.2	67	**128	2.8	4.9	94	335	4.8	12.8	160
CLASSICAL	1553	*146	1.8	9.4	100	*76	1.8	4.9	103	**112	2.4	7.2	138	*104	1.5	6.7	84
CHR/ROCK	11282	1192	14.3	10.6	112	684	16.2	6.1	127	800	17.3	7.1	136	1011	14.4	9.0	113
COUNTRY	13343	1103	13.3	8.3	88	924	21.9	6.9	145	440	9.5	3.3	63	1183	16.8	8.9	111
GOLDEN OLDIES	1299	*86	1.0	6.6	70	**121	2.9	9.3	195	*97	2.1	7.5	143	*185	2.6	14.2	179
MOR/NEOSTALGIA	5241	485	5.8	9.3	98	*216	5.1	4.1	86	257	5.6	4.9	94	293	4.2	5.6	70
NEWS/TALK	4165	371	4.5	8.9	95	*153	3.6	3.7	77	437	9.5	10.5	201	350	5.0	8.4	106
RELIGIOUS	3324	310	3.7	9.3	99	*241	5.7	7.3	152	*171	3.7	5.1	99	*294	4.2	8.8	111
SOFT ROCK	609	**63	0.8	10.3	110	*33	0.8	5.4	114	*810	0.2	1.6	31	*339	0.6	6.4	80
URBAN CONTEMPORARY	1853	269	3.2	14.5	154	**41	1.0	2.2	46	*140	3.0	7.6	145	*149	2.1	8.0	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	321	3.9	8.6	92	*290	6.9	7.8	163	*202	4.4	5.4	104	*310	4.4	8.3	105
ABC DIRECTION	2488	181	2.2	7.3	77	**61	1.4	2.5	51	*121	2.6	4.9	93	*280	4.0	11.3	141
ABC ENTERTAINMENT	5129	500	6.0	9.7	104	*240	5.7	4.7	98	332	7.2	6.5	124	375	5.3	7.3	92
ABC FM	2498	331	4.0	13.3	141	**134	3.2	5.4	113	*194	4.2	7.8	149	*217	3.1	8.7	109
ABC INFORMATION	5721	480	5.8	8.4	89	313	7.4	5.5	115	237	5.1	4.1	79	522	7.4	9.1	115
ABC ROCK	2021	*248	3.0	12.3	131	**85	2.0	4.2	88	**125	2.7	6.2	119	*162	2.3	8.0	101
CBS	4756	406	4.9	8.5	91	*209	5.0	4.4	92	394	8.5	8.3	159	273	3.9	5.7	72
MUTUAL	5272	550	6.6	10.4	111	*227	5.4	4.3	90	*245	5.3	4.6	89	433	6.1	8.2	103
NBC	4964	393	4.7	7.9	84	284	6.7	5.7	120	394	8.5	7.9	152	426	6.0	8.6	108
RADIORADIO	2218	*235	2.8	10.6	113	**77	1.8	3.5	73	**117	2.5	5.3	101	*293	4.2	13.2	166
RKO ONE	2565	*285	3.4	11.1	118	**171	4.1	6.7	140	**108	2.3	4.2	81	*217	3.1	8.5	106
RKO TWO	3640	337	4.1	9.3	98	*221	5.2	6.1	127	*231	5.0	6.3	122	233	3.3	6.4	80
THE SOURCE	2467	*362	4.4	14.7	156	**132	3.1	5.4	112	**126	2.7	5.1	98	*229	3.3	9.3	117
NON-WIRED : BLAIR	9466	793	9.5	8.4	89	458	10.9	4.8	101	472	10.2	5.0	96	661	9.4	7.0	88
INTERNET	13616	1345	16.2	9.9	105	639	15.2	4.7	98	923	20.0	6.8	130	1276	18.1	9.4	118
KATZ RADIO GROUP	16998	1645	19.8	9.7	103	792	18.8	4.7	98	1110	24.0	6.5	125	1430	20.3	8.4	106
SUPERNET	11622	1160	14.0	10.0	106	651	15.4	5.6	118	490	10.6	4.2	81	1060	15.0	9.1	115
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	856	10.3	9.1	97	386	9.2	4.1	86	462	10.0	4.9	94	786	11.2	8.3	105
MKDAY 9:00 AM - 1:00 PM	13304	1128	13.6	8.5	90	658	15.6	4.9	104	653	14.1	4.9	94	1226	17.4	9.2	116
MKDAY 1:00 PM - 4:30 PM	17591	1523	18.3	8.7	92	865	20.5	4.9	103	797	17.3	4.5	87	1520	21.6	8.6	109
MKDAY 4:30 PM - 7:30 PM	24418	2305	27.7	9.4	100	929	22.0	3.8	80	1206	26.1	4.9	95	2018	28.6	8.3	104
MKDAY 7:30 PM - 8:00 PM	34400	3211	38.6	9.3	99	1487	35.3	4.3	91	1753	38.0	5.1	98	2785	39.5	8.1	102
MKDAY 11:00 PM - 11:30 PM	26120	2414	29.0	9.2	98	1376	32.6	5.3	111	1400	30.3	5.4	103	2353	33.4	9.0	113
MKDAY 11:30 PM - 1:00 AM	8402	771	9.3	9.2	98	554	13.1	6.6	138	403	8.7	4.8	92	813	11.5	9.7	122
M-SAT 8-11 PM+SUN 7-11 PM	36828	3528	42.4	9.6	102	1668	39.6	4.5	95	1922	41.6	5.2	100	3163	44.9	8.6	108
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	660	7.9	9.1	97	320	7.6	4.4	93	436	9.4	6.0	116	659	9.4	9.1	115
ANOTHER WORLD	N 4924	455	5.5	9.2	98	315	7.5	6.4	134	216	4.7	4.4	84	410	5.8	8.3	105
AS THE WORLD TURNS	C 5966	504	6.1	8.4	90	226	5.4	3.8	79	208	4.5	3.5	67	417	5.9	7.0	88
CAPITOL	C 3672	266	3.2	7.2	77	*118	2.8	3.2	67	*117	2.5	3.2	61	236	3.3	6.4	81
CBS MORN. NEWS 1	C 1590	140	1.7	8.8	94	*74	1.8	4.7	98	*84	1.8	5.3	101	*84	1.2	5.3	66
CBS MORN. NEWS 2	C 1298	106	1.3	8.2	87	*83	2.0	6.4	134	*95	2.1	7.3	140	*77	1.1	5.9	74
DAYS OF OUR LIVES	N 6389	479	5.8	7.5	80	343	8.1	5.4	113	318	6.9	5.0	95	611	8.7	9.6	120
FACTS OF LIFE - DAYTIME	N 2526	200	2.4	7.9	84	*163	3.9	6.5	135	*89	1.9	3.5	68	184	2.6	7.3	91
FAMILY FEUD	A 3427	303	3.6	8.8	94	*85	2.0	2.5	52	217	4.7	6.3	121	330	4.7	9.6	121
GENERAL HOSPITAL	A 6870	757	9.1	11.0	117	346	8.2	5.0	106	410	8.9	6.0	114	707	10.0	10.3	129
GOOD MORNING, AMERICA-730	A 3767	258	3.1	6.8	73	172	4.1	4.6	96	164	3.6	4.4	83	326	4.6	8.7	109
GOOD MORNING, AMERICA-830	A 3076	219	2.6	7.1	76	173	4.1	5.6	118	153	3.3	5.0	95	378	5.4	12.3	154
GUIDING LIGHT	C 5789	420	5.1	7.3	77	224	5.3	3.9	81	217	4.7	3.7	72	406	5.8	7.0	88
ONE LIFE TO LIVE	A 4918	415	5.0	8.4	90	255	6.0	5.2	109	254	5.5	5.2	99	447	6.3	9.1	114
PRESS YOUR LUCK	C 2367	197	2.4	8.3	89	*91	2.2	3.8	81	*117	2.5	4.9	95	247	3.5	10.4	131
PRICE IS RIGHT 1	C 474																

	TOTAL U.S. '000	KERI LOTION				MARY KAY				NIVEA				NOXZEMA SKIN CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	8315	100.0	9.4	100	4217	100.0	4.8	100	4616	100.0	5.2	100	7045	100.0	8.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	2627	31.6	9.4	100	1025	24.3	3.7	77	1299	28.1	4.6	89	2238	31.8	8.0	100
NETWORK AFFILIATES - LATE	21966	1974	23.7	9.0	96	1173	27.8	5.3	112	1126	24.4	5.1	98	1952	27.7	8.9	112
INDEPENDENTS - LATE	2247	294	3.5	13.1	139	104	2.5	4.6	97	157	3.4	7.0	134	151	2.1	6.7	84
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	940	11.3	8.2	87	561	13.3	4.9	102	540	11.7	4.7	90	1238	17.6	10.7	135
ABC MONDAY NIGHT MOVIE	A 6879	598	7.2	8.7	92	364	8.6	5.3	111	305	6.6	4.4	85	561	8.0	8.2	102
ABC SUNDAY NIGHT MOVIE	A 13690	1315	15.8	9.6	102	590	14.0	4.3	90	730	15.8	5.3	102	1063	15.1	7.8	98
ABC WORLD NEWS TONIGHT	A 6589	661	7.9	10.0	107	285	6.8	4.3	91	361	7.8	5.5	105	497	7.1	7.5	99
AFTERMASH	C 6391	553	6.7	8.7	92	*218	5.2	3.4	72	*296	6.4	4.6	89	558	7.9	8.7	110
ALICE	C 10273	734	8.8	7.1	76	402	9.5	3.9	82	550	11.9	5.4	103	856	12.2	8.3	105
AMERICAN PARADE	C 7130	729	8.8	10.2	109	358	8.5	5.0	105	349	7.6	4.9	94	482	6.8	6.8	85
BENSON	A 11665	945	11.4	8.1	86	517	12.3	4.4	93	598	13.0	5.1	98	897	12.7	7.7	97
BLUE THUNDER	A 5442	444	5.3	8.2	87	*228	5.4	4.2	88	*161	3.5	3.0	57	500	7.1	9.2	115
CAGNEY & LACEY	C 10565	924	11.1	8.7	93	501	11.9	4.7	99	659	14.3	6.2	120	1022	14.5	9.7	121
CBS EVENING NEWS-DEAN	C 3668	356	4.3	9.7	103	*122	2.9	3.3	70	*170	3.7	4.6	89	309	4.4	8.4	106
CBS EVENING NEWS-RATHER	C 7561	698	8.4	9.2	98	237	5.6	3.1	66	369	8.0	4.9	94	575	8.2	7.6	95
CBS SAT. NEWS-SCHIEFFER	C 3948	414	5.0	10.5	112	160	3.8	4.1	85	264	5.7	6.7	128	479	6.8	12.1	152
CBS SATURDAY NIGHT MOVIE	C 5966	608	7.3	10.2	108	272	6.5	4.6	96	309	6.7	5.2	99	495	7.0	8.3	104
CBS WEDNESDAY NIGHT MOVIE	C 6529	709	8.5	10.9	116	299	7.1	4.6	96	286	6.2	4.4	84	546	7.8	8.4	105
CHEERS	N 9842	907	10.9	9.2	98	494	11.7	5.0	105	595	12.9	6.0	116	928	13.2	9.4	118
DALLAS	C 23935	2153	25.9	9.0	96	903	21.4	3.8	79	1340	29.0	5.6	107	1947	27.6	8.1	102
DIFF'RENT STROKES	N 7574	770	9.3	10.2	108	377	8.9	5.0	104	421	9.1	5.6	107	713	10.1	9.4	118
DOUBLE TROUBLE	N 7786	772	9.3	9.9	105	442	10.5	5.7	119	360	7.8	4.6	89	688	9.8	8.8	111
DUCK FACTORY	N 6290	554	6.7	8.8	94	*273	6.5	4.3	91	285	6.2	4.5	87	585	8.3	9.3	117
DUKES OF HAZZARD	C 6402	600	7.2	9.4	100	*252	6.0	3.9	83	319	6.9	5.0	95	540	7.7	8.4	106
DYNASTY	A 21955	1909	23.0	8.7	93	1161	27.5	5.3	111	1179	25.5	5.4	103	2015	28.6	9.2	115
FACTS OF LIFE	N 8898	821	9.9	9.2	98	340	8.1	3.8	80	382	8.3	4.3	82	657	9.3	7.4	93
FALCON CREST	C 21877	1939	23.3	8.9	94	766	18.2	3.5	73	1058	22.9	4.8	93	1792	25.4	8.2	103
FALL GUY	A 10045	734	8.8	7.3	78	435	10.3	4.3	91	510	11.0	5.1	97	855	12.1	8.5	107
FAMILY TIES	N 8922	769	9.2	8.6	92	488	11.6	5.5	115	456	9.9	5.1	98	924	13.1	10.4	130
FANTASY ISLAND	A 8288	690	8.3	8.3	89	338	8.0	4.1	86	473	10.2	5.7	109	824	11.7	9.9	125
FOULUPS, BLEEPs & BLUNDERS	A 9891	820	9.9	8.3	88	429	10.2	4.3	91	516	11.2	5.2	100	722	10.2	7.3	92
FOUR SEASONS	C 5429	394	4.7	7.3	77	*215	5.1	4.0	83	*244	5.3	4.5	86	496	7.0	9.1	115
GIMME A BREAK	N 9646	872	10.5	9.0	96	456	10.8	4.7	99	441	9.6	4.6	88	1013	14.4	10.5	132
HART TO HART	A 9983	894	10.8	9.0	95	550	13.0	5.5	116	497	10.8	5.0	95	834	11.8	8.4	105
HILL STREET BLUES	N 9688	978	11.8	10.1	107	425	10.1	4.4	92	663	14.4	6.8	131	794	11.3	8.2	103
HOTEL	A 15435	1235	14.9	8.0	85	837	19.8	5.4	114	744	16.1	4.8	92	1340	19.0	8.7	109
JEFFERSONS	C 10031	766	9.2	7.6	81	408	9.7	4.1	85	514	11.1	5.1	98	868	12.3	8.7	109
JENNIFER SLEPT HERE	N 6376	613	7.4	9.6	102	314	7.4	4.9	103	394	8.5	6.2	118	621	8.8	9.7	122
KATE & ALLIE	C 9951	872	10.5	8.8	93	505	12.0	5.1	106	472	10.2	4.7	91	816	11.6	8.2	103
KNIGHT RIDER	N 7908	721	8.7	9.1	97	345	8.2	4.4	92	392	8.5	5.0	95	727	10.3	9.2	115
LOVE BOAT	A 13226	1144	13.8	8.6	92	514	12.2	3.9	82	723	15.7	5.5	105	1209	17.2	9.1	115
MAGNUM PI	C 12105	1155	13.9	9.5	102	518	12.3	4.3	90	661	14.3	5.5	105	957	13.6	7.9	99
MAMA'S FAMILY	N 6364	710	8.5	11.2	119	281	6.7	4.4	93	251	5.4	3.9	76	595	8.4	9.3	117
MASTER, THE	N 3955	453	5.4	11.5	122	*170	4.0	4.3	90	*193	4.2	4.9	94	443	6.3	11.2	141
MATT HOUSTON	A 6903	595	7.2	8.6	92	305	7.2	4.4	93	316	6.8	4.6	88	864	12.3	12.5	157
NBC MONDAY NIGHT MOVIE	N 13443	1343	16.2	10.0	106	684	16.2	5.1	107	679	14.7	5.1	97	1300	18.5	9.7	121
NBC NIGHTLY NEWS	N 5585	468	5.6	8.4	89	189	4.5	3.4	71	250	5.4	4.5	86	393	5.6	7.0	88
NBC NIGHTLY NEWS-SAT	N 3688	*272	3.3	7.4	78	*105	2.5	2.8	60	*163	3.5	4.4	85	*328	4.7	8.9	112
NBC NIGHTLY NEWS-SUN	N 3310	*288	3.5	8.7	93	*161	3.8	4.9	102	*168	3.6	5.1	97	*208	3.0	6.3	79
NBC SUNDAY NIGHT MOVIE	N 9238	937	11.3	10.1	108	427	10.1	4.6	97	423	9.2	4.6	88	1112	15.8	12.0	151
NEWMART	C 9876	899	10.8	9.1	97	467	11.1	4.7	99	549	11.9	5.6	107	870	12.3	8.8	111
ONE DAY AT A TIME	C 7954	756	9.1	9.5	101	429	10.2	5.4	113	406	8.8	5.1	98	661	9.4	8.3	104
PEOPLE ARE FUNNY	N 5182	477	5.7	9.2	98	*242	5.7	4.7	98	217	4.7	4.2	80	443	6.3	8.5	107
REAL PEOPLE	N 9674	868	10.4	9.0	95	390	9.2	4.0	85	403	8.7	4.2	80	832	11.8	8.6	108
REMINGTON STEELE	N 8511	842	10.1	9.9	105	371	8.8	4.4	91	431	9.3	5.1	97	708	10.0	8.3	104
RIPLEY'S BELIEVE IT - NOT	A 5656	455	5.5	8.0	86	267	6.3	4.7	99	295	6.4	5.2	100	434	6.2	7.7	96
RIPTIDE	N 7718	697	8.4	9.0	96	463	11.0	6.0	126	306	6.6	4.0	76	741	10.5	9.6	121
SCARECROW & MRS. KING	C 11058	1041	12.5	9.4	100	554	13.1	5.0	105	637	13.8	5.8	110	828	11.8	7.5	94
SIMON & SIMON	C 11615	1132	13.6	9.7	104	634	15.0	5.5	115	648	14.0	5.6	107	1033	14.7	8.9	112
60 MINUTES	C 14326	1433	17.2	10.0	106	555	13.2	3.9	81	784	17.0	5.5	105	1116	15.8	7.8	98
ST. ELSEWHERE	N 7670	756	9.1	9.9	105	351	8.3	4.6	96	453	9.8	5.9	113	647	9.2	8.4	106
THREE'S COMPANY	A 12068	1186	14.3	9.8	105	716	17.0	5.9	124	583	12.6	4.8	93	1022	14.5	8.5	106
T.J. HOOKER	A 9735	805	9.7	8.3	88	277	6.6	2.8	60	557	12.1	5.7	110	794	11.3	8.2	102
TONIGHT SHOW	N 2531	222	2.7	8.8	9												

	TOTAL U.S. '000	OIL OF OLAY				POND'S CREAM & COCOA BUTTER				RAINTREE HAND AND BODY LOTION				ROSE MILK HAND & BODY CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	13942	100.0	15.8	100	3630	100.0	4.1	100	2982	100.0	3.4	100	4256	100.0	4.8	100
FEMALE HOMEMAKERS	80986	12984	93.1	16.0	102	3214	88.5	4.0	97	2769	92.9	3.4	101	3910	91.9	4.8	100
EMPLOYED MOTHERS	18702	3111	22.3	16.6	106	663	18.3	3.5	86	711	23.8	3.8	113	808	19.0	4.3	90
18 - 24	14726	1852	13.3	12.6	80	896	24.7	6.1	148	*644	21.6	4.4	130	*644	15.1	4.4	91
25 - 34	20202	3368	24.2	16.7	106	743	20.5	3.7	90	885	29.7	4.4	130	808	19.0	4.0	83
35 - 44	14781	2378	17.1	16.1	102	543	15.0	3.7	90	*503	16.9	3.4	101	685	16.1	4.6	96
45 - 54	11449	1900	13.6	16.6	105	*367	10.1	3.2	78	*229	7.7	2.0	59	*543	12.8	4.7	99
55 - 64	11846	1795	12.9	15.2	96	*365	10.1	3.1	75	*436	14.6	3.7	109	617	14.5	5.2	108
65 OR OLDER	15459	2649	19.0	17.1	109	716	19.7	4.6	113	*285	9.6	1.8	55	960	22.6	6.2	129
18 - 34	34928	5220	37.4	14.9	95	1639	45.2	4.7	114	1529	51.3	4.4	130	1452	34.1	4.2	86
18 - 49	55154	8454	60.6	15.3	97	2405	66.3	4.4	106	2166	72.6	3.9	117	2458	57.8	4.5	93
25 - 54	46433	7646	54.8	16.5	104	1654	45.6	3.6	87	1617	54.2	3.5	103	2036	47.8	4.4	91
35 - 49	20226	3234	23.2	16.0	101	766	21.1	3.8	92	638	21.4	3.2	94	1007	23.7	5.0	103
50 OR OLDER	33310	5488	39.4	16.5	105	1225	33.7	3.7	90	816	27.4	2.4	73	1798	42.2	5.4	112
GRADUATED COLLEGE	12110	1723	12.4	14.2	90	*339	9.3	2.8	68	*462	15.5	3.8	113	651	15.3	5.4	112
ATTENDED COLLEGE	15309	2646	19.0	17.3	110	588	16.2	3.8	94	583	19.6	3.8	113	704	16.5	4.6	96
GRADUATED HIGH SCHOOL	36912	6038	43.3	16.4	104	1602	44.1	4.3	106	1214	40.7	3.3	98	1740	40.9	4.7	98
DID NOT GRADUATE HIGH SCHOOL	24134	3534	25.3	14.6	93	1102	30.4	4.6	111	723	24.2	3.0	89	1162	27.3	4.8	100
EMPLOYED FULL-TIME	35457	5430	38.9	15.3	97	1357	37.4	3.8	93	1479	49.6	4.2	124	1588	37.3	4.5	93
EMPLOYED PART-TIME	8514	1435	10.3	16.9	107	*416	11.5	4.9	119	*296	9.9	3.5	103	*381	9.0	4.5	93
NOT EMPLOYED	44494	7076	50.8	15.9	101	1857	51.2	4.2	102	1207	40.5	2.7	80	2286	53.7	5.1	107
PROFESSIONAL/MANAGER	10811	1666	11.9	15.4	98	*355	9.8	3.3	80	*517	17.3	4.8	142	*497	11.7	4.6	96
TECH/CLERICAL/SALES	19640	3099	22.2	15.8	100	772	21.3	3.9	96	804	27.0	4.1	121	869	20.4	4.4	92
PRECISION/CRAFT	1023	*1127	0.9	12.4	79	*88	0.2	0.8	19	*116	0.5	1.6	46	*34	0.8	3.3	69
OTHER EMPLOYED	12498	1974	14.2	15.8	100	638	17.6	5.1	124	*438	14.7	3.5	104	570	13.4	4.6	95
SINGLE	15995	2061	14.8	12.9	82	1039	28.6	6.5	158	558	18.7	3.5	103	813	19.1	5.1	106
MARRIED	51689	8472	60.8	16.4	104	1691	46.6	3.3	80	1823	61.1	3.5	105	2429	57.1	4.7	98
DIVORCED/SEPARATED/WIDOWED	20780	3409	24.5	16.4	104	900	24.8	4.3	106	601	20.2	2.9	86	1015	23.8	4.9	102
PARENTS	33922	5526	39.6	16.3	103	1214	33.4	3.6	87	1203	40.3	3.5	105	1445	34.0	4.3	89
WHITE	76422	12595	90.3	16.5	105	2739	75.5	3.6	87	2672	89.6	3.5	104	3770	88.6	4.9	103
BLACK	10066	1099	7.9	10.9	69	783	21.6	7.8	190	*254	8.5	2.5	75	*375	8.8	3.7	77
OTHER	1976	*249	1.8	12.6	80	*107	2.9	5.4	132	*56	1.9	2.8	84	*112	2.6	5.7	118
NORTHEAST-CENSUS	19803	3150	22.6	15.9	101	829	22.8	4.2	102	686	23.0	3.5	103	877	20.6	4.4	92
NORTH CENTRAL	22181	3188	22.9	14.4	91	810	22.3	3.7	89	673	22.6	3.0	90	1335	31.4	6.0	125
SOUTH	30082	4439	31.8	14.8	94	1444	39.8	4.8	117	951	31.9	3.2	94	1187	27.9	3.9	82
WEST	16398	3165	22.7	19.3	122	547	15.1	3.3	81	*672	22.5	4.1	122	858	20.2	5.2	109
NORTHEAST-MKTG.	20163	3188	22.9	15.8	100	743	20.5	3.7	90	748	25.1	3.7	110	810	19.0	4.0	84
EAST CENTRAL	13054	1826	13.1	14.0	89	591	16.3	4.5	110	530	17.8	4.1	120	746	17.5	5.7	119
WEST CENTRAL	14993	2336	16.8	15.6	99	578	15.9	3.9	94	*418	14.0	2.8	83	964	22.7	6.4	134
SOUTH	25785	3800	27.3	14.7	94	1241	34.2	4.8	117	687	23.0	2.7	79	1023	24.0	4.0	82
PACIFIC	14470	2792	20.0	19.3	122	*477	13.1	3.3	80	*600	20.1	4.1	123	714	16.8	4.9	103
COUNTY SIZE A	36705	5378	38.6	14.7	93	1710	47.1	4.7	114	1261	42.3	3.4	102	1737	40.8	4.7	98
COUNTY SIZE B	26819	4578	32.8	17.1	108	1189	32.8	4.4	108	924	31.0	3.4	102	1164	27.3	4.3	90
COUNTY SIZE C	13597	2297	16.5	16.9	107	*374	10.3	2.8	67	535	17.9	3.9	117	802	18.8	5.9	123
COUNTY SIZE D	11344	1689	12.1	14.9	94	*357	9.8	3.1	77	*263	8.8	2.3	69	554	13.0	4.9	102
METRO CENTRAL CITY	26825	4294	30.8	16.0	102	1464	40.3	5.5	133	773	25.9	2.9	85	1339	31.5	5.0	104
METRO SUBURBAN	39912	6131	44.0	15.4	97	1434	39.5	3.6	88	1402	47.0	3.5	104	1783	41.9	4.5	93
NON METRO	21728	3517	25.2	16.2	103	732	20.2	3.4	82	807	27.1	3.7	110	1135	26.7	5.2	109
TOP 5 ADI'S	20847	3333	23.9	16.0	101	979	27.0	4.7	114	798	26.8	3.8	114	1067	25.1	5.1	106
TOP 10 ADI'S	28719	4319	31.0	15.0	95	1242	34.2	4.3	105	1033	34.6	3.6	107	1294	30.4	4.5	94
TOP 20 ADI'S	40904	6063	43.5	14.8	94	1706	47.0	4.2	102	1409	47.3	3.4	102	2103	49.4	5.1	107
HSNLD INC. \$50,000 OR MORE	7931	1131	8.1	14.3	90	*309	8.5	3.9	95	*244	8.2	3.1	91	*369	8.7	4.7	97
\$40,000 OR MORE	15233	2415	17.3	15.9	101	*487	13.4	3.2	78	*588	19.7	3.9	115	*709	16.7	4.7	97
\$30,000 OR MORE	28333	4506	32.3	15.9	101	815	22.5	2.9	70	1054	35.3	3.7	110	1318	31.0	4.7	97
\$25,000 OR MORE	36417	6036	43.3	16.6	105	1147	31.6	3.1	77	1337	44.8	3.7	109	1664	39.1	4.6	95
\$20,000 - \$24,999	9943	1553	11.1	15.6	99	*470	12.9	4.7	115	*325	10.9	3.3	97	*357	8.4	3.6	75
\$15,000 - \$19,999	9211	1675	12.0	18.2	115	527	14.5	5.7	139	*354	11.9	3.8	114	*437	10.3	4.7	99
\$10,000 - \$14,999	13477	1973	14.2	14.6	93	*412	11.3	3.1	75	*360	12.1	2.7	79	728	17.1	5.4	112
UNDER \$10,000	19418	2706	19.4	13.9	88	1075	29.6	5.5	135	606	20.3	3.1	93	1070	25.1	5.5	115
HOUSEHOLD OF 1 PERSON	11987	1996	14.3	16.7	106	570	15.7	4.8	116	430	14.4	3.6	106	657	15.4	5.5	114
2 PEOPLE	27046	4572	32.8	16.9	107	975	26.9	3.6	88	1047	35.1	3.9	115	1438	33.8	5.3	111
3 OR 4 PEOPLE	34251	4926	35.3	14.4	91	1438	39.6	4.2	102	1082	36.3	3.2	94	1539	36.2	4.5	93
5 OR MORE PEOPLE	15180	2447	17.6	16.1	102	*648	17.9	4.3	104	*424	14.2	2.8	83	*622	14.6	4.1	85
NO CHILD IN HSNLD	49819	7856	56.3	15.8	100	2141	59.0	4.3	105	1676	56.2	3.4	100	2621	61.6	5.3	109
CHILD(REN) UNDER 2 YRS	6045	1206	8.7	20.0	127	*205	5.6	3.4	83	*228	7.6	3.8	112	*332	7.8	5.5	114
2 - 5 YEARS	15233	2406	17.3	15.8	100	*464	12.8	3.0	74	632	21.2	4.1	123	689	16.2	4.5	94
6 - 11 YEARS	16260	2270	16.3	14.0	89	764	21.0	4.7	115	*488	16.4	3.0	89	627	14.7	3.9	80
12 - 17 YEARS	19173	3001	21.5	15.7	99	767	21.1	4.0	97	*576	19.3	3.0	89	861	20.2	4.5	93
RESIDENCE OWNED	61371	10540	75.6	17.2	109	2152	59.3	3.5	85	1836	61.6	3.0	89	3077	72.3	5.0	104
VALUE: \$50,000 OR MORE	35355	6428	46.1	18.2	115	1166	32.1	3.3	80	1230	41.2	3.5	103	1780	41.8	5.0	105
VALUE: UNDER \$50,000	26016	4112	29.5	15.8	100	986	27.2	3.8	92	606	20.3	2.3	69	1297	30.5	5.0	104

HAND & BODY CREAM, LOTION OR OIL: BRANDS
(FEMALES)

		TOTAL U.S. '000	OIL OF OLAY				POND'S CREAM & COCOA BUTTER				MAINTREE HAND AND BODY LOTION				ROSE MILK HAND & BODY CREAM			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	13942	100.0	15.8	100	3630	100.0	4.1	100	2982	100.0	3.4	100	4256	100.0	4.8	100
MAGAZINES	QUINTILE 1	17988	3312	23.8	18.4	117	1050	28.9	5.8	142	771	25.9	4.3	127	1012	23.8	5.6	117
	QUINTILE 2	19446	3186	22.9	16.4	104	785	21.6	4.0	98	697	23.4	3.6	106	942	22.1	4.8	101
	QUINTILE 3	14626	2219	15.9	15.2	96	*544	15.0	3.7	91	*441	14.8	3.0	89	808	19.0	5.5	115
	QUINTILE 4	16014	2496	17.9	15.6	99	496	13.7	3.1	75	543	18.2	3.4	101	633	14.9	4.0	82
	QUINTILE 5	20389	2727	19.6	13.4	85	755	20.8	3.7	90	531	17.8	2.6	77	862	20.3	4.2	88
NEWSPAPERS	QUINTILE 1	13830	2300	16.5	16.6	106	*626	17.2	4.5	110	*500	16.8	3.6	107	595	14.0	4.3	89
	QUINTILE 2	26350	4544	32.6	17.2	109	996	27.4	3.8	92	838	28.1	3.2	94	1397	32.8	5.3	111
	QUINTILE 3	12415	1901	13.6	15.3	97	*531	14.6	4.3	104	*481	16.1	3.9	115	687	16.1	5.5	115
	QUINTILE 4	21911	3182	22.8	14.5	92	855	23.6	3.9	95	687	23.0	3.1	93	896	21.1	4.1	85
	QUINTILE 5	13960	2015	14.5	14.4	92	622	17.1	4.5	109	*476	16.0	3.4	101	681	16.0	4.9	101
OUTDOOR	QUINTILE 1	16810	2800	20.1	16.7	106	538	14.8	3.2	78	564	18.9	3.4	100	865	20.3	5.1	107
	QUINTILE 2	17101	2167	15.5	12.7	80	834	23.0	4.9	119	645	21.6	3.8	112	869	20.4	5.1	106
	QUINTILE 3	17579	2818	20.2	16.0	102	633	17.4	3.6	88	703	23.6	4.0	119	841	19.8	4.8	99
	QUINTILE 4	18343	2997	21.5	16.3	104	718	19.8	3.9	95	564	18.9	3.1	91	828	19.5	4.5	94
	QUINTILE 5	18631	3160	22.7	17.0	108	907	25.0	4.9	119	*506	17.0	2.7	81	853	20.0	4.6	95
RADIO-DRIVE TIME	QUINTILE 1	17390	2813	20.2	16.2	103	752	20.7	4.3	105	694	23.3	4.0	118	874	20.5	5.0	104
	QUINTILE 2	16591	2587	18.6	15.6	99	585	16.1	3.5	86	533	17.9	3.2	95	864	20.3	5.2	108
	QUINTILE 3	16910	2762	19.8	16.3	104	663	18.3	3.9	96	587	19.7	3.5	103	780	18.3	4.6	96
	QUINTILE 4	18002	2877	20.6	16.0	101	798	22.0	4.4	108	659	22.1	3.7	109	831	19.5	4.6	96
	QUINTILE 5	19572	2902	20.8	14.8	94	832	22.9	4.3	104	*509	17.1	2.6	77	906	21.3	4.6	96
RADIO-MID- DAY	TERCILE 1	23248	3835	27.5	16.5	105	1072	29.5	4.6	112	934	31.3	4.0	119	1362	32.0	5.9	122
	TERCILE 2	23667	3958	28.4	16.7	106	883	24.3	3.7	91	867	29.1	3.7	109	1195	28.1	5.0	105
	TERCILE 3	41549	6149	44.1	14.8	94	1675	46.1	4.0	98	1181	39.6	2.8	84	1699	39.9	4.1	85
	QUINTILE 1	17786	2784	20.0	15.7	99	766	21.1	4.3	105	710	23.8	4.0	118	981	23.0	5.5	115
	QUINTILE 2	17316	2766	19.8	16.0	101	815	22.5	4.7	115	603	20.2	3.5	103	785	18.4	4.5	94
RADIO-TOTAL	QUINTILE 3	18428	2967	21.3	16.1	102	680	18.7	3.7	90	585	19.6	3.2	94	784	18.4	4.3	88
	QUINTILE 4	17669	2916	20.9	16.5	105	722	19.9	4.1	100	662	22.2	3.7	111	942	22.1	5.3	111
	QUINTILE 5	17265	2510	18.0	14.5	92	648	17.9	3.8	91	*422	14.2	2.4	73	765	18.0	4.4	92
	QUINTILE 1	17416	2747	19.7	15.8	100	918	25.3	5.3	128	494	16.6	2.8	84	891	20.9	5.1	106
	QUINTILE 2	17413	2944	21.1	16.9	107	455	12.5	2.6	64	586	19.7	3.4	100	814	19.1	4.7	97
TV-PRIME TIME	QUINTILE 3	17943	2755	19.8	15.4	97	712	19.6	4.0	97	862	28.9	4.8	143	897	21.1	5.0	104
	QUINTILE 4	18442	3079	22.1	16.7	106	866	23.9	4.7	114	577	19.3	3.1	93	938	22.0	5.1	106
	QUINTILE 5	17250	2416	17.3	14.0	89	679	18.7	3.9	96	*462	15.5	2.7	79	716	16.8	4.2	86
	TERCILE 1	29966	4648	33.3	15.5	98	1169	32.2	3.9	95	911	30.5	3.0	90	1505	35.4	5.0	104
	TERCILE 2	29480	4876	35.0	16.5	105	1276	35.2	4.3	105	1122	37.6	3.8	113	1483	34.8	5.0	105
TV-DAYTIME	TERCILE 3	29018	4418	31.7	15.2	97	1185	32.6	4.1	100	949	31.8	3.3	97	1268	29.8	4.4	91
	QUINTILE 1	17740	2759	19.8	15.6	99	863	23.8	4.9	119	492	16.5	2.8	82	1073	25.2	6.0	126
	QUINTILE 2	17674	2935	21.1	16.6	105	737	20.3	4.2	102	*444	14.9	2.5	75	712	16.7	4.0	84
	QUINTILE 3	17730	2717	19.5	15.3	97	624	17.2	3.5	86	713	23.9	4.0	119	735	17.3	4.1	86
	QUINTILE 4	17563	2712	19.5	15.4	98	650	17.9	3.7	90	808	27.1	4.6	136	1079	25.4	6.1	128
TV-TOTAL	QUINTILE 5	17757	2818	20.2	15.9	101	757	20.9	4.3	104	*525	17.6	3.0	88	657	15.4	3.7	77
	MAGAZINES-NEWSPAPERS: DUAL	23278	4263	30.6	18.3	116	992	27.3	4.3	104	747	25.1	3.2	95	1261	29.6	5.4	113
	MAGAZINE IMPERATIVE	21634	3457	24.8	16.0	101	1077	29.7	5.0	121	904	30.3	4.2	124	1088	25.6	5.0	105
	NEWSPAPER IMPERATIVE	23455	3457	24.8	14.7	94	844	23.3	3.6	88	775	26.0	3.3	98	1090	25.6	4.6	97
	QUINTILE 1	17482	2815	20.2	16.1	102	760	20.9	4.3	106	732	24.5	4.2	124	991	23.3	5.7	118
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	28830	4955	35.5	17.2	109	1375	37.9	4.8	116	1032	34.6	3.6	106	1398	32.8	4.8	101
	OUTDOOR IMPERATIVE	26119	3544	25.4	13.6	86	967	26.6	3.7	90	788	26.4	3.0	90	1269	29.8	4.9	101
	QUINTILE 1	20162	3425	24.6	17.0	108	1075	29.6	5.3	130	889	29.8	4.4	131	1022	24.0	5.1	105
	MAGAZINE IMPERATIVE	26292	4502	32.3	17.1	109	1114	30.7	4.2	103	902	30.2	3.4	102	1446	34.0	5.5	114
	RADIO IMPERATIVE	25308	3764	27.0	14.9	94	792	21.8	3.1	76	797	26.7	3.1	93	1134	26.6	4.5	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	3031	21.7	17.5	111	858	23.6	5.0	121	*415	13.9	2.4	71	917	21.5	5.3	110
	TELEVISION IMPERATIVE	29099	4753	34.1	16.3	104	1216	33.5	4.2	102	1297	43.5	4.5	132	1579	37.1	5.4	113
	QUINTILE 1	27505	3990	28.6	14.5	92	976	26.9	3.5	86	748	25.1	2.7	81	1161	27.3	4.2	88
	QUINTILE 2	18628	3171	22.7	17.0	108	791	21.8	4.2	103	834	28.0	4.5	133	858	20.2	4.6	96
	NEWSPAPER IMPERATIVE	29178	4960	35.6	17.0	108	1218	33.6	4.2	102	815	27.3	2.8	83	1451	34.1	5.0	103
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	25260	3295	23.6	13.0	83	1040	28.7	4.1	100	912	30.6	3.6	107	1392	32.7	5.5	115
	QUINTILE 1	19246	3163	22.7	16.4	104	892	24.6	4.6	113	632	21.2	3.3	97	914	21.5	4.7	99
	NEWSPAPER IMPERATIVE	28155	4777	34.3	17.0	108	1019	28.1	3.6	88	970	32.5	3.4	102	1424	33.5	5.1	105
	RADIO IMPERATIVE	25308	3860	27.7	15.3	97	1066	29.4	4.2	103	937	31.4	3.7	110	1200	28.2	4.7	99
	QUINTILE 1	18615	3136	22.5	16.8	107	752	20.7	4.0	98	582	19.5	3.1	93	963	22.6	5.2	108
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	29207	4795	34.4	16.4	104	1179	32.5	4.0	98	1091	36.6	3.7	111	1511	35.5	5.2	108
	TELEVISION IMPERATIVE	25472	3811	27.3	15.0	95	1209	33.3	4.7	116	742	24.9	2.9	86	1182	27.8	4.6	96
	QUINTILE 1	17292	2683	19.2	15.5	98	663	18.3	3.8	93	645	21.6	3.7	111	945	22.2	5.5	114
	OUTDOOR IMPERATIVE	26915	3749	26.9	13.9	88	1095	30.2	4.1	99	901	30.2	3.3	99	1337	31.4	5.0	103
	RADIO IMPERATIVE	28938	4888	35.1	16.9	107	1340	36.9	4.6	113	1038	34.8	3.6	106	</			

	TOTAL U.S. '000	OIL OF OLAY				POND'S CREAM & COCOA BUTTER				NATURAL HAND AND BODY LOTION				ROSE MILK HAND & BODY CREAM			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	13942	100.0	15.8	100	3630	100.0	4.1	100	2982	100.0	3.4	100	4256	100.0	4.8	100
ATLANTIC MONTHLY	415	**25	0.2	6.0	38	**31	0.9	7.5	182	**5	0.2	1.2	36	**18	0.4	4.3	90
BARRON'S	522	**105	0.8	20.1	128	**35	1.0	6.7	163	**4	0.1	0.8	23	**10	0.2	1.9	40
BETTER HOMES & GARDENS	17429	3367	24.2	19.3	123	786	21.7	4.5	110	670	22.5	3.8	114	912	21.4	5.2	109
BON APPETIT	2172	483	3.5	17.4	111	**81	2.2	2.9	71	**4	2.8	3.0	90	**91	2.1	3.3	68
BUSINESS WEEK	1469	245	1.8	16.7	106	**45	1.2	3.1	75	**31	1.0	2.1	63	**35	0.8	2.4	50
CAR AND DRIVER	397	**32	0.2	8.1	51	**9	0.2	2.3	55	**23	0.8	5.8	172	**6	0.1	1.5	31
CBS MAGAZINE NETWORK (GROSS)	1633	*184	1.3	11.3	71	**135	3.7	8.3	201	**44	1.5	2.7	80	**118	2.8	7.2	150
CHANGING TIMES	1554	274	2.0	17.6	112	**114	3.1	7.3	179	**46	1.5	3.0	88	**79	1.9	5.1	106
COLONIAL HOMES	1304	192	1.4	14.7	93	**61	1.7	4.7	114	**79	2.6	6.1	180	**127	3.0	9.7	202
CONDE NAST MAG. PKG. (GROSS)	17858	3131	22.5	17.5	111	1038	28.6	5.8	142	770	25.8	4.3	128	708	16.6	4.0	82
CONSUMERS DIGEST	1406	369	2.6	26.2	167	**37	1.0	2.6	64	**22	0.7	1.6	46	**45	1.1	3.2	67
COSMOPOLITAN	8815	1611	11.6	18.3	116	502	13.8	5.7	139	434	14.6	4.9	146	383	9.0	4.3	90
COUNTRY LIVING	2636	460	3.3	17.5	111	**73	2.0	2.8	67	**129	4.3	4.9	145	**185	4.3	7.0	146
CUISINE	1554	*254	1.8	16.3	104	**81	2.2	5.2	127	**50	1.7	3.2	95	**114	2.7	7.3	152
CYCLE WORLD	469	**64	0.5	13.6	87	**63	1.7	13.4	327	**12	0.4	2.6	76	**70	1.6	14.9	310
DCI:CREATIVE IDEAS FOR LIV	2631	439	3.1	16.7	106	*153	4.2	5.8	142	**95	3.2	3.6	107	**102	2.4	3.9	81
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1285	9.2	18.2	115	311	8.6	4.4	107	245	8.2	3.5	103	301	7.1	4.3	89
DISCOVER	998	*211	1.5	21.1	134	**62	1.7	6.2	151	**33	1.1	3.3	98	**46	1.1	4.6	96
EBONY	4289	501	3.6	11.7	74	456	12.6	10.6	259	**76	2.5	1.8	53	**235	5.5	5.5	114
ESQUIRE	1176	*170	1.2	14.5	92	**85	2.3	7.2	176	**45	1.5	3.8	114	**40	0.9	3.4	71
ESSENCE	2392	297	2.1	12.4	79	314	8.7	13.1	320	**39	1.3	1.6	48	**69	1.6	2.9	60
FAMILY CIRCLE	17209	3057	21.9	17.8	113	676	18.6	3.9	96	675	22.6	3.9	116	860	20.2	5.0	104
THE FAMILY HANDYMAN	1184	*245	1.8	20.7	131	**42	1.2	3.5	86	**28	0.9	2.4	70	**52	1.2	4.4	91
FAMILY WEEKLY	12391	2191	15.7	17.7	112	462	12.7	3.7	91	391	13.1	3.2	94	650	15.3	5.2	109
FIELD & STREAM	2438	488	3.5	20.0	127	**95	2.6	3.9	95	**72	2.4	3.0	88	**137	3.2	5.6	117
FOOD & WINE	614	*142	1.0	23.1	147	**33	0.9	5.4	131	**12	0.4	2.0	58	**36	0.8	5.9	122
FORBES	813	**140	1.0	17.2	109	**12	0.3	1.5	36	**21	0.7	2.6	77	**30	0.7	3.7	77
FORTUNE	1083	*184	1.3	17.0	108	**29	0.8	2.7	65	**41	1.4	3.8	112	**28	0.7	2.6	54
GENTLEMEN'S QUARTERLY	1197	*184	1.3	15.4	98	**66	1.8	5.5	134	**43	1.4	3.6	107	**54	1.3	4.5	94
GLAMOUR	6625	1242	8.9	18.7	119	387	10.7	5.8	142	280	9.4	4.2	125	*215	5.1	3.2	67
GOLF DIGEST	707	**114	0.8	16.1	102	**16	0.4	2.3	55	**9	0.3	1.3	38	**31	0.7	4.4	91
GOLF DIGEST/TENNIS (GROSS)	1316	*199	1.4	15.1	96	**27	0.7	2.1	50	**22	0.7	1.7	50	**37	0.9	2.8	58
GOLF MAGAZINE	469	**83	0.6	17.7	112	**38	1.0	8.1	197	**11	0.4	2.3	70	**11	0.3	2.3	49
GOLF MAGAZINE/SKI (GROSS)	1060	*177	1.3	16.7	106	**64	1.8	6.0	147	**47	1.6	4.4	132	**45	1.1	4.2	88
GOOD HOUSEKEEPING	17784	3039	21.8	17.1	108	706	19.4	4.0	97	555	18.6	3.1	93	809	19.0	4.5	95
HARPER'S BAZAAR	2931	515	3.7	17.6	111	*228	6.3	7.8	190	**111	3.7	3.8	112	**149	3.5	5.1	106
HEALTH	2199	465	3.3	21.1	134	**101	2.8	4.6	112	**74	2.5	3.4	100	**115	2.7	5.2	109
HEARST MAG CORP. BUY (GROSS)	49148	8667	62.2	17.6	112	2412	66.4	4.9	120	1890	63.4	3.8	114	2571	60.4	5.2	109
HEARST MAN POWER (GROSS)	2113	328	2.4	15.5	98	**95	2.6	4.5	110	**61	2.0	2.9	86	*183	4.3	8.7	180
HEARST WOMAN POWER (GROSS)	35062	6086	43.7	17.4	110	1704	46.9	4.9	118	1313	44.0	3.7	111	1637	38.5	4.7	97
HOUSE BEAUTIFUL	3865	832	6.0	21.5	137	*201	5.5	5.2	127	*158	5.3	4.1	121	*216	5.1	5.6	116
INC.	315	**80	0.6	25.4	161	**20	0.6	6.3	155	**0	0.0	0.0	0	**7	0.2	2.2	46
JET	3690	429	3.1	11.6	74	340	9.4	9.2	225	*125	4.2	3.4	100	*162	3.8	4.4	91
LADIES' HOME JOURNAL	12930	2425	17.4	18.8	119	702	19.3	5.4	132	448	15.0	3.5	103	681	16.0	5.3	109
LHJ FAMILY GRP COMBO(GROSS)	18161	3562	25.5	19.6	124	925	25.5	5.1	124	718	24.1	4.0	117	964	22.7	5.3	110
LIFE	5065	974	7.0	19.2	122	281	7.7	5.5	135	*156	5.2	3.1	91	284	6.7	5.6	117
L.A. TIMES HOME MAGAZINE	1310	*268	1.9	20.5	130	**88	2.4	6.7	164	**56	1.9	4.3	127	**112	2.6	8.5	178
MADMOISELLE	3759	730	5.2	19.4	123	*213	5.9	5.7	138	**147	4.9	3.9	116	*135	3.2	3.6	75
MC CALL'S	14658	2594	18.6	17.7	112	633	17.4	4.3	105	637	21.4	4.3	129	754	17.7	5.1	107
MC CALL'S/WRK MOTHER (GROSS)	15857	2862	20.5	18.0	115	701	19.3	4.4	108	681	22.8	4.3	127	794	18.7	5.0	104
MECHANIX ILLUSTRATED	809	**124	0.9	15.3	97	**26	0.7	3.2	78	**6	0.2	0.7	22	**70	1.6	8.7	180
METROPOLITAN HOME	1009	*252	1.8	25.0	158	**76	2.1	7.5	184	**25	0.8	2.5	74	**100	2.3	9.9	206
MONEY	1707	300	2.2	17.6	112	**86	2.4	5.0	123	**51	1.7	3.0	89	**61	1.4	3.6	74
MOTHER EARTH NEWS	1123	*229	1.6	20.4	129	**43	1.2	3.8	93	**41	1.4	3.7	108	**53	1.2	4.7	98
MS.	932	*185	1.3	19.8	126	**45	1.2	4.8	118	**32	1.1	3.4	102	**55	1.3	5.9	123
NATIONAL ENQUIRER	11971	2002	14.4	16.7	106	740	20.4	6.2	151	502	16.8	4.2	124	527	12.4	4.4	92
NATIONAL GEOGRAPHIC	10503	1540	11.0	14.7	93	358	9.9	3.4	83	325	10.9	3.1	92	635	14.9	6.0	126
NATIONAL SUNDAY MAGAZINE PKG	54325	8846	63.4	16.3	103	2197	60.5	4.0	99	1846	61.9	3.4	101	2501	58.8	4.6	96
NATURAL HISTORY	626	*91	0.7	14.5	92	**49	1.3	7.8	191	**10	0.3	1.6	47	**18	0.4	2.9	60
NEW WOMAN	1992	276	2.0	13.9	88	**76	2.1	3.8	93	**67	2.2	3.4	100	**81	1.9	4.1	85
NEW YORK INCLUDING CUE	547	*122	0.9	22.3	142	**6	0.2	1.1	27	**2	0.1	0.4	11	**14	0.3	2.6	53
THE NEW YORKER	1380	*188	1.3	13.6	86	**31	0.9	2.2	55	**43	1.4	3.1	92	**108	2.5	7.8	163
NEWSWEEK	6925	1307	9.4	18.9	120	344	9.5	5.0	121	*257	8.6	3.7	110	340	8.0	4.9	102
THE N.Y. TIMES DAILY EDITION	1363	187	1.3	13.7	87	**56	1.5	4.1	100	**19	0.6	1.4	41	**59	1.4	4.3	90
THE N.Y. TIMES MAGAZINE	2333	362	2.6	15.5	98	**81	2.2	3.5	85	**42	1.4	1.8	53	**107	2.5	4.6	95
OMNI	872	*197	1.4	22.6	143	**54	1.5	6.2	151	**69	2.3	7.9	235	**107	2.5	12.3	255
ON CABLE	1298	218	1.6	16.8	107	**57	1.6	4.4	107	**75	2.5	5.8	171	**56	1.3	4.3	90
1001 HOME IDEAS	3032	672	4.8	22.2	141	**122	3.4	4.0	98	*195	6.5	6.4	191	*168	3.9	5.5	115
ORGANIC GARDENING	1680	365	2.6	21.7	138	**86	2.4	5.1	125	**75	2.5	4.5	132	*142	3.3	8.5	176
OUTDOOR LIFE	960	*148	1.1	15.4	98	**52	1.4	5.4	132	**49	1.6	5.1	151	**34	0.8	3.5	74
PARADE MAGAZINE	26755	4537	32.5	17.0	108	1135	31.3	4.2	103	959	32.2	3.6	106	1107	26.0	4.1	86

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HAND & BODY CREAM, LOTION OR OIL: BRANDS
(FEMALES)

	TOTAL U.S. '000	OIL OF OLAY				POND'S CREAM & COCOA BUTTER				RAINTREE HAND AND BODY LOTION				ROSE MILK HAND & BODY CREAM			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	83464	13942	100.0	15.8	100	3630	100.0	4.1	100	2982	100.0	3.4	100	4256	100.0	4.8	100
PARENTS	4173	724	5.2	17.3	110	*203	5.6	4.9	119	*156	5.2	3.7	111	*311	7.3	7.5	155
PENTHOUSE	973	**114	0.8	11.7	74	**45	1.2	4.6	113	**71	2.4	7.3	216	**38	0.9	3.9	81
PEOPLE	13479	2292	16.4	17.0	108	650	17.9	4.8	118	483	16.2	3.6	106	516	12.1	3.8	80
PLAYBOY	2183	320	2.3	14.7	93	*100	2.8	4.6	112	**59	2.0	2.7	80	**50	1.2	2.3	48
POPULAR HOT RODDING	388	**73	0.5	18.8	119	**47	1.3	12.1	295	**34	1.1	8.8	260	**44	1.0	11.3	236
POPULAR MECHANICS	1037	*142	1.0	13.7	87	**44	1.2	4.2	103	**30	1.0	2.9	86	**98	2.3	9.5	196
POPULAR SCIENCE	920	**157	1.1	17.1	108	**57	1.6	6.2	151	**36	1.2	3.9	116	**62	1.5	6.7	140
PREVENTION	4071	705	5.1	17.3	110	*147	4.0	3.6	88	*147	4.9	3.6	107	*212	5.0	5.2	108
PSYCHOLOGY TODAY	1940	312	2.2	16.1	102	**72	2.0	3.7	90	**59	2.0	3.0	90	**110	2.6	5.7	118
READER'S DIGEST	24031	4330	31.1	18.0	114	978	26.9	4.1	99	716	24.0	3.0	88	1252	29.4	5.2	108
REDBOOK	8464	1436	10.3	17.0	108	495	13.6	5.8	143	323	10.8	3.8	113	445	10.5	5.3	109
ROAD & TRACK	429	**42	0.3	9.8	62	**11	0.3	2.6	62	**18	0.6	4.2	124	**12	0.3	2.8	58
ROLLING STONE	1355	*229	1.6	16.9	107	**80	2.2	5.9	144	**97	3.3	7.2	212	**92	2.2	6.8	141
RUNNER'S WORLD	329	**75	0.5	22.8	145	**35	1.0	10.6	259	**36	1.2	10.9	325	**26	0.6	7.9	164
SATURDAY EVENING POST	1268	285	2.0	22.5	143	**69	1.9	5.4	133	**11	0.4	0.9	26	**89	2.1	7.0	146
SCIENCE 84	702	**119	0.9	17.0	108	**19	0.5	2.7	66	**18	0.6	2.6	76	**25	0.6	3.6	74
SCIENCE DIGEST	553	**91	0.7	16.5	104	**17	0.5	3.1	75	**4	0.1	0.7	21	**36	0.8	6.5	135
SCIENTIFIC AMERICAN	615	**99	0.7	16.1	102	**3	0.1	0.5	12	**2	0.1	0.3	10	**36	0.8	5.9	122
SELF	2683	424	3.0	15.8	100	*142	3.9	5.3	129	**119	4.0	4.4	132	**96	2.3	3.6	74
SEVENTEEN	3309	470	3.4	14.2	90	*257	7.1	7.8	189	**127	4.3	3.8	114	*284	6.7	8.6	178
SKI	591	**94	0.7	15.9	101	**26	0.7	4.4	107	**37	1.2	6.3	186	**33	0.8	5.6	116
SMITHSONIAN	3039	398	2.9	13.1	83	**72	2.0	2.4	58	**57	1.9	1.9	56	**77	4.2	5.8	121
SOAP OPERA DIGEST	3683	571	4.1	15.5	98	326	9.0	8.9	216	*187	6.3	5.1	151	290	6.8	7.9	164
SOUTHERN LIVING	4434	846	6.1	19.1	121	*158	4.4	3.6	87	*150	5.0	3.4	100	*199	4.7	4.5	93
SPORT	701	*217	1.6	31.0	196	**34	0.9	4.9	118	**33	1.1	4.7	140	**46	1.1	6.6	136
THE SPORTING NEWS	518	**120	0.9	23.2	147	**60	1.7	11.6	282	*462	2.1	12.0	355	*44	1.0	8.5	177
SPORTS AFIELD	523	**94	0.7	18.0	114	**34	0.9	6.5	158	*27	0.9	5.2	153	*50	1.2	9.6	199
SPORTS ILLUSTRATED	3325	558	4.0	16.8	106	*281	7.7	8.5	206	*163	5.5	4.9	145	*100	2.3	3.0	63
STAR	8567	1410	10.1	16.5	104	544	15.0	6.3	155	376	12.6	4.4	130	430	10.1	5.0	104
SUNDAY	27630	4168	29.9	15.1	96	1100	30.3	4.0	97	915	30.7	3.3	98	1208	28.4	4.4	91
SUNSET	2219	474	3.4	21.4	136	**26	0.7	1.2	29	*64	2.1	2.9	86	*158	3.7	7.1	148
TV GUIDE	24258	3971	28.5	16.4	104	1196	32.9	4.9	120	936	31.4	3.9	114	1338	31.4	5.5	115
TENNIS	609	**85	0.6	14.0	89	**11	0.3	1.8	44	*13	0.4	2.1	63	*6	0.1	1.0	20
TIME	9929	1689	12.1	17.0	108	401	11.0	4.0	98	367	12.3	3.7	110	530	12.5	5.3	111
TOWN & COUNTRY	1062	*230	1.6	21.7	137	**39	1.1	3.7	89	*36	1.2	3.4	101	*49	1.2	4.6	96
TRAVEL & LEISURE	1051	*182	1.3	17.3	110	**28	0.8	2.7	65	*20	0.7	1.9	56	*60	1.4	5.7	119
TRUE STORY	3946	637	4.6	16.1	102	*215	5.9	5.4	133	*118	4.0	3.0	89	*187	4.4	4.7	99
U.S. NEWS & WORLD REPORT	3782	552	4.0	14.6	93	*158	4.4	4.2	102	*106	3.6	2.8	83	*203	4.8	5.4	112
USA TODAY	1874	312	2.2	16.6	106	*143	3.9	7.6	186	*43	1.4	2.3	68	*93	2.2	5.0	103
US	2213	509	3.7	23.0	146	*178	4.9	8.0	196	*88	3.0	4.0	118	*133	3.1	6.0	125
VOGUE	4792	735	5.3	15.3	97	296	8.2	6.2	151	*225	7.5	4.7	139	*262	6.2	5.5	114
WALL STREET JOURNAL	2045	329	2.4	16.1	102	*79	2.2	3.9	94	*108	3.6	5.3	157	*85	2.0	4.2	86
WEIGHT WATCHERS	2364	531	3.8	22.5	143	*99	2.7	4.2	102	*49	1.6	2.1	61	*119	2.8	5.0	105
WOMAN'S DAY	15182	2609	18.7	17.2	109	621	17.1	4.1	100	567	19.0	3.7	111	847	19.9	5.6	116
WORKING WOMAN	1198	*268	1.9	22.4	142	*68	1.9	5.7	138	*44	1.5	3.7	109	*41	1.0	3.4	71
WORKING WOMAN	1523	284	2.0	18.6	118	*60	1.7	3.9	96	*62	2.1	4.1	121	*54	1.3	3.5	74
WORLD TENNIS	*183	**31	0.2	16.9	107	*20	0.6	10.9	266	*0	0.0	0.0	0	*5	0.1	2.7	57
ZIFF-DAVIS MAG NETWK (GROSS)	2776	494	3.5	17.8	113	*141	3.9	5.1	124	*154	5.2	5.5	165	*135	3.2	4.9	101
BLAIR INSERTS	47909	7584	54.4	15.8	100	1975	54.4	4.1	100	1656	55.5	3.5	103	2096	49.2	4.4	91
DAILY NEWSPAPERS																	
READ ANY	56731	9359	67.1	16.5	105	2294	63.2	4.0	99	1928	64.7	3.4	101	2935	69.0	5.2	108
READ ONE	47696	7787	55.9	16.3	104	1944	53.6	4.1	99	1602	53.7	3.4	100	2544	59.8	5.3	111
READ TWO OR MORE	9034	1573	11.3	17.4	110	350	9.6	3.9	94	326	10.9	3.6	107	391	9.2	4.3	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	9371	67.2	16.2	103	2349	64.7	4.1	99	1970	66.1	3.4	101	2677	62.9	4.6	96
READ ONE	50513	8211	58.9	16.3	103	1942	53.5	3.8	94	1748	58.6	3.5	103	2364	55.5	4.7	97
READ TWO OR MORE	7219	1160	8.3	16.1	102	407	11.2	5.6	137	*222	7.4	3.1	91	313	7.4	4.3	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.46				24.14				27.08				28.35			
30 DAY REACH	78184	12154	87.2	15.5	99	3180	87.6	4.1	99	2692	90.3	3.4	102	3745	88.0	4.8	100
50 SHWG - 30 DAY AV FREQ	14.80	14.46				12.95				14.01				14.86			
30 DAY REACH	74239	11562	82.9	15.6	99	2958	81.5	4.0	97	2607	87.4	3.5	104	3595	84.5	4.8	101
25 SHWG - 30 DAY AV FREQ	8.05	8.01				7.23				7.70				8.03			
30 DAY REACH	68254	10450	75.0	15.3	97	2671	73.6	3.9	95	2381	79.8	3.5	103	3338	78.4	4.9	102
CABLE TV: HOME WIRED	35215	6042	43.3	17.2	109	1313	36.2	3.7	91	1177	39.5	3.3	99	1784	41.9	5.1	105
HOME NOT WIRED	53250	7900	56.7	14.8	94	2317	63.8	4.4	106	1805	60.5	3.4	101	2472	58.1	4.6	96
HAVE PAY CABLE	17885	2961	21.2	16.6	105	747	20.6	4.2	102	711	23.8	4.0	118	879	20.7	4.9	102

		OIL OF OLAY				POND'S CREAM & COCOA BUTTER				RAINTREE HAND AND BODY LOTION				ROSE MILK HAND & BODY CREAM				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	13942	100.0	15.8	100	3630	100.0	4.1	100	2982	100.0	3.4	100	4256	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47994	7800	55.9	16.3	103	1884	51.9	3.9	96	1706	57.2	3.6	105	2285	53.7	4.8	99
10:00 AM - 3:00 PM		33674	5755	41.3	17.1	108	1396	38.5	4.1	101	1334	44.7	4.0	118	1805	42.4	5.4	111
3:00 PM - 7:00 PM		34431	5463	39.2	15.9	101	1399	38.5	4.1	99	1310	43.9	3.8	113	1850	43.5	5.4	112
7:00 PM - MIDNIGHT		17761	2611	18.7	14.7	93	785	21.6	4.4	108	696	23.3	3.9	116	742	17.4	4.2	87
MIDNIGHT - 6:00 AM		10087	1383	9.9	13.7	87	511	14.1	5.1	123	308	10.3	3.1	91	483	11.3	4.8	100
6:00 AM - MIDNIGHT		64318	10241	73.5	15.9	101	2697	74.3	4.2	102	2309	77.4	3.6	107	3169	74.5	4.9	102
ENTIRE DAY		65181	10414	74.7	16.0	101	2720	74.9	4.2	102	2329	78.1	3.6	106	3210	75.4	4.9	102
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																		
ADULT CONTEMPORARY		17411	2704	19.4	15.5	99	565	15.6	3.2	79	583	19.6	3.3	99	992	23.3	5.7	118
ALL NEWS		2520	357	2.6	14.2	90	**89	2.5	3.5	86	**66	2.2	2.6	78	*190	4.5	7.5	157
ADR/PROGRESSIVE		4419	720	5.2	16.3	103	*183	5.0	4.1	101	*221	7.4	5.0	148	218	5.1	4.9	103
BEAUTIFUL MUSIC		6119	978	7.0	16.0	101	*234	6.4	3.8	93	*249	8.4	4.1	121	325	7.6	5.3	110
BLACK		2623	252	1.8	9.6	61	*167	4.6	6.4	155	**92	3.1	3.5	104	*172	4.0	6.6	136
CLASSICAL		1553	*215	1.5	13.8	88	**50	1.4	3.2	78	**79	2.6	5.1	151	**64	1.5	4.1	86
CHR/ROCK		11282	1862	13.4	16.5	105	490	13.5	4.3	106	494	16.6	4.4	130	498	11.7	4.4	92
COUNTRY		13343	2361	16.9	17.7	112	599	16.5	4.5	109	493	16.5	3.7	110	672	15.8	5.0	105
GOLDEN OLDIES		1299	*327	2.3	25.2	160	**62	1.7	4.8	116	**50	1.7	3.8	114	**38	0.9	2.9	61
MOR/NOSTALGIA		5241	857	6.1	16.4	104	*237	6.5	4.5	110	*175	5.9	3.3	99	*208	4.9	4.0	82
NEWS/TALK		4165	663	4.8	15.9	101	*151	4.2	3.6	88	**95	3.2	2.3	68	*237	5.6	5.7	118
RELIGIOUS		3324	505	3.6	15.2	96	*188	5.2	5.7	138	**144	4.8	4.3	129	*185	4.3	5.6	116
SOFT ROCK		609	**81	0.6	13.3	84	**56	1.5	9.2	224	**22	0.7	3.6	107	**27	0.6	4.4	92
URBAN CONTEMPORARY		1853	*237	1.7	12.8	81	**100	2.8	5.4	132	**33	1.1	1.8	53	**44	1.0	2.4	49
WIRED NETWORKS:																		
ABC CONTEMPORARY		3724	571	4.1	15.3	97	*141	3.9	3.8	92	**91	3.1	2.4	72	*168	3.9	4.5	94
ABC DIRECTION		2488	374	2.7	15.0	95	*111	3.1	4.5	109	**51	1.7	2.0	61	*145	3.4	5.8	121
ABC ENTERTAINMENT		5129	964	6.9	18.8	119	*213	5.9	4.2	101	*155	5.2	3.0	90	352	8.3	6.9	143
ABC FM		2498	400	2.9	16.0	102	*224	6.2	9.0	219	**65	2.2	2.6	77	**141	3.3	5.6	117
ABC INFORMATION		5721	902	6.5	15.8	100	*191	5.3	3.3	81	*184	6.2	3.2	95	339	8.0	5.9	123
ABC ROCK		2021	366	2.6	18.1	115	**76	2.1	3.8	92	**136	4.6	6.7	200	**148	3.5	7.3	152
CBS		4756	842	6.0	17.7	112	*203	5.6	4.3	104	*147	4.9	3.1	92	252	5.9	5.3	110
MUTUAL		5272	791	5.7	15.0	95	271	7.5	5.1	125	276	9.3	5.2	155	292	6.9	5.5	115
NBC		4964	707	5.1	14.2	90	*164	4.5	3.3	81	**103	3.5	2.1	62	*211	5.0	4.3	88
RADIORADIO		2218	423	3.0	19.1	121	**98	2.7	4.4	108	**71	2.4	3.2	95	**97	2.3	4.4	91
RKO ONE		2565	423	3.0	16.5	105	**48	1.3	1.9	46	**83	2.8	3.2	96	**86	2.0	3.4	70
RKO TWO		3640	602	4.3	16.5	105	*144	4.0	4.0	96	*140	4.7	3.8	114	*152	3.6	4.2	87
THE SOURCE		2467	371	2.7	15.0	95	**95	2.6	3.9	94	**136	4.6	5.5	164	**100	2.3	4.1	84
NON-WIRED : BLAIR		9466	1642	11.8	17.3	110	350	9.6	3.7	90	*277	9.3	2.9	87	450	10.6	4.8	99
INTERNET		13616	2319	16.6	17.0	108	568	15.6	4.2	102	505	16.9	3.7	110	536	12.6	3.9	82
KATZ RADIO GROUP		16998	2733	19.6	16.1	102	748	20.6	4.4	107	557	18.7	3.3	97	903	21.2	5.3	110
SUPERNET		11622	1739	12.5	15.0	95	517	14.2	4.4	108	548	18.4	4.7	140	631	14.8	5.4	113
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		9425	1513	10.9	16.1	102	432	11.9	4.6	112	247	8.3	2.6	78	466	10.9	4.9	103
MKDAY 9:00 AM - 1:00 PM		13304	2214	15.9	16.6	106	548	15.1	4.1	100	394	13.2	3.0	88	788	18.5	5.9	123
MKDAY 1:00 PM - 4:30 PM		17591	2696	19.3	15.3	97	728	20.1	4.1	101	529	17.7	3.0	89	884	20.8	5.0	104
MKDAY 4:30 PM - 7:30 PM		24418	3837	27.5	15.7	100	1058	29.1	4.3	106	680	22.8	2.8	83	1330	31.3	5.4	113
MKDAY 7:30 PM - 8:00 PM		34400	5446	39.1	15.8	100	1456	40.1	4.2	103	1123	37.7	3.3	97	1713	40.2	5.0	104
MKDAY 11:00 PM - 11:30 PM		26120	3922	28.1	15.0	95	1120	30.9	4.3	104	857	28.7	3.3	97	1431	33.6	5.5	114
MKDAY 11:30 PM - 1:00 AM		8402	1236	8.9	14.7	93	425	11.7	5.1	123	267	9.0	3.2	94	511	12.0	6.1	126
M-SAT 8-11 PM-SUN 7-11 PM		36828	5889	42.2	16.0	101	1562	43.0	4.2	103	1259	42.2	3.4	101	1830	43.0	5.0	103
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN		A 7221	1125	8.1	15.6	99	267	7.4	3.7	90	308	10.3	4.3	127	461	10.8	6.4	133
ANOTHER WORLD		N 4924	733	5.3	14.9	94	165	4.5	3.4	82	131	4.4	2.7	79	197	4.6	4.0	83
AS THE WORLD TURNS		C 5966	924	6.6	15.5	98	218	6.0	3.7	89	185	6.2	3.1	92	257	6.0	4.3	90
CAPITOL		C 3672	431	3.1	11.7	74	202	5.6	5.5	134	*93	3.1	2.5	75	166	3.9	4.5	94
CBS MORN. NEWS 1		C 1590	245	1.8	15.4	98	*54	1.5	3.4	83	*62	2.1	3.9	116	*128	3.0	8.1	167
CBS MORN. NEWS 2		C 1298	196	1.4	15.1	96	**38	1.0	2.9	71	**47	1.6	3.6	107	*56	1.3	4.3	90
DAYS OF OUR LIVES		N 6389	1035	7.4	16.2	103	*261	7.2	4.1	100	129	4.3	2.0	60	330	7.8	5.2	107
FACTS OF LIFE - DAYTIME		N 2526	396	2.8	15.7	99	*108	3.0	4.3	104	*90	3.0	3.6	106	109	2.6	4.3	90
FAMILY FEUD		A 3427	565	4.1	16.5	105	133	3.7	3.9	95	*103	3.5	3.0	89	127	3.0	3.7	77
GENERAL HOSPITAL		A 6870	1075	7.7	15.6	99	282	7.8	4.1	100	224	7.5	3.3	97	394	9.3	5.7	119
GOOD MORNING, AMERICA-730		A 3767	617	4.4	16.4	104	182	5.0	4.8	118	*93	3.1	2.5	73	176	4.1	4.7	97
GOOD MORNING, AMERICA-830		A 3076	558	4.0	18.1	115	139	3.8	4.5	110	*74	2.5	2.4	71	190	4.5	6.2	128
GUIDING LIGHT		C 5789	750	5.4	13.0	82	218	6.0	3.8	92	181	6.1	3.1	93	272	6.4	4.7	98
ONE LIFE TO LIVE		A 4918	737	5.3	15.0	95	19											

	TOTAL U.S. '000	OIL OF OLAY				POND'S CREAM & COCOA BUTTER				MAINTREE HAND AND BODY LOTION				ROSE MILK HAND & BODY CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	13942	100.0	15.8	100	3630	100.0	4.1	100	2982	100.0	3.4	100	4256	100.0	4.8	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	4590	32.9	16.4	104	1137	31.3	4.1	99	786	26.4	2.8	83	1437	33.8	5.1	107
NETWORK AFFILIATES - LATE	21966	3359	24.1	15.3	97	930	25.6	4.2	103	757	25.4	3.4	102	1225	28.8	5.6	116
INDEPENDENTS - LATC	2247	373	2.7	16.6	105	95	2.6	4.2	103	*68	2.3	3.0	90	123	2.9	5.5	114
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	1798	12.9	15.6	99	513	14.1	4.5	108	323	10.8	2.8	83	497	11.7	4.3	90
ABC MONDAY NIGHT MOVIE	A 6879	1097	7.9	15.9	101	220	6.1	3.2	78	*212	7.1	3.1	91	340	8.0	4.9	103
ABC SUNDAY NIGHT MOVIE	A 13690	2194	15.7	16.0	102	622	17.1	4.5	111	443	14.9	3.2	96	691	16.2	5.0	105
ABC WORLD NEWS TONIGHT	A 6589	1047	7.5	15.9	101	269	7.4	4.1	99	178	6.0	2.7	80	318	7.5	4.8	100
AFTERMASH	C 6391	1079	7.7	16.9	107	*268	7.4	4.2	102	*205	6.9	3.2	95	326	7.7	5.1	106
ALICE	C 10273	1872	13.4	18.2	116	457	12.6	4.4	108	390	13.1	3.8	113	440	10.3	4.3	89
AMERICAN PARADE	C 7130	1227	8.8	17.2	109	302	8.3	4.2	103	232	7.8	3.3	97	256	6.0	3.6	75
BENSON	A 11665	1769	12.7	15.2	96	550	15.2	4.7	115	347	11.6	3.0	88	664	15.6	5.7	118
BLUE THUNDER	A 5442	864	6.2	15.9	101	*224	6.2	4.1	100	*184	6.2	3.4	100	300	7.0	5.5	115
CAGNEY & LACEY	C 10565	1641	11.8	15.5	99	418	11.5	4.0	96	417	14.0	3.9	117	594	14.0	5.6	117
CBS EVENING NEWS-DEAN	C 3668	662	4.7	18.0	115	*171	4.7	4.7	114	**113	3.8	3.1	91	*214	5.0	5.8	121
CBS EVENING NEWS-RATHER	C 7561	1213	8.7	16.0	102	338	9.3	4.5	109	210	7.0	2.8	82	439	10.3	5.8	121
CBS SAT. NEWS-SCHIEFFER	C 3948	659	4.7	16.7	106	105	2.9	2.7	65	118	4.0	3.0	89	213	5.0	5.4	112
CBS SATURDAY NIGHT MOVIE	C 5966	885	6.3	14.8	94	230	6.3	3.9	94	192	6.4	3.2	95	381	9.0	6.4	133
CBS WEDNESDAY NIGHT MOVIE	C 6529	897	6.4	13.7	87	240	6.6	3.7	90	214	7.2	3.3	97	281	6.6	4.3	89
CHEERS	N 9842	1422	10.2	14.4	92	437	12.0	4.4	108	481	16.1	4.9	145	391	9.2	4.0	83
DALLAS	C 23935	3856	27.7	16.1	102	1060	29.2	4.4	108	1012	33.9	4.2	125	1296	30.5	5.4	113
DIFFERENT STROKES	N 7574	1095	7.9	14.5	92	344	9.5	4.5	111	*223	7.5	2.9	87	352	8.3	4.6	97
DOUBLE TROUBLE	N 7786	1420	10.2	18.2	116	479	13.2	6.2	150	301	10.1	3.9	115	357	8.4	4.6	95
DUCK FACTORY	N 6290	782	5.6	12.4	79	287	7.9	4.6	111	300	10.1	4.8	141	258	6.1	4.1	85
DUKES OF HAZZARD	C 6402	958	6.9	15.0	95	*217	6.0	3.4	83	*217	7.3	3.4	101	287	6.7	4.5	93
DYNASTY	A 21955	3522	25.3	16.0	102	882	24.3	4.0	98	797	26.7	3.6	108	1121	26.3	5.1	106
FACTS OF LIFE	N 8898	1537	11.0	17.3	110	475	13.1	5.3	130	347	11.6	3.9	116	520	12.2	5.8	121
FALCON CREST	C 21877	3495	25.1	16.0	101	881	24.3	4.0	98	896	30.0	4.1	122	1131	26.6	5.2	107
FALL GUY	A 10045	1668	12.0	16.6	105	432	11.9	4.3	105	236	7.9	2.3	70	511	12.0	5.1	106
FAMILY TIES	N 8922	1431	10.3	16.0	102	437	12.0	4.9	119	381	12.8	4.3	127	395	9.3	4.4	92
FANTASY ISLAND	A 8288	1263	9.1	15.2	97	398	11.0	4.8	117	218	7.3	2.6	78	403	9.5	4.9	101
FOULUPS, BLEEPs & BLUNDERS	A 9891	1524	10.9	15.4	98	394	10.9	4.0	97	370	12.4	3.7	111	612	14.4	6.2	129
FOUR SEASONS	C 5429	978	7.0	18.0	114	*197	5.4	3.6	88	*192	6.4	3.5	105	*269	6.3	5.0	103
GIMME A BREAK	N 9646	1530	11.0	15.9	101	517	14.2	5.4	131	403	13.5	4.2	124	466	10.9	4.8	100
HART TO HART	A 9983	1741	12.5	17.4	111	426	11.7	4.3	104	426	14.3	4.3	127	702	16.5	7.0	146
HILL STREET BLUES	N 9688	1339	9.6	13.8	88	248	6.8	2.6	62	445	14.9	4.6	136	419	9.8	4.3	90
HOTEL	A 15435	2507	18.0	16.2	103	628	17.3	4.1	99	622	20.9	4.0	120	909	21.4	5.9	122
JEFFERSONS	C 10031	1868	13.4	18.6	118	440	12.1	4.4	107	404	13.5	4.0	119	476	11.2	4.7	99
JENNIFER SLEPT HERE	N 6376	982	7.0	15.4	98	274	7.5	4.3	105	*205	6.9	3.2	95	*268	6.3	4.2	87
KATE & ALLIE	C 9951	1641	11.8	16.5	105	400	11.0	4.0	98	292	9.8	2.9	87	502	11.8	5.0	105
KNIGHT RIDER	N 7908	1369	9.8	17.3	110	289	8.0	3.7	89	252	8.5	3.2	95	396	9.3	5.0	104
LOVE BOAT	A 13226	2097	15.0	15.9	101	490	13.5	3.7	90	383	12.8	2.9	86	601	14.1	4.5	94
MAGNUM PI	C 12105	1927	13.8	15.9	101	393	10.8	3.2	79	378	12.7	3.1	93	559	13.1	4.6	96
MAMA'S FAMILY	N 6364	1078	7.7	16.9	107	272	7.5	4.3	104	*232	7.8	3.6	108	377	8.9	5.9	123
MASTER, THE	N 3955	632	4.5	16.0	101	*166	4.6	4.2	102	*121	4.1	3.1	91	*157	3.7	4.0	83
MATT HOUSTON	A 6903	1188	8.5	17.2	109	323	8.9	4.7	114	*181	6.1	2.6	78	363	8.5	5.3	109
NBC MONDAY NIGHT MOVIE	N 13443	2206	15.8	16.4	104	585	16.1	4.4	106	521	17.5	3.9	115	531	12.5	4.0	82
NBC NIGHTLY NEWS	N 5585	840	6.0	15.0	95	232	6.4	4.2	101	168	5.6	3.0	89	290	6.8	5.2	108
NBC NIGHTLY NEWS-SAT	N 3688	536	3.8	14.5	92	*127	3.5	3.4	84	**79	2.6	2.1	64	*139	3.3	3.8	78
NBC NIGHTLY NEWS-SUN	N 3310	557	4.0	16.8	107	**153	4.2	4.6	113	**92	3.1	2.8	82	*197	4.6	6.0	124
NBC SUNDAY NIGHT MOVIE	N 9238	1108	7.9	12.0	76	391	10.8	4.2	103	494	16.6	5.3	159	404	9.5	4.4	91
NEWHART	C 9876	1704	12.2	17.3	109	497	13.7	5.0	123	347	11.6	3.5	104	556	13.1	5.6	117
ONE DAY AT A TIME	C 7954	1302	9.3	16.4	104	202	5.6	2.5	62	240	8.0	3.0	90	349	8.2	4.4	91
PEOPLE ARE FUNNY	N 5182	849	6.1	16.4	104	*222	6.1	4.3	104	*179	6.0	3.5	102	*304	7.1	5.9	122
REAL PEOPLE	N 9674	1618	11.6	16.7	106	485	13.4	5.0	122	320	10.7	3.3	98	473	11.1	4.9	102
REMINGTON STEELE	N 8511	1230	8.8	14.5	92	309	8.5	3.6	88	246	8.2	2.9	86	366	8.6	4.3	89
RIPLY'S BELIEVE IT - NOT	A 5656	841	6.0	14.9	94	229	6.3	4.0	99	*189	6.3	3.3	99	290	6.8	5.1	107
RIPTIDE	N 7718	1270	9.1	16.5	104	298	8.2	3.9	94	254	8.5	3.3	98	396	9.3	5.1	107
SCARECROW & MRS. KING	C 11058	1668	12.0	15.1	96	448	12.3	4.1	99	314	10.5	2.8	84	478	11.2	4.3	90
SIMON & SIMON	C 11615	1784	12.8	15.4	97	428	11.8	3.7	90	321	10.8	2.8	82	503	11.8	4.3	90
60 MINUTES	C 14326	2530	18.1	17.7	112	614	16.9	4.3	104	475	15.9	3.3	98	762	17.9	5.3	111
ST. ELSEWHERE	N 7670	1301	9.3	17.0	108	473	13.0	6.2	150	299	10.0	3.9	116	342	8.0	4.5	93
THREE'S COMPANY	A 12068	1867	13.4	15.5	98	612	16.9	5.1	124	344	11.5	2.9	85	627	14.7	5.2	108
T.J. HOOKER	A 9735	1623	11.6	16.7	106												

	TOTAL U.S. '000	VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE HERBAL				VASELINE INTENSIVE CARE				MONDRA			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	88464	6940	100.0	7.8	100	3686	100.0	4.2	100	21783	100.0	24.6	100	6908	100.0	7.8	100
FEMALE HOMEMAKERS	80986	6381	91.9	7.9	100	3204	86.9	4.0	95	20034	92.0	24.7	100	6586	95.3	8.1	104
EMPLOYED MOTHERS	18702	1697	24.5	9.1	116	742	20.1	4.0	95	5032	23.1	26.9	109	1738	25.2	9.3	119
18 - 24	14726	1078	15.5	7.3	93	779	21.1	5.3	127	3597	16.5	24.4	99	1028	14.9	7.0	89
25 - 34	20202	1737	25.0	8.6	110	967	26.2	4.8	115	5379	24.7	26.6	108	2096	30.3	10.4	133
35 - 44	14781	1355	19.5	9.2	117	642	17.4	4.3	104	3427	15.7	23.2	94	1264	18.3	8.6	110
45 - 54	11449	1004	14.5	8.8	112	*389	10.6	3.4	82	3100	14.2	27.1	110	939	13.6	8.2	105
55 - 64	11846	777	11.2	6.6	84	*447	12.1	3.8	91	2779	12.8	23.5	95	772	11.2	6.5	83
65 OR OLDER	15459	990	14.3	6.4	82	462	12.5	3.0	72	3502	16.1	22.7	92	809	11.7	5.2	67
18 - 34	34928	2815	40.6	8.1	103	1746	47.4	5.0	120	8975	41.2	25.7	104	3124	45.2	8.9	115
18 - 49	55154	4749	68.4	8.6	110	2588	70.2	4.7	113	13959	64.1	25.3	103	4855	70.3	8.8	113
25 - 54	46433	4095	59.0	8.8	112	1998	54.2	4.3	103	11906	54.7	25.6	104	4299	62.2	9.3	119
35 - 49	20226	1933	27.9	9.6	122	842	22.8	4.2	100	4984	22.9	24.6	100	1731	25.1	8.6	110
50 OR OLDER	33310	2192	31.6	6.6	84	1098	29.8	3.3	79	7825	35.9	23.5	95	2053	29.7	6.2	79
GRADUATED COLLEGE	12110	1208	17.4	10.0	127	854	23.2	7.1	169	3017	13.9	24.9	101	966	14.0	8.0	102
ATTENDED COLLEGE	15309	1399	20.2	9.1	116	861	23.4	5.6	135	3919	18.0	25.6	104	1237	17.9	8.1	103
GRADUATED HIGH SCHOOL	36912	2889	41.6	7.8	100	1175	31.9	3.2	76	9280	42.6	25.1	102	3040	44.0	8.2	105
DID NOT GRADUATE HIGH SCHOOL	24134	1445	20.8	6.0	76	796	21.6	3.3	79	5567	25.6	23.1	94	1666	24.1	6.9	88
EMPLOYED FULL-TIME	35457	2854	41.1	8.0	103	1676	45.5	4.7	113	8935	41.0	25.2	102	2851	41.3	8.0	103
EMPLOYED PART-TIME	8514	738	10.6	8.7	110	*576	15.6	6.8	162	2304	10.6	27.1	110	752	10.9	8.8	113
NOT EMPLOYED	44494	3349	48.3	7.5	96	1435	38.9	3.2	77	10545	48.4	23.7	96	3306	47.9	7.4	95
PROFESSIONAL/MANAGER	10811	1021	14.7	9.4	120	802	21.8	7.4	178	2858	13.1	26.4	107	932	13.5	8.6	110
TECH/CLERICAL/SALES	19640	1567	22.6	8.0	102	951	25.8	4.8	116	4878	22.4	24.8	101	1671	24.2	8.5	109
PRECISION/CRAFT	1023	**89	1.3	8.7	111	**34	0.9	3.3	80	*307	1.4	30.0	122	**99	1.4	9.7	124
OTHER EMPLOYED	12498	915	13.2	7.3	93	*465	12.6	3.7	89	3196	14.7	25.6	104	900	13.0	7.2	92
SINGLE	15995	1274	18.4	8.0	102	923	25.0	5.8	138	3731	17.1	23.3	95	1124	16.3	7.0	90
MARRIED	51689	3967	57.2	7.7	98	2052	55.7	4.0	95	13153	60.4	25.4	103	4578	66.3	8.9	113
DIVORCED/SEPARATED/WIDOWED	20780	1699	24.5	8.2	104	711	19.3	3.4	82	4899	22.5	23.6	96	1207	17.5	5.8	74
PARENTS	33922	2981	43.0	8.8	112	1270	34.5	3.7	90	8948	41.1	26.4	107	3212	46.5	9.5	121
WHITE	76422	6065	87.4	7.9	101	3081	83.6	4.0	97	18554	85.2	24.3	99	6152	89.1	8.1	103
BLACK	10066	677	9.8	6.7	86	520	14.1	5.2	124	2744	12.6	27.3	111	691	10.0	6.9	88
OTHER	1976	**199	2.9	10.1	128	**84	2.3	4.3	102	**486	2.2	24.6	100	**66	1.0	3.3	43
NORTHEAST-CENSUS	19803	1260	18.2	6.4	81	789	21.4	4.0	96	4356	20.0	22.0	89	1303	18.9	6.6	84
NORTH CENTRAL	22181	1922	27.7	8.7	110	1069	29.0	4.8	116	6134	28.2	27.7	112	2038	29.5	9.2	118
SOUTH	30082	2317	33.4	7.7	98	1006	27.3	3.3	80	7813	35.9	26.0	105	2313	33.5	7.7	98
WEST	16398	1442	20.8	8.8	112	823	22.3	5.0	120	3481	16.0	21.2	86	1255	18.2	7.7	98
NORTHEAST-MKTG.	20163	1250	18.0	6.2	79	822	22.3	4.1	98	3966	18.2	19.7	80	1136	16.4	5.6	72
EAST CENTRAL	13054	833	12.0	6.4	81	483	13.1	3.7	89	3699	17.0	28.3	115	1327	19.2	10.2	130
WEST CENTRAL	14993	1539	22.2	10.3	131	790	21.4	5.3	126	4111	18.9	27.4	111	1442	20.9	9.6	123
SOUTH	25785	2057	29.6	8.0	102	862	23.4	3.3	80	6965	32.0	27.0	110	2066	29.9	8.0	103
PACIFIC	14470	1260	18.2	8.7	111	729	19.8	5.0	121	3043	14.0	21.0	85	938	13.6	6.5	83
COUNTY SIZE A	36705	2882	41.5	7.9	100	1821	49.4	5.0	119	8770	40.3	23.9	97	2723	39.4	7.4	95
COUNTY SIZE B	26819	2190	31.6	8.2	104	859	23.3	3.2	77	6830	31.4	25.5	103	2214	32.0	8.3	106
COUNTY SIZE C	13597	988	14.2	7.3	93	*492	13.3	3.6	87	3305	15.2	24.3	99	1189	17.2	8.7	112
COUNTY SIZE D	11344	881	12.7	7.8	99	*514	13.9	4.5	109	2878	13.2	25.4	103	783	11.3	6.9	88
METRO CENTRAL CITY	26825	2091	30.1	7.8	99	1078	29.2	4.0	96	6625	30.4	24.7	100	1987	28.8	7.4	95
METRO SUBURBAN	39912	3278	47.2	8.2	105	1736	47.1	4.3	104	9952	45.7	24.9	101	3286	47.6	8.2	105
NON METRO	21728	1571	22.6	7.2	92	872	23.7	4.0	96	5206	23.9	24.0	97	1636	23.7	7.5	96
TOP 5 ADI'S	20847	1675	24.1	8.0	102	1107	30.0	5.3	127	4692	21.5	22.5	91	1370	19.8	6.6	84
TOP 10 ADI'S	28719	2301	33.2	8.0	102	1384	37.5	4.8	116	6409	29.4	22.3	91	1922	27.8	6.7	86
TOP 20 ADI'S	40904	2949	42.5	7.2	92	1854	50.3	4.5	109	9374	43.0	22.9	93	2958	42.8	7.2	93
HSGLD INC. \$50,000 OR MORE	7931	*645	9.3	8.1	104	*483	13.1	6.1	146	2020	9.3	25.5	103	*482	7.0	6.1	78
\$40,000 OR MORE	15233	1167	16.8	7.7	98	*804	21.8	5.3	127	3763	17.3	24.7	100	1016	14.7	6.7	85
\$30,000 OR MORE	28333	2368	34.1	8.4	107	1392	37.8	4.9	118	7272	33.4	25.7	104	2408	34.9	8.5	109
\$25,000 OR MORE	36417	3137	45.2	8.6	110	1676	45.5	4.6	110	9352	42.9	25.7	104	3065	44.4	8.4	108
\$20,000 - \$24,999	9943	808	11.6	8.1	104	*361	9.8	3.8	87	2484	11.4	25.0	101	768	11.1	7.7	99
\$15,000 - \$19,999	9211	763	11.0	8.3	106	*351	9.5	3.6	91	1966	9.0	21.3	87	683	9.9	7.4	95
\$10,000 - \$14,999	13477	833	12.0	6.2	79	566	15.4	4.2	101	3453	15.9	25.6	104	890	12.9	6.6	85
UNDER \$10,000	19418	1400	20.2	7.2	92	732	19.9	3.8	90	4529	20.8	23.3	95	1503	21.8	7.7	99
HOUSEHOLD OF 1 PERSON	11987	1004	14.5	8.4	107	451	12.2	3.8	90	2806	12.9	23.4	95	691	10.0	5.8	74
2 PEOPLE	27046	1959	28.2	7.2	92	1226	33.3	4.5	109	6263	28.8	23.2	94	1890	27.4	7.0	89
3 OR 4 PEOPLE	34251	2659	38.3	7.8	99	1403	38.1	4.1	98	8897	40.8	26.0	105	2811	40.7	8.2	105
5 OR MORE PEOPLE	15180	1317	19.0	8.7	111	*606	16.4	4.0	96	3817	17.5	25.1	102	1517	22.0	10.0	128
NO CHILD IN HSHLD	49819	3658	52.7	7.3	94	2105	57.1	4.2	101	11601	53.3	23.3	95	3374	48.8	6.8	87
CHILD(REN) UNDER 2 YRS	6045	*472	6.8	7.8	100	**264	7.2	4.4	105	1662	7.6	27.5	112	*572	8.3	9.5	121
2 - 5 YEARS	15233	1434	20.7	9.4	120	647	17.6	4.2	102	3874	17.8	25.4	103	1471	21.3	9.7	124
6 - 11 YEARS	16260	1513	21.8	9.3	119	582	15.8	3.6	86	4247	19.5	26.1	106	1437	20.8	8.8	113
12 - 17 YEARS	19173	1596	23.0	8.3	106	844	22.9	4.4	106	4902	22.5	25.6	104	1796	26.0	9.4	120
RESIDENCE OWNED	61371	4990	71.9	8.1	104	2430	65.9	4.0	95	15313	70.3	25.0	101	4777	69.2	7.8	100
VALUE: \$50,000 OR MORE	35355	3030	43.7	8.6	109	1575	42.7	4.5	107	8156	37.4	23.1	94	2843	41.2	8.0	103
VALUE: UNDER \$50,000	26016	1960	28.2	7.5	96	854	23.2	3.3	79	7157	32.9	27.5	112	1934	28.0	7.4	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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			VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE HERBAL				VASELINE INTENSIVE CARE				MONDRA				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALES			88464	6940	100.0	7.8	100	3686	100.0	4.2	100	21783	100.0	24.6	100	6908	100.0	7.8	100
MAGAZINES	QUINTILE 1	17988	1637	23.6	9.1	116	950	25.8	5.3	127	4457	20.5	24.8	101	1756	25.4	9.8	125	
	QUINTILE 2	19446	1775	25.6	9.1	116	985	26.7	5.1	122	4899	22.5	25.2	102	1505	21.8	7.7	99	
	QUINTILE 3	14626	938	13.5	6.4	82	687	18.6	4.7	113	3444	15.8	23.5	96	1110	16.1	7.6	97	
	QUINTILE 4	16014	1287	18.5	8.0	102	590	16.0	3.7	88	4298	19.7	26.8	109	1272	18.4	7.9	102	
	QUINTILE 5	20389	1303	18.8	6.4	81	474	12.9	2.3	56	4686	21.5	23.0	93	1266	18.3	6.2	80	
NEWSPAPERS	QUINTILE 1	13830	1085	15.6	7.8	100	813	22.1	5.9	141	3363	15.4	24.3	99	1140	16.5	8.2	106	
	QUINTILE 2	26350	2228	32.1	8.5	108	1022	27.7	3.9	93	6645	30.5	25.2	102	2046	29.6	7.8	99	
	QUINTILE 3	12415	1166	16.8	9.4	120	*490	13.3	3.9	95	3100	14.2	25.0	101	887	12.8	7.1	91	
	QUINTILE 4	21911	1574	22.7	7.2	92	837	22.7	3.8	92	5411	24.8	24.7	100	1729	25.0	7.9	101	
	QUINTILE 5	13960	889	12.8	6.4	81	*524	14.2	3.8	90	3264	15.0	23.4	95	1106	16.0	7.9	101	
OUTDOOR	QUINTILE 1	16810	1275	18.4	7.6	97	846	23.0	5.0	121	4135	19.0	24.6	100	1185	17.2	7.0	90	
	QUINTILE 2	17101	1430	20.6	8.4	107	707	19.2	4.1	99	4410	20.2	25.8	105	1183	17.1	6.9	89	
	QUINTILE 3	17579	1329	19.1	7.6	96	736	20.0	4.2	100	4567	21.0	26.0	106	1437	20.8	8.2	105	
	QUINTILE 4	18343	1418	20.4	7.7	99	682	18.5	3.7	89	4327	19.9	23.6	96	1672	24.2	9.1	117	
	QUINTILE 5	18631	1488	21.4	8.0	102	715	19.4	3.8	92	4345	19.9	23.3	95	1432	20.7	7.7	98	
RADIO-DRIVE TIME	QUINTILE 1	17390	1774	25.6	10.2	130	697	18.9	4.0	96	4411	20.2	25.4	103	1530	22.1	8.8	113	
	QUINTILE 2	16591	1039	15.0	6.3	80	800	21.7	4.8	116	4321	19.8	26.0	106	1258	18.2	7.6	97	
	QUINTILE 3	16910	1222	17.6	7.2	92	774	21.0	4.6	110	4323	19.8	25.6	104	1089	15.8	6.4	82	
	QUINTILE 4	18002	1475	21.3	8.2	104	658	17.9	3.7	88	4290	19.7	23.8	97	1553	22.5	8.6	110	
	QUINTILE 5	19572	1430	20.6	7.3	93	757	20.5	3.9	93	4438	20.4	22.7	92	1479	21.4	7.6	97	
RADIO-MID- DAY	TERCILE 1	23248	1960	28.2	8.4	107	884	24.0	3.8	91	6134	28.2	26.4	107	1848	26.8	7.9	102	
	TERCILE 2	23667	2035	29.3	8.6	110	1004	27.2	4.2	102	5680	26.1	24.0	97	2002	29.0	8.5	108	
	TERCILE 3	41549	2945	42.4	7.1	90	1798	48.8	4.3	104	9969	45.8	24.0	97	3058	44.3	7.4	94	
RADIO-TOTAL	QUINTILE 1	17786	1629	23.5	9.2	117	757	20.5	4.3	102	4799	22.0	27.0	110	1546	22.4	8.7	111	
	QUINTILE 2	17316	1370	19.7	7.9	101	672	18.2	3.9	93	4177	19.2	24.1	98	1340	19.4	7.7	99	
	QUINTILE 3	18428	1308	18.8	7.1	90	783	21.2	4.2	102	4373	20.1	23.7	96	1458	21.1	7.9	101	
	QUINTILE 4	17669	1347	19.4	7.6	97	938	25.4	5.3	127	4436	20.4	25.1	102	1350	19.5	7.6	98	
	QUINTILE 5	17265	1286	18.5	7.4	95	536	14.5	3.1	75	3999	18.4	23.2	94	1214	17.6	7.0	90	
TV-PRIME TIME	QUINTILE 1	17416	1255	18.1	7.2	92	651	17.7	3.7	90	4248	19.5	24.4	99	1150	16.6	6.6	85	
	QUINTILE 2	17413	1321	19.0	7.6	97	576	15.6	3.3	79	4109	18.9	23.6	96	1226	17.7	7.0	90	
	QUINTILE 3	17943	1579	22.8	8.8	112	810	22.0	4.5	108	4703	21.6	26.2	106	1689	24.4	9.4	121	
	QUINTILE 4	18442	1459	21.0	7.9	101	995	27.0	5.4	129	4889	22.4	26.5	108	1585	22.9	8.6	110	
	QUINTILE 5	17250	1325	19.1	7.7	98	654	17.7	3.8	91	3835	17.6	22.2	90	1257	18.2	7.3	93	
TV-DAYTIME	TERCILE 1	29966	2169	31.3	7.2	92	1034	28.1	3.5	83	7612	34.9	25.4	103	2431	35.2	8.1	104	
	TERCILE 2	29480	2504	36.1	8.5	108	1279	34.7	4.3	104	7023	32.2	23.8	97	2235	32.4	7.6	97	
	TERCILE 3	29018	2267	32.7	7.8	100	1373	37.2	4.7	114	7149	32.8	24.6	100	2242	32.5	7.7	99	
TV-TOTAL	QUINTILE 1	17740	1303	18.8	7.3	94	656	17.8	3.7	89	4375	20.1	24.7	100	1300	18.8	7.3	94	
	QUINTILE 2	17674	1277	18.4	7.2	92	575	15.6	3.3	78	4080	18.7	23.1	94	1327	19.2	7.5	96	
	QUINTILE 3	17730	1380	19.9	7.8	99	763	20.7	4.3	103	4818	22.1	27.2	110	1343	19.4	7.6	97	
	QUINTILE 4	17563	1560	22.5	8.9	113	924	25.1	5.3	126	4504	20.7	25.6	104	1571	22.7	8.9	115	
	QUINTILE 5	17757	1420	20.5	8.0	102	769	20.9	4.3	104	4007	18.4	22.6	92	1367	19.8	7.7	99	
MAGAZINES-NEWSPAPERS: DUAL			23278	2101	30.3	9.0	115	1283	34.8	5.5	132	5896	27.1	25.3	103	1932	28.0	8.3	106
MAGAZINE IMPERATIVE			21634	1736	25.0	8.0	102	1017	27.6	4.7	113	5350	24.6	24.7	100	1905	27.6	8.8	113
NEWSPAPER IMPERATIVE			23455	1811	26.1	7.7	98	838	22.7	3.6	86	5830	26.8	24.9	101	1679	24.3	7.2	92
MAGAZINES-OUTDOOR: DUAL			17482	1469	21.2	8.4	107	927	25.1	5.3	127	4491	20.6	25.7	104	1344	19.5	7.7	98
MAGAZINE IMPERATIVE			28830	2526	36.4	8.8	112	1401	38.0	4.9	117	7037	32.3	24.4	99	2652	38.4	9.2	118
OUTDOOR IMPERATIVE			26119	1893	27.3	7.2	92	977	26.5	3.7	90	6491	29.8	24.9	101	1818	26.3	7.0	89
MAGAZINES-RADIO: DUAL			20162	2042	29.4	10.1	129	1026	27.8	5.1	122	4751	21.8	23.6	96	1708	24.7	8.5	108
MAGAZINE IMPERATIVE			26292	2013	29.0	7.7	98	1357	36.8	5.2	124	6769	31.1	25.7	105	2251	32.6	8.6	110
RADIO IMPERATIVE			25308	1656	23.9	6.5	83	776	21.1	3.1	74	6510	29.9	25.7	104	1958	28.3	7.7	99
MAGAZINES-TELEVISION: DUAL			17312	1380	19.9	8.0	102	701	19.0	4.0	97	4129	19.0	23.9	97	1369	19.8	7.9	101
MAGAZINE IMPERATIVE			29099	2575	37.1	8.8	113	1645	44.6	5.7	136	7320	33.6	25.2	102	2601	37.7	8.9	114
TELEVISION IMPERATIVE			27505	1912	27.6	7.0	89	836	22.7	3.0	73	6928	31.8	25.2	102	1779	25.8	6.5	83
NEWSPAPERS-OUTDOOR: DUAL			18628	1731	24.9	9.3	118	840	22.8	4.5	108	4446	20.4	23.9	97	1142	16.5	6.1	79
NEWSPAPER IMPERATIVE			29178	2359	34.0	8.1	103	1213	32.9	4.2	100	7394	33.9	25.3	103	2650	38.4	9.1	116
OUTDOOR IMPERATIVE			25260	1732	25.0	6.9	87	1034	28.1	4.1	98	6693	30.7	26.5	108	1924	27.9	7.6	98
NEWSPAPERS-RADIO: DUAL			19246	1834	26.4	9.5	121	736	20.0	3.8	92	4731	21.7	24.6	100	1595	23.1	8.3	106
NEWSPAPER IMPERATIVE			28155	2136	30.8	7.6	97	1385	37.6	4.9	118	7119	32.7	25.3	103	2091	30.3	7.4	95
RADIO IMPERATIVE			25308	1884	27.1	7.4	95	1011	27.4	4.0	96	6357	29.2	25.1	102	2059	29.8	8.1	104
NEWSPAPERS-TELEVISION: DUAL			18615	1401	20.2	7.5	96	611	16.6	3.3	79	4531	20.8	24.3	99	1426	20.6	7.7	98
NEWSPAPER IMPERATIVE			29207	2661	38.3	9.1	116	1532	41.6	5.2	126	7438	34.1	25.5	103	2234	32.3	7.6	98
TELEVISION IMPERATIVE			25472	1842	26.5	7.2	92	986	26.7	3.9	93	6326	29.0	24.8	101	1827	26.4	7.2	92
OUTDOOR-RADIO: DUAL			17292	1349	19.4	7.8	99	800	21.7	4.6	111	4424	20.3	25.6	104	1310	19.0	7.6	97
OUTDOOR IMPERATIVE			26915	1961	28.3	7.3	93	1205	32.7	4.5	107	6747	31.0	25.1	102	1856	26.9	6.9	88
RADIO IMPERATIVE			28938	2390	34.4	8.3	105	1175	31.9	4.1	97	7162	32.9	24.7	101	2614	37.8	9.0	116
OUTDOOR-TELEVISION: DUAL			16112	1126	16.2	7.0	89	*526	14.3	3.3	78	4205	19.3	26.1	106	1041	15.1	6.5	83
OUTDOOR IMPERATIVE			28228	2378	34.3	8.4	107	1496	40.6	5									

	TOTAL U.S. '000	VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE HERBAL				VASELINE INTENSIVE CARE				MONDRA			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	6940	100.0	7.8	100	3686	100.0	4.2	100	21783	100.0	24.6	100	6908	100.0	7.8	100
ATLANTIC MONTHLY	415	**65	0.9	15.7	200	**17	0.5	4.1	98	**67	0.3	16.1	66	**64	0.9	15.4	197
BARRON'S	522	**44	0.6	8.4	107	**28	0.8	5.4	129	**82	0.4	15.7	64	**46	0.7	8.8	113
BETTER HOMES & GARDENS	17429	1561	22.5	9.0	114	869	23.6	5.0	120	4483	20.6	25.7	104	1546	22.4	8.9	114
BON APPETIT	2772	291	4.2	10.5	134	**245	6.6	8.8	212	737	3.4	26.6	108	**216	3.1	7.8	106
BUSINESS WEEK	1469	**84	1.2	5.7	73	**62	1.7	4.2	101	289	1.3	19.7	80	**80	1.2	5.4	70
CAR AND DRIVER	397	**26	0.4	6.5	83	**34	0.9	8.6	206	**143	0.7	36.0	146	**40	0.6	10.1	129
CBS MAGAZINE NETWORK (GROSS)	1633	**112	1.6	6.9	87	**97	2.6	5.9	143	542	2.5	33.2	135	**144	2.1	8.8	113
CHANGING TIMES	1554	**131	1.9	8.4	107	**71	1.9	4.6	110	379	1.7	24.4	99	**98	1.4	6.3	81
COLONIAL HOMES	1304	**128	1.8	9.8	125	**39	1.1	3.0	72	370	1.7	28.4	115	**139	2.0	10.7	137
CONDE NAST MAG. PKG. (GROSS)	17858	1544	22.2	8.6	110	1149	31.2	6.4	154	4129	19.0	23.1	94	1597	23.1	8.9	115
CONSUMERS DIGEST	1406	**96	1.4	6.8	87	**62	1.7	4.4	106	336	1.5	23.9	97	**77	1.1	5.5	70
COSMOPOLITAN	8815	688	9.9	7.8	99	410	11.1	4.7	112	2024	9.3	23.0	93	846	12.2	9.6	123
COUNTRY LIVING	2636	**218	3.1	8.3	105	**124	3.4	4.7	113	697	3.2	26.4	107	**211	3.1	8.0	103
CUISINE	1554	**90	1.3	5.8	74	**53	1.4	3.4	82	421	1.9	27.1	110	**90	1.3	5.8	74
CYCLE WORLD	469	**22	0.3	4.7	60	**49	1.3	10.4	251	**193	0.9	41.2	167	**47	0.7	10.0	128
DCI:CREATIVE IDEAS FOR LIV	2631	358	5.2	13.6	173	**104	2.8	4.0	95	672	3.1	25.5	104	300	4.3	11.4	146
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	856	12.3	12.1	154	275	7.5	3.9	93	1911	8.8	27.0	110	780	11.3	11.0	141
DISCOVER	998	**135	1.9	13.5	172	**74	2.0	7.4	178	288	1.3	28.9	117	**82	1.2	8.2	105
EBONY	4289	280	4.0	6.5	83	236	6.4	5.5	132	1136	5.2	26.5	108	358	5.2	8.3	107
ESQUIRE	1176	**88	1.3	7.5	95	**44	1.2	3.7	90	329	1.5	28.0	114	**51	0.7	4.3	56
ESSENCE	2392	**196	2.8	8.2	104	**139	3.8	5.8	139	690	3.2	28.8	117	**195	2.8	8.2	104
FAMILY CIRCLE	17209	1475	21.3	8.6	109	756	20.5	4.4	105	4344	19.9	25.2	103	1501	21.7	8.7	112
THE FAMILY HANDYMAN	1184	**108	1.6	9.1	116	**38	1.0	3.2	77	356	1.6	30.1	122	**117	1.7	9.9	127
FAMILY WEEKLY	12391	1004	14.5	8.1	103	515	14.0	4.2	100	3211	14.7	25.9	105	1015	14.7	8.2	105
FIELD & STREAM	2438	**290	4.2	11.9	152	**184	5.0	7.5	181	737	3.4	30.2	123	**209	3.0	8.6	110
FOOD & WINE	614	**108	1.6	17.6	224	**11	0.3	1.8	43	**104	0.5	16.9	69	**34	0.5	5.5	71
FORBES	813	**57	0.8	7.0	89	**41	1.1	5.0	121	**168	0.8	20.7	84	**71	1.0	8.7	112
FORTUNE	1083	**55	0.8	5.1	65	**85	2.3	7.8	188	**253	1.2	23.4	95	**76	1.1	7.0	90
GENTLEMEN'S QUARTERLY	1197	**56	0.8	4.7	60	**80	2.2	6.7	160	**350	1.6	29.2	119	**163	2.4	13.6	174
CLAMOUR	6625	617	8.9	9.3	119	493	13.4	7.4	179	1503	6.9	22.7	92	676	9.8	10.2	131
GOLF DIGEST	707	**49	0.7	6.9	88	**3	0.1	0.4	10	**201	0.9	28.4	115	**76	1.1	10.7	138
GOLF DIGEST/TENNIS (GROSS)	1316	**116	1.7	8.8	112	**41	1.1	3.1	75	404	1.9	30.7	125	**147	2.1	11.2	143
GOLF MAGAZINE	469	**47	0.7	10.0	128	**54	1.5	11.5	276	**85	0.4	18.1	74	**22	0.3	4.7	60
GOLF MAGAZINE/SKI (GROSS)	1060	**68	1.0	6.4	82	**82	2.2	7.7	186	**203	0.9	19.2	78	**68	1.0	6.4	82
GOOD HOUSEKEEPING	17784	1505	21.7	8.5	108	809	21.9	4.5	109	4541	20.8	25.5	104	1412	20.4	7.9	102
HARPER'S BAZAAR	2931	**164	2.4	5.6	71	**118	3.2	4.0	97	679	3.1	23.2	94	**171	2.5	5.8	75
HEALTH	2199	**181	2.6	8.2	105	**62	1.7	2.8	68	518	2.4	23.6	96	**151	2.2	6.9	88
HEARST MAG CORP. BUY (GROSS)	49148	4179	60.2	8.5	108	2168	58.8	4.4	106	12483	57.3	25.4	103	4227	61.2	8.6	110
HEARST MAN POWER (GROSS)	2113	**197	2.8	9.3	119	**149	4.0	7.1	169	527	2.4	24.9	101	**208	3.0	9.8	126
HEARST WOMAN POWER (GROSS)	35062	2972	42.8	8.5	108	1592	43.2	4.5	109	8862	40.7	25.3	103	3089	44.7	8.8	113
HOUSE BEAUTIFUL	3865	415	6.0	10.7	137	**114	3.1	2.9	71	1032	4.7	26.7	108	294	4.3	7.6	97
INC.	315	**33	0.5	10.5	134	**16	0.4	5.1	122	**67	0.3	21.3	86	**15	0.2	4.8	61
JET	3690	245	3.5	6.6	85	**159	4.3	4.3	103	1023	4.7	27.7	113	331	4.8	9.0	115
LADIES' HOME JOURNAL	12930	1115	16.1	8.6	110	587	15.9	4.5	109	3315	15.2	25.6	104	1172	17.0	9.1	116
LHJ FAMILY GRP COMBO(GROSS)	18161	1689	24.3	9.3	119	753	20.4	4.1	100	4610	21.2	25.4	103	1671	24.2	9.2	118
LIFE	5065	368	5.3	7.3	93	**311	8.4	6.1	147	1148	5.3	22.7	92	482	7.0	9.5	122
L.A. TIMES HOME MAGAZINE	1310	**138	2.0	10.5	134	**87	2.4	6.6	159	306	1.4	23.4	95	**71	1.0	5.4	69
MADEMOISELLE	3759	334	4.8	8.9	113	**263	7.1	7.0	168	905	4.2	24.1	98	345	5.0	9.2	118
MC CALL'S	14658	1355	19.5	9.2	118	644	17.5	4.4	105	3770	17.3	25.7	104	1334	19.3	9.1	117
MC CALL'S/WRK MOTHER (GROSS)	15857	1500	21.6	9.5	121	682	18.5	4.3	103	4146	19.0	26.1	106	1445	20.9	9.1	117
MECHANIX ILLUSTRATED	809	**86	1.2	10.6	136	**34	0.9	4.2	101	**170	0.8	21.0	85	**96	1.4	11.9	152
METROPOLITAN HOME	1009	**127	1.8	12.6	160	**57	1.5	5.6	136	276	1.3	27.4	111	**87	1.3	8.6	110
MONEY	1707	**139	2.0	8.1	104	**122	3.3	7.1	172	362	1.7	21.2	86	**68	1.0	4.0	51
MOTHER EARTH NEWS	1123	**158	2.3	14.1	179	**60	1.6	5.3	128	**265	1.2	23.6	96	**138	2.0	12.3	157
MS.	932	**105	1.5	11.3	145	**74	2.0	7.9	191	**223	1.0	23.9	97	**74	1.1	7.9	102
NATIONAL ENQUIRER	11971	983	14.2	8.2	105	503	13.6	4.2	101	3207	14.7	26.8	109	967	14.0	8.1	103
NATIONAL GEOGRAPHIC	10503	851	12.3	8.1	103	532	14.4	5.1	122	2642	12.1	25.2	102	971	14.1	9.2	118
NATIONAL SUNDAY MAGAZINE PKG	54325	4491	64.7	8.3	105	2432	66.0	4.5	107	13962	64.1	25.7	104	4370	63.3	8.0	103
NATURAL HISTORY	626	**57	0.8	9.1	116	**76	2.1	12.1	291	**145	0.7	23.2	94	**26	0.4	4.2	53
NEW WOMAN	1992	**161	2.3	8.1	103	**48	1.3	2.4	58	425	2.0	21.3	87	**203	2.9	10.2	131
NEW YORK INCLUDING CUE	547	**30	0.4	5.5	70	**27	0.7	4.9	118	**115	0.5	21.0	85	**24	0.3	4.4	56
THE NEW YORKER	1380	**111	1.6	8.0	103	**62	1.7	4.5	108	327	1.5	23.7	96	**90	1.3	6.5	84
NEWSWEEK	6925	465	6.7	6.7	86	266	7.2	3.8	92	1690	7.8	24.4	99	517	7.5	7.5	96
THE N.Y. TIMES DAILY EDITION	1363	**80	1.2	5.9	75	**129	3.5	9.5	227	343	1.6	25.2	102	**82	1.2	6.0	77
THE N.Y. TIMES MAGAZINE	2333	**225	3.2	9.6	123	**238	6.5	10.2	245	469	2.2	20.1	82	**160	2.3	6.9	88
OMNI	872	**156	2.2	17.9	228	**59	1.6	6.8	162	**240	1.1	27.5	112	**161	2.3	18.5	236
ON CABLE	1298	**52	0.7	4.0	51	**35	0.9	2.7	65	**260	1.2	20.0	81	**127	1.8	9.8	125
1001 HOME IDEAS	3032	393	5.7	13.0	165	**103	2.8	3.4	82	778	3.6	25.7	104	348	5.0	11.5	147
ORGANIC GARDENING	1680	**239	3.4	14.2	181	**112	3.0	6.7	160	462	2.1	27.5	112	**192	2.8	11.4	146
OUTDOOR LIFE	960	**134	1.9	14.0	178	**84	2.3	8.8	210	272	1.2	28.3	115	**96	1.4	10.0	128
PARADE MAGAZINE	26755	2102	30.3	7.9	100	1128	30.6	4.2	101	6712	30.8	25.1	102	2072	30.0	7.7	99

	TOTAL U.S. '000	VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE HERBAL				VASELINE INTENSIVE CARE				MONDRA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS
TOTAL FEMALES	88464	6940	100.0	7.8	100	3686	100.0	4.2	100	21783	100.0	24.6	100	6908	100.0	7.8	100
PARENTS	4173	410	5.9	9.8	125	*254	6.9	6.1	146	1076	4.9	25.8	105	411	5.9	9.8	126
PENTHOUSE	973	**68	1.0	7.0	89	**30	0.8	3.1	74	*231	1.1	23.7	96	**71	1.0	7.3	93
PEOPLE	13479	1101	15.9	8.2	104	717	19.5	5.3	128	3270	15.0	24.3	99	1339	19.4	9.9	127
PLAYBOY	2183	*198	2.9	9.1	116	**89	2.4	4.1	98	532	2.4	24.4	99	*190	2.8	8.7	111
POPULAR HOT RODDING	388	**41	0.6	10.6	135	**8	0.2	2.1	49	**105	0.5	27.1	110	**74	1.1	19.1	244
POPULAR MECHANICS	1037	**103	1.5	9.9	127	**69	1.9	6.7	160	*282	1.3	27.2	110	**144	2.1	13.9	178
POPULAR SCIENCE	920	**89	1.3	9.7	123	**65	1.8	7.1	170	*186	0.9	20.2	82	**100	1.4	10.9	139
PREVENTION	4071	259	3.7	6.4	81	*188	5.1	4.6	111	1051	4.8	25.8	105	276	4.0	6.8	87
PSYCHOLOGY TODAY	1940	*135	1.9	7.0	89	*129	3.5	6.6	160	418	1.9	21.5	88	*164	2.4	8.5	108
READER'S DIGEST	24031	1911	27.5	8.0	101	915	24.8	3.8	91	6237	28.6	26.0	105	2004	29.0	8.3	107
REDBOOK	8464	779	11.2	9.2	117	374	10.1	4.4	106	2297	10.5	27.1	110	831	12.0	9.8	126
ROAD & TRACK	429	**29	0.4	6.8	86	**6	0.2	1.4	34	**91	0.4	21.2	86	**47	0.7	11.0	140
ROLLING STONE	1355	**72	1.0	5.3	68	**87	2.4	6.4	154	409	1.9	30.2	123	**83	1.2	6.1	78
RUNNER'S WORLD	329	**70	1.0	21.3	271	**10	0.3	3.0	73	*777	0.4	23.4	95	**25	0.4	7.6	97
SATURDAY EVENING POST	1268	**82	1.2	6.5	82	**66	1.8	5.2	125	297	1.4	23.4	95	**112	1.6	8.8	113
SCIENCE 84	702	**68	1.0	9.7	123	**3	0.1	0.4	10	*136	0.6	19.4	79	**45	0.7	6.4	82
SCIENCE DIGEST	553	**21	0.3	3.8	48	**20	0.5	3.6	87	*124	0.6	22.4	91	**27	0.4	4.9	63
SCIENTIFIC AMERICAN	615	**82	1.2	13.3	170	**23	0.6	3.7	90	*148	0.7	24.1	98	**29	0.4	4.7	60
SELF	2683	*185	2.7	6.9	88	*177	4.8	6.6	158	594	2.7	22.1	90	*172	2.5	6.4	82
SEVENTEEN	3309	*298	4.3	9.0	115	*272	7.4	8.2	197	876	4.0	26.5	108	382	5.5	11.5	148
SKI	591	**21	0.3	3.6	45	**28	0.8	4.7	114	**118	0.5	20.0	81	**46	0.7	7.8	100
SMITHSONIAN	3039	329	4.7	10.8	138	*174	4.7	5.7	137	600	2.8	19.7	80	260	3.8	8.6	110
SOAP OPERA DIGEST	3683	323	4.7	8.8	112	*138	3.7	3.7	90	1105	5.1	30.0	122	400	5.8	10.9	139
SOUTHERN LIVING	4434	498	7.2	11.2	143	*171	4.6	3.9	93	1239	5.7	27.9	113	480	6.9	10.8	139
SPORT	701	**64	0.9	9.1	116	**50	1.4	7.1	171	*201	0.9	28.7	116	**40	0.6	5.7	73
THE SPORTING NEWS	518	**101	1.5	19.5	249	**21	0.6	4.1	97	**172	0.8	33.2	135	**26	0.4	5.0	64
SPORTS AFIELD	523	**72	1.0	13.8	175	**61	1.7	11.7	280	**121	0.6	23.1	94	**37	0.5	7.1	91
SPORTS ILLUSTRATED	3325	346	5.0	10.4	133	*237	6.4	7.1	171	1029	4.7	30.9	126	310	4.5	9.3	119
STAR	8567	811	11.7	9.5	121	409	11.1	4.8	115	2328	10.7	27.2	110	764	11.1	8.9	114
SUNDAY	27630	2135	30.8	7.7	98	1259	34.2	4.6	109	7048	32.4	25.5	104	2150	31.1	7.8	100
SUNSET	2219	*263	3.8	11.9	151	**97	2.6	4.4	105	474	2.2	21.4	87	*165	2.4	7.4	95
TV GUIDE	24258	1839	26.5	7.6	97	1193	32.4	4.9	118	6160	28.3	25.4	103	1834	26.5	7.6	97
TENNIS	609	**68	1.0	11.2	142	**38	1.0	6.2	150	*203	0.9	33.3	135	**71	1.0	11.7	149
TIME	9929	770	11.1	7.8	99	608	16.5	6.1	147	2482	11.4	25.0	102	884	12.8	8.9	114
TOWN & COUNTRY	1062	**86	1.2	8.1	103	**30	0.8	2.8	68	263	1.2	24.8	101	**88	1.3	8.3	106
TRAVEL & LEISURE	1051	**110	1.6	10.5	133	**54	1.5	5.1	123	*179	0.8	17.0	69	**109	1.6	10.4	133
TRUE STORY	3946	322	4.6	8.2	104	*142	3.9	3.6	86	1028	4.7	26.1	106	456	6.6	11.6	148
U.S. NEWS & WORLD REPORT	3782	261	3.8	6.9	88	*204	5.5	5.4	129	892	4.1	23.6	96	249	3.6	6.6	84
USA TODAY	1874	*201	2.9	10.7	137	**51	1.4	2.7	65	460	2.1	24.5	100	*211	3.1	11.3	144
US	2213	*186	2.7	8.4	107	**139	3.8	6.3	151	586	2.7	26.5	108	*273	4.0	12.3	158
VOGUE	4792	408	5.9	8.5	109	*216	5.9	4.5	108	1126	5.2	23.5	95	405	5.9	8.5	108
HALL STREET JOURNAL	2045	*151	2.2	7.4	94	**89	2.4	4.4	104	507	2.3	24.8	101	*157	2.3	7.7	98
WEIGHT WATCHERS	2364	*270	3.9	11.4	146	*160	4.3	6.8	162	542	2.5	22.9	93	280	4.1	11.8	152
WOMAN'S DAY	15182	1344	19.4	8.9	113	670	18.2	4.4	106	3597	16.5	23.7	96	1515	21.9	10.0	128
WORKING MOTHER	1198	*145	2.1	12.1	154	**38	1.0	3.2	76	376	1.7	31.4	127	*111	1.6	9.3	119
WORKING WOMAN	1523	*118	1.7	7.7	99	**71	1.9	4.7	112	326	1.5	21.4	87	*162	2.3	10.6	136
WORLD TENNIS	*183	**12	0.2	6.6	84	**18	0.5	9.8	236	**44	0.2	24.0	98	**16	0.2	8.7	112
ZIFF-DAVIS MAG NETHK (GROSS)	2776	*228	3.3	8.2	105	*182	4.9	6.6	157	704	3.2	25.4	103	284	4.1	10.2	131
BLAIR INSERTS	47909	4061	58.5	8.5	108	2168	58.8	4.5	109	12247	56.2	25.6	104	3813	55.2	8.0	102
DAILY NEWSPAPERS																	
READ ANY	56731	4539	65.4	8.0	102	2437	66.1	4.3	103	13885	63.7	24.5	99	4290	62.1	7.6	97
READ ONE	47696	3888	56.0	8.2	104	1967	53.4	4.1	99	11767	54.0	24.7	100	3551	51.4	7.4	95
READ TWO OR MORE	9034	652	9.4	7.2	92	470	12.8	5.2	125	2119	9.7	23.5	95	740	10.7	8.2	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	4915	70.8	8.5	109	2563	69.5	4.4	107	14643	67.2	25.4	103	4673	67.6	8.1	104
READ ONE	50513	4232	61.0	8.4	107	2050	55.6	4.1	97	12700	58.3	25.1	102	4058	58.7	8.0	103
READ TWO OR MORE	7219	683	9.8	9.5	121	513	13.9	7.1	171	1943	8.9	26.9	109	614	8.9	8.5	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.28				29.08				28.91				27.33			
30 DAY REACH	78184	6147	88.6	7.9	100	3216	87.2	4.1	99	19575	89.9	25.0	102	6126	88.7	7.8	100
50 SHWG - 30 DAY AV FREQ	14.80	14.42				14.95				15.20				14.66			
30 DAY REACH	74239	5825	83.9	7.8	100	3141	85.2	4.2	102	18639	85.6	25.1	102	5706	82.6	7.7	98
25 SHWG - 30 DAY AV FREQ	8.05	7.87				8.11				8.24				7.84			
30 DAY REACH	68254	5351	77.1	7.8	100	2909	78.9	4.3	102	17180	78.9	25.2	102	5327	77.1	7.8	100
CABLE TV: HOME WIRED	35215	2963	42.7	8.4	107	1539	41.8	4.4	105	8600	39.5	24.4	99	2979	43.1	8.5	108
HOME NOT WIRED	53250	3977	57.3	7.5	95	2147	58.2	4.0	97	13183	60.5	24.8	101	3929	56.9	7.4	94
HAVE PAY CABLE	17885	1551	22.3	8.7	111	784	21.3	4.4	105	4534	20.8	25.4	103	1609	23.3	9.0	115

	TOTAL U.S. '000	VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE HERBAL				VASELINE INTENSIVE CARE				MONDRA				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALES	88464	6940	100.0	7.8	100	3686	100.0	4.2	100	21783	100.0	24.6	100	6908	100.0	7.8	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	3871	55.8	8.1	103	2082	56.5	4.3	104	12095	55.5	25.2	102	3670	53.1	7.6	98	
10:00 AM - 3:00 PM	33674	2905	41.9	8.6	110	1298	35.2	3.9	93	8606	39.5	25.6	104	2853	41.3	8.5	108	
3:00 PM - 7:00 PM	34431	2837	40.9	8.2	105	1541	41.8	4.5	107	8853	40.6	25.7	104	2953	42.7	8.6	110	
7:00 PM - MIDNIGHT	17761	1404	20.2	7.9	101	723	19.6	4.1	98	4389	20.1	24.7	100	1664	24.1	9.4	120	
MIDNIGHT - 6:00 AM	10087	955	13.8	9.5	121	456	12.4	4.5	108	2548	11.7	25.3	103	935	13.5	9.3	119	
6:00 AM - MIDNIGHT	64318	5242	75.5	8.2	104	2782	75.5	4.3	104	16172	74.2	25.1	102	5188	75.1	8.1	103	
ENTIRE DAY	65181	5335	76.9	8.2	104	2869	77.8	4.4	106	16439	75.5	25.2	102	5253	76.0	8.1	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	17411	1396	20.1	8.0	102	764	20.7	4.4	105	4701	21.6	27.0	110	1477	21.4	8.5	109	
ALL NEWS	2520	*113	1.6	4.5	57	*101	2.7	4.0	96	491	2.3	19.5	79	*148	2.1	5.9	75	
AOR/PROGRESSIVE	4419	380	5.5	8.6	110	*245	6.6	5.5	133	864	4.0	19.6	79	459	6.6	10.4	133	
BEAUTIFUL MUSIC	6119	546	7.9	8.9	114	*195	5.3	3.2	76	1469	6.7	24.0	97	470	6.8	7.7	98	
BLACK	2623	*268	3.9	10.2	130	*131	3.6	5.0	120	837	3.8	31.9	130	*227	3.3	8.7	111	
CLASSICAL	1553	*152	2.2	9.8	125	*67	1.8	4.3	104	381	1.7	24.5	100	*75	1.1	4.8	62	
CHR/ROCK	11282	839	12.1	7.4	95	591	16.0	5.2	126	2813	12.9	24.9	101	949	13.7	8.4	108	
COUNTRY	13343	1165	16.8	8.7	111	595	16.1	4.5	107	3486	16.0	26.1	106	1132	16.4	8.5	109	
GOLDEN OLDIES	1299	*92	1.3	7.1	90	*449	1.3	3.8	91	442	2.0	34.0	138	*180	2.6	13.9	177	
MOR/NOSTALGIA	5241	357	5.1	6.8	87	*172	4.7	3.3	79	1324	6.1	25.3	103	382	5.5	7.3	93	
NEWS/TALK	4165	332	4.8	8.0	102	*120	3.3	2.9	69	883	4.1	21.2	86	*261	3.8	6.3	80	
RELIGIOUS	3324	*301	4.3	9.1	115	*175	4.7	5.3	126	995	4.6	29.9	122	*337	4.9	10.1	130	
SOFT ROCK	609	*30	0.4	4.9	63	*18	0.5	3.0	71	*181	0.8	29.7	121	*64	0.9	10.5	135	
URBAN CONTEMPORARY	1853	*155	2.2	8.4	107	*90	2.4	4.9	117	406	1.9	21.9	89	*144	2.1	7.8	100	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	279	4.0	7.5	95	*118	3.2	3.2	76	1036	4.8	27.8	113	*303	4.4	8.1	104	
ABC DIRECTION	2488	*195	2.8	7.8	100	*105	2.8	4.2	101	481	2.2	19.3	79	*225	3.3	9.0	116	
ABC ENTERTAINMENT	5129	373	5.4	7.3	93	*166	4.5	3.2	78	1283	5.9	25.0	102	410	5.9	8.0	102	
ABC FM	2498	310	4.5	12.4	158	*160	4.3	6.4	154	742	3.4	29.7	121	343	5.0	13.7	176	
ABC INFORMATION	5721	513	7.4	9.0	114	*183	5.0	3.2	77	1453	6.7	25.4	103	483	7.0	8.4	108	
ABC ROCK	2021	*191	2.8	9.5	120	*63	1.7	3.1	75	500	2.3	24.7	100	*277	4.0	13.7	176	
CBS	4756	308	4.4	6.5	83	*147	4.0	3.1	74	1069	4.9	22.5	91	348	5.0	7.3	94	
MUTUAL	5272	412	5.9	7.8	100	*204	5.5	3.9	93	1347	6.2	25.6	104	598	8.7	11.3	145	
NBC	4964	271	3.9	5.5	70	*293	7.9	5.9	142	1344	6.2	27.1	110	302	4.4	6.1	78	
RADIORADIO	2218	*139	2.0	6.3	80	*71	1.9	3.2	77	473	2.2	21.3	87	*175	2.5	7.9	101	
RKO ONE	2565	*202	2.9	7.9	100	*130	3.5	5.1	122	592	2.7	23.1	94	*154	2.2	6.0	77	
RKO TWO	3640	216	3.1	5.9	76	*126	3.4	3.5	83	905	4.2	24.9	101	*242	3.5	6.6	85	
THE SOURCE	2467	*206	3.0	8.4	106	*151	4.1	6.1	147	607	2.8	24.6	100	*252	3.6	10.2	131	
NON-WIRED : BLAIR	9466	752	10.8	7.9	101	310	8.4	3.3	79	2419	11.1	25.6	104	939	13.6	9.9	127	
INTERNET	13616	1297	18.7	9.5	121	604	16.4	4.4	106	3196	14.7	23.5	95	1150	16.6	8.4	108	
KATZ RADIO GROUP	16998	1376	19.8	8.1	103	903	24.5	5.3	127	4402	20.2	25.9	105	1302	18.8	7.7	98	
SUPERNET	11622	865	12.5	7.4	95	449	12.2	3.9	93	2828	13.0	24.3	99	981	14.2	8.4	108	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	783	11.3	8.3	106	309	8.4	3.3	79	2282	10.5	24.2	98	749	10.8	7.9	102	
WKDAY 9:00 AM - 1:00 PM	13304	1049	15.1	7.9	101	468	12.7	3.5	84	3194	14.7	24.0	97	1118	16.2	8.4	108	
WKDAY 1:00 PM - 4:30 PM	17591	1302	18.8	7.4	94	658	17.9	3.7	90	4340	19.9	24.7	100	1347	19.5	7.7	98	
WKDAY 4:30 PM - 7:30 PM	24418	1714	24.7	7.0	89	957	26.0	3.9	94	5884	27.0	24.1	98	1811	26.2	7.4	95	
WKDAY 7:30 PM - 8:00 PM	34400	2497	36.0	7.3	93	1276	34.6	3.7	89	8281	38.0	24.1	98	2519	36.5	7.3	94	
WKDAY 11:00 PM - 11:30 PM	26120	2050	29.5	7.8	100	1042	28.3	4.0	96	6545	30.0	25.1	102	2026	29.3	7.8	99	
WKDAY 11:30 PM - 1:00 AM	8402	662	9.5	7.9	100	319	8.7	3.8	91	2211	10.2	26.3	107	695	10.1	8.3	106	
M-SAT 8-11 PM-SUN 7-11 PM	36828	2840	40.9	7.7	98	1475	40.0	4.0	96	9185	42.2	24.9	101	2779	40.2	7.5	97	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	517	7.4	7.2	91	331	9.0	4.6	110	1673	7.7	23.2	94	558	8.1	7.7	99
ANOTHER WORLD	N	4924	429	6.2	8.7	111	*134	3.6	2.7	65	1412	6.5	28.7	116	383	5.5	7.8	100
AS THE WORLD TURNS	C	5966	455	6.6	7.6	97	186	5.0	3.1	75	1452	6.7	24.3	99	468	6.8	7.8	100
CAPITOL	C	3672	299	4.3	8.1	104	*128	3.5	3.5	84	915	4.2	24.9	101	318	4.6	8.7	111
CBS MORN. NEWS 1	C	1590	111	1.6	7.0	89	*62	1.7	3.9	94	354	1.6	22.3	90	130	1.9	8.2	105
CBS MORN. NEWS 2	C	1298	*79	1.1	6.1	78	*31	0.8	2.4	57	291	1.3	22.4	91	*72	1.0	5.5	71
DAYS OF OUR LIVES	N	6389	617	8.9	9.7	123	227	6.2	3.6	85	1832	8.4	28.7	116	469	6.8	7.3	94
FACTS OF LIFE - DAYTIME	N	2526	220	3.2	8.7	111	*62	1.7	2.5	59	588	2.7	23.3	95	224	3.2	8.9	114
FAMILY FEUD	A	3427	164	2.4	4.8	61	*95	2.6	2.8	67	798	3.7	23.3	95	210	3.0	6.1	78
GENERAL HOSPITAL	A	6870	500	7.2	7.3	93	397	10.8	5.8	139	1702	7.8	24.8	101	507	7.3	7.4	95
GOOD MORNING, AMERICA-730 A	A	3767	270	3.9	7.2	91	155	4.2	4.1	99	947	4.3	25.1	102	338	4.9	9.0	115
GOOD MORNING, AMERICA-830 A	A	3076	261	3.8	8.5	108	99	2.7	3.2	77	788	3.6	25.6	104	244	3.5	7.9	102
GUIDING LIGHT	C	5789	366	5.3	6.3	81	206	5.6	3.6	85	1404	6.4	24.3	98	460	6.7	7.9	102
ONE LIFE TO LIVE	A	4918	299	4.3	6.1	77	207	5.6	4.2	101	1145	5.3	23.3	95	357			

	TOTAL U.S. '000	VASELINE INTENSIVE CARE EXTRA STRENGTH				VASELINE INTENSIVE CARE HERBAL				VASELINE INTENSIVE CARE				MONDRA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	6940	100.0	7.8	100	3686	100.0	4.2	100	21783	100.0	24.6	100	6908	100.0	7.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	2018	29.1	7.2	92	991	26.9	3.5	85	6630	30.4	23.7	96	1993	28.9	7.1	91
NETWORK AFFILIATES - LATE	21966	1741	25.1	7.9	101	876	23.8	4.0	96	5490	25.2	25.0	102	1724	25.0	7.8	101
INDEPENDENTS - LATE	2247	128	1.8	5.7	73	*121	3.3	5.4	129	484	2.2	21.5	87	127	1.8	5.7	72
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11524	852	12.3	7.4	94	348	9.4	3.0	72	2919	13.4	25.3	103	953	13.8	8.3	106
ABC MONDAY NIGHT MOVIE	A 6879	537	7.7	7.8	100	254	6.9	3.7	89	1807	8.3	26.3	107	503	7.3	7.3	99
ABC SUNDAY NIGHT MOVIE	A 13690	1021	14.7	7.5	95	555	15.1	4.1	97	3369	15.5	24.6	100	973	14.1	7.1	99
ABC WORLD NEWS TONIGHT	A 6589	487	7.0	7.4	94	218	5.9	3.3	79	1410	6.5	21.4	87	327	4.7	5.0	64
AFTERMASH	C 6391	667	9.6	10.4	133	*384	10.4	6.0	144	1481	6.8	23.2	94	531	7.7	8.3	106
ALICE	C 10273	915	13.2	8.9	114	481	13.0	4.7	112	2434	11.2	23.7	96	830	12.0	8.1	103
AMERICAN PARADE	C 7130	490	7.1	6.9	88	252	6.8	3.5	85	1599	7.3	22.4	91	470	6.8	6.6	84
BENSON	A 11665	1051	15.1	9.0	115	464	12.6	4.0	95	2719	12.5	23.3	95	798	11.6	6.8	88
BLUE THUNDER	A 5442	341	4.9	6.3	80	*172	4.7	3.2	76	1255	5.8	23.1	94	422	6.1	7.8	99
CAGNEY & LACEY	C 10565	915	13.2	8.7	110	372	10.1	3.5	85	2689	12.3	25.5	103	1071	15.5	10.1	130
CBS EVENING NEWS-DEAN	C 3668	249	3.6	6.8	87	*181	4.9	4.9	118	936	4.3	25.5	104	*153	2.2	4.2	53
CBS EVENING NEWS-RATHER	C 7561	523	7.5	6.9	88	331	9.0	4.4	105	2039	9.4	27.0	110	681	9.9	9.0	115
CBS SAT. NEWS-SCHIEFFER	C 3948	412	5.9	10.4	133	265	7.2	6.7	161	905	4.2	22.9	93	328	4.7	8.3	106
CBS SATURDAY NIGHT MOVIE	C 5966	463	6.7	7.8	99	237	6.4	4.0	95	1529	7.0	25.6	104	373	5.4	6.3	80
CBS WEDNESDAY NIGHT MOVIE	C 6529	591	8.5	9.1	115	234	6.3	3.6	86	1630	7.5	25.0	101	427	6.2	6.5	84
CHEERS	N 9842	721	10.4	7.3	93	364	9.9	3.7	89	2530	11.6	25.7	104	855	12.4	8.7	111
DALLAS	C 23935	2195	31.6	9.2	117	966	26.2	4.0	97	5983	27.5	25.0	102	1926	27.9	8.0	103
DIFF'RENT STROKES	N 7574	610	8.8	8.1	103	*248	6.7	3.3	79	1918	8.8	25.3	103	541	7.8	7.1	91
DOUBLE TROUBLE	N 7786	651	9.4	8.4	107	345	9.4	4.4	106	2020	9.3	25.9	105	669	9.7	8.6	110
DUCK FACTORY	N 6290	459	6.6	7.3	93	*203	5.5	3.2	77	1713	7.9	27.2	111	477	6.9	7.6	97
DUKES OF HAZZARD	C 6402	390	5.6	6.1	78	*235	6.4	3.7	88	1528	7.0	23.9	97	602	8.7	9.4	120
DYNASTY	A 21955	1589	22.9	7.2	92	832	22.6	3.8	91	5568	25.6	25.4	103	1731	25.1	7.9	101
FACTS OF LIFE	N 8898	703	10.1	7.9	101	367	10.0	4.1	99	2366	10.9	26.6	108	695	10.1	7.8	100
FALCON CREST	C 21877	2057	29.6	9.4	120	863	23.4	3.9	95	5520	25.3	25.2	102	1771	25.6	8.1	104
FALL GUY	A 10045	668	9.6	6.7	85	349	9.5	3.5	83	2442	11.2	24.3	99	705	10.2	7.0	90
FAMILY TIES	N 8922	686	9.9	7.7	98	420	11.4	4.7	113	2359	10.8	26.4	107	637	9.2	7.1	91
FANTASY ISLAND	A 8288	696	10.0	8.4	107	311	8.4	3.8	90	1982	9.1	23.9	97	599	8.7	7.2	93
FOULUPS,BLEEPS & BLUNDERS	A 9891	593	8.5	6.0	76	465	12.6	4.7	113	2129	9.8	21.5	87	795	11.5	8.0	103
FOUR SEASONS	C 5429	534	7.7	9.8	125	*324	8.8	6.0	143	1281	5.9	23.6	96	478	6.9	8.8	113
GIMME A BREAK	N 9646	690	9.9	7.2	91	414	11.2	4.3	103	2546	11.7	26.4	107	702	10.2	7.3	93
HART TO HART	A 9983	703	10.1	7.0	90	365	9.9	3.7	88	2514	11.5	25.2	102	664	9.6	6.7	85
HILL STREET BLUES	N 9688	745	10.7	7.7	98	427	11.6	4.4	106	2221	10.2	22.9	93	794	11.5	8.2	105
HOTEL	A 15435	1133	16.3	7.3	94	512	13.9	3.3	80	3936	18.1	25.5	104	1104	16.0	7.2	92
JEFFERSONS	C 10031	982	14.1	9.8	125	443	12.0	4.4	106	2365	10.9	23.6	96	979	14.2	9.8	125
JENNIFER SLEPT HERE	N 6376	527	7.6	8.3	105	*203	5.5	3.2	76	1502	6.9	23.6	96	438	6.3	6.9	88
KATE & ALLIE	C 9951	885	12.8	8.9	113	386	10.5	3.9	93	2513	11.5	25.3	103	810	11.7	8.1	104
KNIGHT RIDER	N 7908	548	7.9	6.9	88	376	10.2	4.8	114	1960	9.0	24.8	101	659	9.5	8.3	107
LOVE BOAT	A 13226	1049	15.1	7.9	101	519	14.1	3.9	94	3007	13.8	22.7	92	914	13.2	6.9	88
MAGNUM PI	C 12105	906	13.1	7.5	95	379	10.3	3.1	75	3015	13.8	24.9	101	824	11.9	6.8	87
MAMA'S FAMILY	N 6364	500	7.2	7.9	100	232	6.3	3.6	87	1627	7.5	25.6	104	419	6.1	6.6	84
MASTER, THE	N 3955	328	4.7	8.3	106	*140	3.8	3.5	85	1051	4.8	26.6	108	352	5.1	8.9	114
MATT HOUSTON	A 6903	392	5.6	5.7	72	263	7.1	3.8	91	1721	7.9	24.9	101	552	8.0	8.0	102
NBC MONDAY NIGHT MOVIE	N 13443	987	14.2	7.3	94	560	15.2	4.2	100	3143	14.4	23.4	95	1025	14.8	7.6	98
NBC NIGHTLY NEWS	N 5585	373	5.4	6.7	85	132	3.6	2.4	57	1349	6.2	24.2	98	369	5.3	6.6	85
NBC NIGHTLY NEWS-SAT	N 3688	305	4.4	8.3	105	*116	3.1	3.1	75	813	3.7	22.0	90	*162	2.3	4.4	56
NBC NIGHTLY NEWS-SUN	N 3310	*240	3.5	7.3	92	*119	3.2	3.6	86	771	3.5	23.3	95	*198	2.9	6.0	77
NBC SUNDAY NIGHT MOVIE	N 9238	667	9.6	7.2	92	432	11.7	4.7	112	2619	12.0	28.4	115	695	10.1	7.5	96
NEWMART	C 9876	934	13.5	9.5	121	376	10.2	3.8	91	2418	11.1	24.5	99	928	13.4	9.4	120
ONE DAY AT A TIME	C 7954	607	8.7	7.6	97	322	8.7	4.0	97	1871	8.6	23.5	96	686	9.9	8.6	110
PEOPLE ARE FUNNY	N 5182	344	5.0	6.6	85	*178	4.8	3.4	82	1279	5.9	24.7	100	339	4.9	6.5	84
REAL PEOPLE	N 9674	768	11.1	7.9	101	422	11.4	4.4	105	2428	11.1	25.1	102	675	9.8	7.0	89
REMINGTON STEELE	N 8511	550	7.9	6.5	82	276	7.5	3.2	78	2088	9.6	24.5	100	609	8.8	7.2	92
RIPLEY'S BELIEVE IT - NOT	A 5656	459	6.6	8.1	103	319	8.7	5.6	135	1363	6.3	24.1	98	430	6.2	7.6	97
RIPTIDE	N 7718	541	7.8	7.0	89	*199	5.4	2.6	62	2102	9.6	27.2	111	617	8.9	8.0	102
SCARECROW & MRS. KING	C 11058	797	11.5	7.2	92	380	10.3	3.4	82	2693	12.4	24.4	99	818	11.8	7.4	95
SIMON & SIMON	C 11615	829	11.9	7.1	91	421	11.4	3.6	87	2913	13.4	25.1	102	832	12.0	7.2	92
60 MINUTES	C 14326	1224	17.6	8.5	109	573	15.5	4.0	96	3503	16.1	24.5	99	1136	16.4	7.9	102
ST. ELSEWHERE	N 7670	619	8.9	8.1	103	292	7.9	3.8	91	1954	9.0	25.5	103	812	11.8	10.6	136
THREE'S COMPANY	A 12068	1031	14.9	8.5	109	535	14.5	4.4	106	2914	13.4	24.1	98	857	12.4	7.1	91
T.J. HOOKER	A 9735	701	10.1	7.2	92	301	8										

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL SOFT SENSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	19405	100.0	21.9	100	15402	100.0	17.4	100	12412	100.0	14.0	100	3856	100.0	4.4	100
FEMALE HOMEMAkers	80986	17244	88.9	21.3	97	14059	91.3	17.4	100	10951	88.2	13.5	96	3544	91.9	4.4	100
EMPLOYED MOTHERS	18702	4624	23.8	24.7	113	3365	21.8	18.0	103	2893	23.3	15.5	110	990	25.7	5.3	121
18 - 24	14726	3413	17.6	23.2	106	3022	19.6	20.5	118	3168	25.5	21.5	153	747	19.4	5.1	116
25 - 34	20202	4584	23.6	22.7	103	3277	21.3	16.2	93	3673	29.6	18.2	130	1039	26.9	5.1	118
35 - 44	14781	3438	17.7	23.3	106	2534	16.5	17.1	98	1821	14.7	12.3	88	770	20.0	5.2	120
45 - 54	11449	2481	12.8	21.7	99	2035	13.2	17.8	102	1189	9.6	10.4	74	*503	13.0	4.4	101
55 - 64	11846	2942	15.2	24.8	113	1763	11.4	14.9	85	1043	8.4	8.8	63	*366	9.5	3.1	71
65 OR OLDER	15459	2547	13.1	16.5	75	2771	18.0	17.9	103	1518	12.2	9.8	70	*430	11.2	2.8	64
18 - 34	34928	7997	41.2	22.9	104	6299	40.9	18.0	104	6841	55.1	19.6	140	1787	46.3	5.1	117
18 - 49	55154	12744	65.7	23.1	105	9859	64.0	17.9	103	9324	75.1	16.9	120	2837	73.6	5.1	118
25 - 54	46433	10503	54.1	22.6	103	7846	50.9	16.9	97	6682	53.8	14.4	103	2313	60.0	5.0	114
35 - 49	20226	4747	24.5	23.5	107	3560	23.1	17.6	101	2483	20.0	12.3	87	1051	27.3	5.2	119
50 OR OLDER	33310	6660	34.3	20.0	91	5544	36.0	16.6	96	3088	24.9	9.3	66	1019	26.4	3.1	70
GRADUATED COLLEGE	12110	2214	11.4	18.3	83	1626	10.6	13.4	77	1509	12.2	12.5	89	*460	11.9	3.8	87
ATTENDED COLLEGE	15309	3197	16.5	20.9	95	2521	16.4	16.5	95	2226	17.9	14.5	104	1035	26.8	6.8	155
GRADUATED HIGH SCHOOL	36912	9097	46.9	24.6	112	6562	42.6	17.8	102	5529	44.5	15.0	107	1618	42.0	4.4	101
DID NOT GRADUATE HIGH SCHOOL	24134	4897	25.2	20.3	93	4694	30.5	19.4	112	3149	25.4	13.0	93	743	19.3	3.1	71
EMPLOYED FULL-TIME	35457	8127	41.9	22.9	104	5849	38.0	16.5	95	4890	39.4	13.8	98	2059	53.4	5.8	133
EMPLOYED PART-TIME	8514	2149	11.1	25.2	115	1583	10.3	18.6	107	1116	9.0	13.1	93	*305	7.9	3.6	82
NOT EMPLOYED	44494	9129	47.0	20.5	94	7970	51.7	17.9	103	6407	51.6	14.4	103	1492	38.7	3.4	77
PROFESSIONAL/MANAGER	10811	2335	12.0	21.6	98	1676	10.9	15.5	89	1313	10.6	12.1	87	*477	12.4	4.4	101
TECH/CLERICAL/SALES	19640	4581	23.6	23.3	106	3189	20.7	16.2	93	2646	21.3	13.5	96	1120	29.0	5.7	131
PRECISION/CRAFT	1023	*301	1.6	29.4	134	**160	1.0	15.6	90	**140	1.1	13.7	98	*58	1.5	5.7	130
OTHER EMPLOYED	12498	3059	15.8	24.5	112	2408	15.6	19.3	111	1906	15.4	15.3	109	709	18.4	5.7	130
SINGLE	15995	3244	16.7	20.3	92	3077	20.0	19.2	110	2822	22.7	17.6	126	761	19.7	4.8	109
MARRIED	51689	11987	61.8	23.2	106	8816	57.2	17.1	98	7110	57.3	13.8	98	2427	62.9	4.7	108
DIVORCED/SEPARATED/WIDOWED	20780	4173	21.5	20.1	92	3510	22.8	16.9	97	2480	20.0	11.9	85	668	17.3	3.2	74
PARENTS	33922	8329	42.9	24.6	112	6200	40.3	18.3	105	6117	49.3	18.0	129	1649	42.8	4.9	112
WHITE	76422	16562	85.3	21.7	99	12658	82.2	16.6	95	10303	83.0	13.5	96	3371	87.4	4.4	101
BLACK	10066	2345	12.1	23.3	106	2457	16.0	24.4	140	1732	14.0	17.2	123	*434	11.3	4.3	99
OTHER	1976	**497	2.6	25.2	115	**287	1.9	14.5	83	**376	3.0	19.0	136	*51	1.3	2.6	59
NORTHEAST-CENSUS	19803	4034	20.8	20.4	93	2266	14.7	11.4	66	2261	18.2	11.4	81	765	19.8	3.9	89
NORTH CENTRAL	22181	5744	29.6	25.9	118	3545	23.0	16.0	92	3240	26.1	14.6	104	998	25.9	4.5	103
SOUTH	30082	6360	32.8	21.1	96	6376	41.4	21.2	122	4655	37.5	15.5	110	1517	39.3	5.0	116
WEST	16398	3267	16.8	19.9	91	3214	20.9	19.6	113	2256	18.2	13.8	98	*576	14.9	3.5	81
NORTHEAST-MKTG.	20163	4152	21.4	20.6	94	2510	16.3	12.4	72	2337	18.8	11.6	83	732	19.0	3.6	83
EAST CENTRAL	13054	2861	14.7	21.9	100	1954	12.7	15.0	86	1755	14.1	13.4	96	654	17.0	5.0	115
WEST CENTRAL	14993	4167	21.5	27.8	127	2623	17.0	17.5	100	2321	18.7	15.5	110	705	18.3	4.7	108
SOUTH	25785	5379	27.7	20.9	95	5664	36.8	22.0	126	4096	33.0	15.9	113	1322	34.3	5.1	118
PACIFIC	14470	2846	14.7	19.7	90	2651	17.2	18.3	105	1903	15.3	13.2	94	*442	11.5	3.1	70
COUNTY SIZE A	36705	7200	37.1	19.6	89	5822	37.8	15.9	91	4748	38.3	12.9	92	1427	37.0	3.9	89
COUNTY SIZE B	26819	5761	29.7	21.5	98	4444	28.9	16.6	95	3964	31.9	14.8	105	1209	31.4	4.5	103
COUNTY SIZE C	13597	3181	16.4	23.4	107	2465	16.0	18.1	104	1975	15.9	14.5	104	729	18.9	5.4	123
COUNTY SIZE D	11344	3263	16.8	28.8	131	2673	17.4	23.6	135	1725	13.9	15.2	108	*491	12.7	4.3	99
METRO CENTRAL CITY	26825	5537	28.5	20.6	94	4760	30.9	17.7	102	4004	32.3	14.9	106	1097	28.4	4.1	94
METRO SUBURBAN	39912	8034	41.4	20.1	92	6197	40.2	15.5	89	5153	41.5	12.9	92	1785	46.3	4.5	103
NON METRO	21728	5833	30.1	26.8	122	4445	28.9	20.5	118	3255	26.2	15.0	107	974	25.3	4.5	103
TOP 5 ADI'S	20847	4548	23.4	21.8	99	3305	21.5	15.9	91	2981	24.0	14.3	102	733	19.0	3.5	81
TOP 10 ADI'S	28719	5681	29.3	19.8	90	4488	29.1	15.6	90	3837	30.9	13.4	95	1092	28.3	3.8	87
TOP 20 ADI'S	40904	7837	40.4	19.2	87	6300	40.9	15.4	88	5260	42.4	12.9	92	1695	44.0	4.1	95
MSHLD INC. \$50,000 OR MORE	7931	1833	9.4	23.1	105	1129	7.3	14.2	82	773	6.2	9.7	69	*329	8.5	4.1	95
\$40,000 OR MORE	15233	3672	18.9	24.1	110	2290	14.9	15.0	86	1737	14.0	11.4	81	*621	16.1	4.1	94
\$30,000 OR MORE	28333	6482	33.4	22.9	104	4331	28.1	15.3	88	3606	29.1	12.7	91	1365	35.4	4.8	111
\$25,000 OR MORE	36417	8390	43.2	23.0	105	5867	38.1	16.1	93	4864	39.2	13.4	95	1639	42.5	4.5	103
\$20,000 - \$24,999	9943	2209	11.4	22.2	101	1572	10.2	15.8	91	1339	10.8	13.5	96	*427	11.1	4.3	99
\$15,000 - \$19,999	9211	2366	12.2	25.7	117	1667	10.8	18.1	104	1370	11.0	14.9	106	*427	11.1	4.6	106
\$10,000 - \$14,999	13477	2963	15.3	22.0	100	2100	13.6	15.6	89	2076	16.7	15.4	110	697	18.1	5.2	119
UNDER \$10,000	19418	3478	17.9	17.9	82	4196	27.2	21.6	124	2763	22.3	14.2	101	667	17.3	3.4	79
HOUSEHOLD OF 1 PERSON	11987	1984	10.2	16.6	75	1946	12.6	16.2	93	1232	9.9	10.3	73	319	8.3	2.7	61
2 PEOPLE	27046	5313	27.4	19.6	90	4476	29.1	16.5	95	3116	25.1	11.5	82	1224	31.7	4.5	104
3 OR 4 PEOPLE	34251	7815	40.3	22.8	104	6285	40.8	18.3	105	5480	44.2	16.0	114	1671	43.3	4.9	112
5 OR MORE PEOPLE	15180	4292	22.1	28.3	129	2696	17.5	17.8	102	2585	20.8	17.0	121	*642	16.6	4.2	97
NO CHILD IN HSHLD	49819	9815	50.6	19.7	90	8313	54.0	16.7	96	5708	46.0	11.5	82	2105	54.6	4.2	97
CHILD(REN) UNDER 2 YRS	6045	1588	8.2	26.3	120	1064	6.9	17.6	101	1731	13.9	28.6	204	**190	4.9	3.1	72
2 - 5 YEARS	15233	3877	20.0	25.5	116	2734	17.8	17.9	103	3367	27.1	22.1	158	758	19.7	5.0	114
6 - 11 YEARS	16260	4331	22.3	26.6	121	2992	19.4	18.4	106	2734	22.0	16.8	120	787	20.4	4.8	111
12 - 17 YEARS	19173	4683	24.1	24.4	111	3743	24.3	19.5	112	2567	20.7	13.4	95	841	21.8	4.4	101
RESIDENCE OWNED	61371	14376	74.1	23.4	107	10269	66.7	16.7	96	7701	62.0	12.5	89	2479	64.3	4.0	93
VALUE: \$50,000 OR MORE	35355	7836	40.4	22.2	101	5481	35.6	15.5	89	4032	32.5	11.4	81	1276	33.1	3.6	83
VALUE: UNDER \$50,000	26016	6541	33.7	25.1	115	4788	31.1	18.4	106	3670	29.6	14.1	101	1203	31.2	4.6	106

			TOTAL	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL SOFT SENSE			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	19405	100.0	21.9	100	15402	100.0	17.4	100	12412	100.0	14.0	100	3856	100.0	4.4	100
MAGAZINES	QUINTILE 1	17988	4374	22.5	24.3	111	3650	23.7	20.3	117	2773	22.3	15.4	110	1002	26.0	5.6	128	
	QUINTILE 2	19446	4249	21.9	21.9	100	3154	20.5	16.2	93	3102	25.0	16.0	114	830	21.5	4.3	98	
	QUINTILE 3	14626	3188	16.4	21.8	99	2284	14.8	15.6	90	1848	14.9	12.6	90	630	16.3	4.3	99	
	QUINTILE 4	16014	3711	19.1	23.2	106	2652	17.2	16.6	95	2446	19.7	15.3	109	693	18.0	4.3	99	
	QUINTILE 5	20389	3883	20.0	19.0	87	3663	23.8	18.0	103	2244	18.1	11.0	78	701	18.2	3.4	79	
NEWSPAPERS	QUINTILE 1	13830	3009	15.5	21.8	99	1833	11.9	13.3	76	1666	13.4	12.0	86	630	16.3	4.6	105	
	QUINTILE 2	26350	5432	28.0	20.6	94	4603	29.9	17.5	100	3500	28.2	13.3	95	1172	30.4	4.4	102	
	QUINTILE 3	12415	3192	16.4	25.7	117	2285	14.8	18.4	106	1761	14.2	14.2	101	509	13.2	4.1	94	
	QUINTILE 4	21911	4900	25.3	22.4	102	3799	24.7	17.3	100	3212	25.9	14.7	104	951	24.7	4.3	100	
	QUINTILE 5	13960	2872	14.8	20.6	94	2883	18.7	20.7	119	2272	18.3	16.3	116	594	15.4	4.3	98	
OUTDOOR	QUINTILE 1	16810	3373	17.4	20.1	91	2974	19.3	17.7	102	2707	21.8	16.1	115	660	17.1	3.9	90	
	QUINTILE 2	17101	4045	20.8	23.7	108	2831	18.4	16.6	95	2454	19.8	14.4	102	1027	26.6	6.0	138	
	QUINTILE 3	17579	3750	19.3	21.3	97	3167	20.6	18.0	103	2433	19.6	13.8	99	786	20.4	4.5	103	
	QUINTILE 4	18343	3953	20.4	21.6	98	3085	20.0	16.8	97	2564	20.7	14.0	100	682	17.7	3.7	85	
	QUINTILE 5	18631	4285	22.1	23.0	105	3347	21.7	18.0	103	2253	18.2	12.1	86	700	18.2	3.8	86	
RADIO-DRIVE TIME	QUINTILE 1	17390	4210	21.7	24.2	110	3089	20.1	17.8	102	2394	19.3	13.8	98	825	21.4	4.7	109	
	QUINTILE 2	16591	3845	19.8	23.2	106	2890	18.8	17.4	100	2603	21.0	15.7	112	670	17.4	4.0	93	
	QUINTILE 3	16910	3627	18.7	21.4	98	3295	21.4	19.5	112	2277	18.3	13.5	96	867	22.5	5.1	118	
	QUINTILE 4	18002	4061	20.9	22.6	103	3105	20.2	17.2	99	2473	19.9	13.7	98	781	20.3	4.3	100	
	QUINTILE 5	19572	3662	18.9	18.7	85	3024	19.6	15.5	89	2665	21.5	13.6	97	713	18.5	3.6	84	
RADIO-MID-DAY	TERCILE 1	23248	5227	26.9	22.5	102	3965	25.7	17.1	98	3583	28.9	15.4	110	948	24.6	4.1	94	
	TERCILE 2	23667	5392	27.8	22.8	104	4581	29.7	19.4	111	3675	29.6	15.5	111	1144	29.7	4.8	111	
	TERCILE 3	41549	8786	45.3	21.1	96	6857	44.5	16.5	95	5153	41.5	12.4	88	1764	45.7	4.2	97	
RADIO-TOTAL	QUINTILE 1	17786	3985	20.5	22.4	102	3213	20.9	18.1	104	2528	20.4	14.2	101	746	19.3	4.2	96	
	QUINTILE 2	17316	4099	21.1	23.7	108	3228	21.0	18.6	107	2872	23.1	16.6	118	774	20.1	4.5	103	
	QUINTILE 3	18428	4112	21.2	22.3	102	2902	18.8	15.7	90	2552	20.6	13.8	99	841	21.8	4.6	105	
	QUINTILE 4	17669	4032	20.8	22.8	104	3283	21.3	18.6	107	2237	18.0	12.7	90	847	22.0	4.8	110	
	QUINTILE 5	17265	3177	16.4	18.4	84	2776	18.0	16.1	92	2224	17.9	12.9	92	648	16.8	3.8	86	
TV-PRIME TIME	QUINTILE 1	17416	3820	19.7	21.9	100	3031	19.7	17.4	100	2370	19.1	13.6	97	659	17.1	3.8	87	
	QUINTILE 2	17413	3994	20.6	22.9	105	2953	19.2	17.0	97	2439	19.7	14.0	100	531	13.8	3.0	70	
	QUINTILE 3	17943	4136	21.3	23.1	105	2908	18.9	16.2	93	2696	21.7	15.0	107	868	22.5	4.8	111	
	QUINTILE 4	18442	4156	21.4	22.5	103	3380	21.9	18.3	105	2506	20.2	13.6	97	891	23.1	4.8	111	
	QUINTILE 5	17250	3298	17.0	19.1	87	3131	20.3	18.2	104	2401	19.3	13.9	99	906	23.5	5.3	120	
TV-DAYTIME	TERCILE 1	29966	6873	35.4	22.9	105	5643	36.6	18.8	108	4436	35.7	14.8	106	1183	30.7	3.9	91	
	TERCILE 2	29480	6341	32.7	21.5	98	5314	34.5	18.0	104	4296	34.6	14.6	104	1257	32.6	4.3	98	
	TERCILE 3	29018	6190	31.9	21.3	97	4445	28.9	15.3	88	3680	29.6	12.7	90	1416	36.7	4.9	112	
TV-TOTAL	QUINTILE 1	17740	4205	21.7	23.7	108	3404	22.1	19.2	110	2622	21.1	14.8	105	589	15.3	3.3	76	
	QUINTILE 2	17674	3974	20.5	22.5	103	2737	17.8	15.5	89	2125	17.1	12.0	86	639	16.6	3.6	83	
	QUINTILE 3	17730	3710	19.1	20.9	95	3237	21.0	18.3	105	2611	21.0	14.7	105	778	20.2	4.4	101	
	QUINTILE 4	17563	3896	20.1	22.2	101	3148	20.4	17.9	103	2722	21.9	15.5	110	737	19.1	4.2	96	
	QUINTILE 5	17757	3620	18.7	20.4	93	2876	18.7	16.2	93	2331	18.8	13.1	94	1114	28.9	6.3	144	
MAGAZINES-NEWSPAPERS: DUAL			23278	5179	26.7	22.2	101	3823	24.8	16.4	94	3311	26.7	14.2	101	1172	30.4	5.0	116
MAGAZINE IMPERATIVE			21634	5246	27.0	24.2	111	4185	27.2	19.3	111	3688	29.7	17.0	122	1032	26.8	4.8	109
NEWSPAPER IMPERATIVE			23455	4946	25.5	21.1	96	3722	24.2	15.9	91	2656	21.4	11.3	81	924	24.0	3.9	90
MAGAZINES-OUTDOOR: DUAL			17482	3860	19.9	22.1	101	3149	20.4	18.0	103	3007	24.2	17.2	123	1005	26.1	5.7	132
MAGAZINE IMPERATIVE			28830	6595	34.0	22.9	104	5024	32.6	17.4	100	4060	32.7	14.1	100	1174	30.4	4.1	93
OUTDOOR IMPERATIVE			26119	5539	28.5	21.2	97	4432	28.8	17.0	97	3275	26.4	12.5	89	1115	28.9	4.3	98
MAGAZINES-RADIO: DUAL			20162	4504	23.2	22.3	102	3738	24.3	18.5	106	3266	26.3	16.2	115	989	25.6	4.9	113
MAGAZINE IMPERATIVE			26292	5951	30.7	22.6	103	4609	29.9	17.5	101	3710	29.9	14.1	101	1284	33.3	4.9	112
RADIO IMPERATIVE			25308	5804	29.9	22.9	105	4243	27.5	16.8	96	3457	27.9	13.7	97	947	24.6	3.7	86
MAGAZINES-TELEVISION: DUAL			17312	4202	21.7	24.3	111	3111	20.2	18.0	103	2241	18.1	12.9	92	684	17.7	4.0	91
MAGAZINE IMPERATIVE			29099	6325	32.6	21.7	99	5074	32.9	17.4	100	4607	37.1	15.8	113	1616	41.9	5.6	127
TELEVISION IMPERATIVE			27505	5949	30.7	21.6	99	4673	30.3	17.0	98	3666	29.5	13.3	95	928	24.1	3.4	77
NEWSPAPERS-OUTDOOR: DUAL			18628	4221	21.8	22.7	103	3006	19.5	16.1	93	2505	20.2	13.4	96	973	25.2	5.2	120
NEWSPAPER IMPERATIVE			29178	6309	32.5	21.6	99	4817	31.3	16.5	95	3635	29.3	12.5	89	1159	30.1	4.0	91
OUTDOOR IMPERATIVE			25260	5416	27.9	21.4	98	4680	30.4	18.5	106	4111	33.1	16.3	116	1174	30.4	4.6	107
NEWSPAPERS-RADIO: DUAL			19246	4186	21.6	21.7	99	3229	21.0	16.8	96	2737	22.1	14.2	101	790	20.5	4.1	94
NEWSPAPER IMPERATIVE			28155	5994	30.9	21.3	97	4531	29.4	16.1	92	3513	28.3	12.5	89	1343	34.8	4.8	109
RADIO IMPERATIVE			25308	6019	31.0	23.8	108	4842	31.4	19.1	110	4021	32.4	15.9	113	1085	28.1	4.3	98
NEWSPAPERS-TELEVISION: DUAL			18615	4250	21.9	22.8	104	3019	19.6	16.2	93	2110	17.0	11.3	81	714	18.5	3.8	88
NEWSPAPER IMPERATIVE			29207	6061	31.2	20.8	95	4757	30.9	16.3	94	4118	33.2	14.1	100	1447	37.5	5.0	114
TELEVISION IMPERATIVE			25472	5756	29.7	22.6	103	4689	30.4	18.4	106	3867	31.2	15.2	108	929	24.1	3.6	84
OUTDOOR-RADIO: DUAL			17292	3982	20.5	23.0	105	2840	18.4	16.4	94	2532	20.4	14.6	104	737	19.1	4.3	98
OUTDOOR IMPERATIVE			26915	5469	28.2	20.3	93	4683	30.4	17.4	100	3901	31.4	14.5	103	1314	34.1	4.9	112
RADIO IMPERATIVE			28938	6648	34.3	23.													

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL SOFT SENSE			
		A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL FEMALES	88464	19405	100.0	21.9	100	15402	100.0	17.4	100	12412	100.0	14.0	100	3856	100.0	4.4	100
ATLANTIC MONTHLY	415	**57	0.3	13.7	63	**59	0.4	14.2	82	**21	0.2	5.1	36	**9	0.2	2.2	50
BARRON'S	522	**101	0.5	19.3	88	**85	0.6	16.3	94	**23	0.2	4.4	31	**50	1.3	9.6	220
BETTER HOMES & GARDENS	17429	4137	21.3	23.7	108	3036	19.7	17.4	100	2419	19.5	13.9	99	754	19.6	4.3	99
BON APPETIT	2772	607	3.1	21.9	100	348	2.3	12.6	72	303	2.4	10.9	78	**132	3.4	4.8	109
BUSINESS WEEK	1469	*243	1.3	16.5	75	*223	1.4	15.2	87	*198	1.6	13.5	96	**95	2.5	6.5	148
CAR AND DRIVER	397	**106	0.5	26.7	122	**51	0.3	12.8	74	**96	0.8	24.2	172	**441	1.1	10.3	237
CBS MAGAZINE NETWORK (GROSS)	1633	369	1.9	22.6	103	284	1.8	17.4	100	305	2.5	18.7	133	**161	4.2	9.9	226
CHANGING TIMES	1554	278	1.4	17.9	82	268	1.7	17.2	99	*190	1.5	12.2	87	**61	1.6	3.9	90
COLONIAL HOMES	1304	366	1.9	28.1	128	*205	1.3	15.7	90	*295	2.4	22.6	161	**99	2.6	7.6	174
CONDE NAST MAG. PKG. (GROSS)	17858	3579	18.4	20.0	91	3475	22.6	19.5	112	3174	25.6	17.8	127	1106	28.7	6.2	142
CONSUMERS DIGEST	1406	342	1.8	24.3	111	*216	1.4	15.4	88	*217	1.7	15.4	110	**129	3.3	9.2	210
COSMOPOLITAN	8815	1875	9.7	21.3	97	1734	11.3	19.7	113	1656	13.3	18.8	134	540	14.0	6.1	141
COUNTRY LIVING	2636	529	2.7	20.1	91	547	3.6	20.8	119	441	3.6	16.7	119	**151	3.9	5.7	131
CUISINE	1554	307	1.6	19.8	90	*183	1.2	11.8	68	*76	0.6	4.9	35	**81	2.1	5.2	120
CYCLE WORLD	469	**158	0.8	33.7	154	**77	0.5	16.4	94	**84	0.7	17.9	128	**34	0.9	7.2	166
DCI:CREATIVE IDEAS FOR LIV	2631	840	4.3	31.9	146	524	3.4	19.9	114	500	4.0	19.0	135	**151	3.9	5.7	132
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1862	9.6	26.4	120	1517	9.8	21.5	123	1196	9.6	16.9	121	533	13.8	7.5	173
DISCOVER	998	**181	0.9	18.1	83	*149	1.0	14.9	86	*158	1.3	15.8	113	**53	1.4	5.3	122
EBONY	4289	1103	5.7	25.7	117	997	6.5	23.2	134	797	6.4	18.6	132	*198	5.1	4.6	106
ESQUIRE	1176	318	1.6	27.0	123	307	2.0	26.1	150	*180	1.5	15.3	109	*74	1.9	6.3	144
ESSENCE	2392	645	3.3	27.0	123	546	3.5	22.8	131	414	3.3	17.3	123	**105	2.7	4.4	101
FAMILY CIRCLE	17209	4498	23.2	26.1	119	2978	19.3	17.3	99	2130	17.2	12.4	88	835	21.7	4.9	111
THE FAMILY HANDYMAN	1184	292	1.5	24.7	112	257	1.7	21.7	125	*176	1.4	14.9	106	**55	1.4	4.6	107
FAMILY WEEKLY	12391	2929	15.1	23.6	108	2253	14.6	18.2	104	1847	14.9	14.9	106	531	13.8	4.3	98
FIELD & STREAM	2438	662	3.4	27.2	124	459	3.0	18.8	108	428	3.4	17.6	125	**130	3.4	5.3	122
FOOD & WINE	614	*145	0.7	23.6	108	**96	0.6	15.6	90	*127	1.0	20.7	147	**21	0.5	3.4	78
FORBES	813	**104	0.5	12.8	58	**102	0.7	12.5	72	**55	0.4	6.8	48	**31	0.8	3.8	87
FORTUNE	1083	*343	1.8	31.7	144	*229	1.5	21.1	121	*123	1.0	11.4	81	**38	1.0	3.5	80
GENTLEMAN'S QUARTERLY	1197	*303	1.6	25.3	115	*312	2.0	26.1	150	*262	2.1	21.9	156	**82	2.1	6.9	157
GLAMOUR	6625	1253	6.5	18.9	86	1257	8.2	19.0	109	1210	9.7	18.3	130	537	13.9	8.1	186
GOLF DIGEST	707	**189	1.0	26.7	122	**74	0.5	10.5	60	*154	1.2	21.8	155	**47	1.2	6.6	153
GOLF DIGEST/TENNIS (GROSS)	1316	*311	1.6	23.6	108	*182	1.2	13.8	79	*248	2.0	18.8	134	**69	1.8	5.2	120
GOLF MAGAZINE	469	**136	0.7	29.0	132	**70	0.5	14.9	86	**51	0.4	10.9	78	**27	0.7	5.8	132
GOLF MAGAZINE/SKI (GROSS)	1060	*277	1.4	26.1	119	*169	1.1	15.9	92	*160	1.3	15.1	108	**49	1.3	4.6	106
GOOD HOUSEKEEPING	17784	4401	22.7	24.7	113	3303	21.4	18.6	107	2541	20.5	14.3	102	940	24.4	5.3	121
HARPER'S BAZAAR	2931	624	3.2	21.3	97	490	3.2	16.7	96	498	4.0	17.0	121	**144	3.7	4.9	113
HEALTH	2199	630	3.2	28.6	131	541	3.5	24.6	141	335	2.7	15.2	109	**171	4.4	7.8	178
HEARST MAG CORP. BUY (GROSS)	49148	11472	59.1	23.3	106	9360	60.8	19.0	109	8045	64.8	16.4	117	2557	66.3	5.2	119
HEARST MAN POWER (GROSS)	2113	554	2.9	26.2	120	357	2.3	16.9	97	337	2.7	15.9	114	**71	1.8	3.4	77
HEARST WOMAN POWER (GROSS)	35062	8308	42.8	23.7	108	6588	42.8	18.8	108	5634	45.4	16.1	115	1934	50.2	5.5	127
HOUSE BEAUTIFUL	3865	834	4.3	21.6	98	928	6.0	24.0	138	672	5.4	17.4	124	*144	3.7	3.7	85
INC.	315	**74	0.4	23.5	107	**60	0.4	19.0	109	**43	0.3	13.7	97	**11	0.3	3.5	80
JET	3690	922	4.8	25.0	114	963	6.3	26.1	150	693	5.6	18.8	134	*134	3.5	3.6	83
LADIES' HOME JOURNAL	12930	2927	15.1	22.6	103	2415	15.7	17.7	107	1832	14.8	14.2	101	820	21.3	6.3	145
LHJ FAMILY GRP COMBO(GROSS)	18161	4330	22.3	23.8	109	3455	22.4	19.0	109	2651	21.4	14.6	104	1179	30.6	6.5	149
LIFE	5065	1194	6.2	23.6	107	1038	6.7	20.5	118	763	6.1	15.1	107	*368	9.5	7.3	167
L.A. TIMES HOME MAGAZINE	1310	*261	1.3	19.9	91	*155	1.0	11.8	68	*206	1.7	15.7	112	**48	1.2	3.7	84
MADEMOISELLE	3759	763	3.9	20.3	93	839	5.4	22.3	128	673	5.4	17.9	128	*225	5.8	6.0	137
MC CALL'S	14658	3595	18.5	24.5	112	2824	18.3	19.3	111	2314	18.6	15.8	113	789	20.5	5.4	123
MC CALL'S/WRK MOTHER (GROSS)	15857	3868	19.9	24.4	111	3019	19.6	19.0	109	2602	21.0	16.4	117	897	23.3	5.7	130
MECHANIX ILLUSTRATED	809	*227	1.2	28.1	128	**100	0.6	12.4	71	**102	0.8	12.6	90	**39	1.0	4.8	111
METROPOLITAN HOME	1009	*183	0.9	18.1	83	*291	1.9	28.8	166	*241	1.9	23.9	170	**38	1.0	3.8	86
MONEY	1707	380	2.0	22.3	101	*253	1.6	14.8	85	*203	1.6	11.9	85	**32	0.8	1.9	43
MOTHER EARTH NEWS	1123	*277	1.4	24.7	112	*149	1.0	13.3	76	**130	1.0	11.6	83	**40	1.0	3.6	82
MS.	932	*206	1.1	22.1	101	*119	0.8	12.8	73	*155	1.2	16.6	119	**52	1.3	5.6	128
NATIONAL ENQUIRER	11971	2983	15.4	24.9	114	2382	15.5	19.9	114	1689	13.6	14.1	101	547	14.2	4.6	105
NATIONAL GEOGRAPHIC	10503	2180	11.2	20.8	95	1603	10.4	15.3	88	1574	12.7	15.0	107	407	10.6	3.9	89
NATIONAL SUNDAY MAGAZINE PKG	54325	12021	61.9	22.1	101	8784	57.0	16.2	93	7653	61.7	14.1	100	2412	62.6	4.4	102
NATURAL HISTORY	626	**138	0.7	22.0	100	**47	0.3	7.5	43	**72	0.6	11.5	82	**17	0.4	2.7	62
NEW WOMAN	1992	530	2.7	26.6	121	407	2.6	20.4	117	277	2.2	13.9	99	**64	1.7	3.2	74
NEW YORK INCLUDING CUE	547	**70	0.4	12.8	58	**60	0.4	11.0	63	**87	0.7	15.9	113	**2	0.1	0.4	8
THE NEW YORKER	1380	*226	1.2	16.4	75	*169	1.1	12.2	70	*160	1.3	11.6	83	**31	0.8	2.2	52
NEMSWEET	6925	1385	7.1	20.0	91	1218	7.9	17.6	101	1189	9.6	17.2	122	*241	6.3	3.5	80
THE N.Y. TIMES DAILY EDITION	1363	*230	1.2	16.9	77	*238	1.5	17.5	100	*174	1.4	12.8	91	**20	0.5	1.5	34
THE N.Y. TIMES MAGAZINE	2333	395	2.0	16.9	77	371	2.4	15.9	91	265	2.1	11.4	81	**29	0.8	1.2	29
OMNI	872	*256	1.3	29.4	134	*208	1.4	23.9	137	*213	1.7	24.4	174	**42	1.1	4.8	110
ON CABLE	1298	*309	1.6	23.8	109	*174	1.1	13.4	77	*157	1.3	12.1	86	**98	2.5	7.6	173
1001 HOME IDEAS	3032	773	4.0	25.5	116	499	3.2	16.5	95	484	3.9	16.0	114	*188	4.9	6.2	142
ORGANIC GARDENING	1680	426	2.2	25.4	116	331	2.1	19.7	113	*249	2.0	14.8	106	**69	1.8	4.1	94
OUTDOOR LIFE	960	*264	1.4	27.5	125	*212	1.4	22.1	127	*198	1.6	20.6	147	**47	1.2	4.9	112
PARADE MAGAZINE	26755	6094	31.4	22.8	104	4389	28.5	16.4	94	3629	29.2	13.6	97	1134	29.4	4.2	97

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL SOFT SENSE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	19405	100.0	21.9	100	15402	100.0	17.4	100	12412	100.0	14.0	100	3856	100.0	4.4	100
PARENTS	4173	1074	5.5	25.7	117	735	4.8	17.6	101	995	8.0	23.8	170	*226	5.9	5.4	124
PENTHOUSE	973	*219	1.1	22.5	103	*167	1.1	17.2	99	*143	1.2	14.7	105	*85	2.2	8.7	200
PEOPLE	13479	2788	14.4	20.7	94	2350	15.3	17.4	100	2093	16.9	15.5	111	817	21.2	6.1	139
PLAYBOY	2183	572	2.9	26.2	119	345	2.2	15.8	91	354	2.9	16.2	116	*106	2.7	4.9	111
POPULAR HOT RODDING	388	**109	0.6	28.1	128	*131	0.9	33.8	194	*89	0.7	22.9	163	*47	1.2	12.1	278
POPULAR MECHANICS	1037	*328	1.7	31.6	144	*139	0.9	13.4	77	*150	1.2	14.5	103	*31	0.8	3.0	69
POPULAR SCIENCE	920	*241	1.2	26.2	119	*145	0.9	15.8	91	*77	0.6	8.4	60	*66	1.7	7.2	165
PREVENTION	4071	844	4.3	20.7	95	636	4.1	15.6	90	492	4.0	12.1	86	*194	5.0	4.8	109
PSYCHOLOGY TODAY	1940	469	2.4	24.2	110	*256	1.7	13.2	76	338	2.7	17.4	124	*116	3.0	6.0	137
READER'S DIGEST	24031	5555	28.6	23.1	105	4106	26.7	17.1	98	3155	25.4	13.1	94	1004	26.0	4.2	96
REDBOOK	8464	2033	10.5	24.0	110	1551	10.1	18.3	105	1437	11.6	17.0	121	453	11.7	5.4	123
ROAD & TRACK	429	*67	0.3	15.6	71	*61	0.4	14.2	82	*79	0.6	18.4	131	*19	0.5	4.4	102
ROLLING STONE	1355	*341	1.8	25.2	115	*313	2.0	23.1	133	336	2.7	24.8	177	*60	1.6	4.4	102
RUNNER'S WORLD	329	**116	0.6	35.3	161	*73	0.5	22.2	127	*85	0.7	25.8	184	*36	0.9	10.9	251
SATURDAY EVENING POST	1268	242	1.2	19.1	87	*177	1.1	14.0	80	*181	1.5	14.3	102	*44	1.1	3.5	80
SCIENCE 84	702	*152	0.8	21.7	99	*69	0.4	9.8	56	*70	0.6	10.0	71	*60	1.6	8.5	196
SCIENCE DIGEST	553	*127	0.7	23.0	105	*112	0.7	20.3	116	*52	0.4	9.4	67	*23	0.6	4.2	95
SCIENTIFIC AMERICAN	615	**115	0.6	18.7	85	*90	0.6	14.6	84	*89	0.7	14.5	103	*26	0.7	4.2	97
SELF	2683	636	3.3	23.7	108	502	3.3	18.7	107	542	4.4	20.2	144	*124	3.2	4.6	106
SEVENTEEN	3309	784	4.0	23.7	108	627	4.1	18.9	109	514	4.1	15.5	111	167	4.3	5.0	116
SKI	591	**142	0.7	24.0	110	**100	0.6	16.9	97	*109	0.9	18.4	131	*21	0.5	3.6	82
SMITHSONIAN	3039	663	3.4	21.8	99	415	2.7	13.7	78	311	2.5	10.2	73	*66	1.7	2.2	50
SOAP OPERA DIGEST	3683	973	5.0	26.4	120	717	4.7	19.5	112	655	5.3	17.8	127	*284	7.4	7.7	177
SOUTHERN LIVING	4434	1022	5.3	23.0	105	993	6.4	22.4	129	695	5.6	15.7	112	382	9.9	8.6	198
SPORT	701	*201	1.0	28.7	131	*118	0.8	16.8	97	*168	1.4	24.0	171	*51	1.3	7.3	167
THE SPORTING NEWS	518	*164	0.8	31.7	144	*114	0.7	22.0	126	*90	0.7	17.4	124	*28	0.7	5.4	124
SPORTS AFIELD	523	*100	0.5	19.1	87	*105	0.7	20.1	115	*134	1.1	25.6	183	*17	0.4	3.3	75
SPORTS ILLUSTRATED	3325	845	4.4	25.4	116	625	4.1	18.8	108	631	5.1	19.0	135	*195	5.1	5.9	135
STAR	8567	1991	10.3	23.2	106	1754	11.4	20.5	118	1194	9.6	13.9	99	365	9.5	4.3	98
SUNDAY	27630	5609	28.9	20.3	93	3858	25.0	14.0	80	3776	30.4	13.7	97	1076	27.9	3.9	89
SUNSET	2219	478	2.5	21.5	98	312	2.0	14.1	81	*187	1.5	8.4	60	*123	3.2	5.5	127
TV GUIDE	24258	5717	29.5	23.6	107	4835	31.4	19.9	114	3662	29.5	15.1	108	1308	33.9	5.4	124
TENNIS	609	*122	0.6	20.0	91	*108	0.7	17.7	102	*94	0.8	15.4	110	*21	0.5	3.4	79
TIME	9929	1902	9.8	19.2	87	1607	10.4	16.2	93	1393	11.2	14.0	100	433	11.2	4.4	100
TOWN & COUNTRY	1062	*213	1.1	20.1	91	*203	1.3	19.1	110	*139	1.1	13.1	93	*14	0.4	1.3	30
TRAVEL & LEISURE	1051	*190	1.0	18.1	82	*143	0.9	13.6	78	*124	1.0	11.8	84	*52	1.3	4.9	114
TRUE STORY	3946	1188	6.1	30.1	137	816	5.3	20.7	119	672	5.4	17.0	121	*188	4.9	4.8	109
U.S. NEWS & WORLD REPORT	3782	702	3.6	18.6	85	749	4.9	19.8	114	388	3.1	10.3	73	*190	4.9	5.0	115
USA TODAY	1874	358	1.8	19.1	87	332	2.2	17.7	102	278	2.2	14.8	106	*93	2.4	5.0	114
US	2213	556	2.9	25.1	115	586	3.8	26.5	152	416	3.4	18.8	134	*122	3.2	5.5	126
VOGUE	4792	928	4.8	19.4	88	877	5.7	18.3	105	749	6.0	15.6	111	*221	5.7	4.6	106
WALL STREET JOURNAL	2045	414	2.1	20.2	92	278	1.8	13.6	78	*197	1.6	9.6	69	*80	2.1	3.9	90
WEIGHT WATCHERS	2364	610	3.1	25.8	118	423	2.7	17.9	103	516	4.2	21.8	156	*123	3.2	5.2	119
WOMAN'S DAY	15182	3986	20.5	26.3	120	2603	16.9	17.1	98	2013	16.2	13.3	95	820	21.3	5.4	124
WORKING MOTHER	1198	272	1.4	22.7	104	*195	1.3	16.3	93	288	2.3	24.0	171	*108	2.8	9.0	207
WORKING WOMAN	1523	328	1.7	21.5	98	*297	1.9	19.5	112	380	3.1	25.0	178	*78	2.0	5.1	117
WORLD TENNIS	*183	*49	0.3	26.8	122	*52	0.3	28.4	163	*38	0.3	20.8	148	*9	0.2	4.9	113
ZIFF-DAVIS MAG NETWK (GROSS)	2776	687	3.5	24.7	113	470	3.1	16.9	97	462	3.7	16.6	119	*229	5.9	8.2	189
BLAIR INSERTS	47909	10307	53.1	21.5	98	7622	49.5	15.9	91	6599	53.2	13.8	98	2078	53.9	4.3	100
DAILY NEWSPAPERS																	
READ ANY	56731	12662	65.3	22.3	102	9269	60.2	16.3	94	7261	58.5	12.8	91	2531	65.6	4.5	102
READ ONE	47696	10696	55.1	22.4	102	7863	51.1	16.5	95	6159	49.6	12.9	92	2102	54.5	4.4	101
READ TWO OR MORE	9034	1966	10.1	21.8	99	1406	9.1	15.6	89	1102	8.9	12.2	87	428	11.1	4.7	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	12629	65.1	21.9	100	9466	61.5	16.4	94	7986	64.3	13.8	99	2505	65.0	4.3	100
READ ONE	50513	11015	56.8	21.8	99	8432	54.7	16.7	96	7132	57.5	14.1	101	2235	58.0	4.4	102
READ TWO OR MORE	7219	1614	8.3	22.4	102	1034	6.7	14.3	82	854	6.9	11.8	84	270	7.0	3.7	86
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.44				27.89				29.22				29.48			
30 DAY REACH	78184	16765	86.4	21.4	98	13577	88.2	17.4	100	11191	90.2	14.3	102	3422	88.7	4.4	100
50 SHWG - 30 DAY AV FREQ	14.80	14.41				14.88				15.34				15.20			
30 DAY REACH	74239	15997	82.4	21.5	98	12763	82.9	17.2	99	10682	86.1	14.4	103	3322	86.2	4.5	103
25 SHWG - 30 DAY AV FREQ	8.05	7.78				8.04				8.28				8.01			
30 DAY REACH	68254	14869	76.6	21.8	99	11748	76.3	17.2	99	9916	79.9	14.5	104	3137	81.4	4.6	105
CABLE TV: HOME WIRED	35215	8154	42.0	23.2	106	6049	39.3	17.2	99	5249	42.3	14.9	106	1533	39.8	4.4	100
HOME NOT WIRED	53250	11251	58.0	21.1	96	9353	60.7	17.6	101	7163	57.7	13.5	96	2323	60.2	4.4	100
HAVE PAY CABLE	17885	4683	24.1	26.2	119	2970	19.3	16.6	95	2927	23.6	16.4	117	837	21.7	4.7	107

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL SOFT SENSE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	19405	100.0	21.9	100	15402	100.0	17.4	100	12412	100.0	14.0	100	3856	100.0	4.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	11053	57.0	23.0	105	8629	56.0	18.0	103	6706	54.0	14.0	100	2206	57.2	4.6	105
10:00 AM - 3:00 PM	33674	7811	40.3	23.2	106	6195	40.2	18.4	106	5118	41.2	15.2	108	1433	37.2	4.3	98
3:00 PM - 7:00 PM	34431	7982	41.1	23.2	106	5941	38.6	17.3	99	5302	42.7	15.4	110	1716	44.5	5.0	114
7:00 PM - MIDNIGHT	17761	4140	21.3	23.3	106	3264	21.2	18.4	106	2707	21.8	15.2	109	862	22.4	4.9	111
MIDNIGHT - 6:00 AM	10087	2483	12.8	24.6	112	1690	11.0	16.8	96	1352	10.9	13.4	96	459	11.9	4.6	104
6:00 AM - MIDNIGHT	64318	14799	76.3	23.0	105	11409	74.1	17.7	102	9257	74.6	14.4	103	2939	76.2	4.6	105
ENTIRE DAY	65181	14978	77.2	23.0	105	11558	75.0	17.7	102	9423	75.9	14.5	103	2994	77.6	4.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	4253	21.9	24.4	111	3051	19.8	17.5	101	2559	20.6	14.7	105	680	17.6	3.9	90
ALL NEWS	2520	429	2.2	17.0	78	413	2.7	16.4	94	241	1.9	9.6	68	**51	1.3	2.0	46
AOR/PROGRESSIVE	4419	958	4.9	21.7	99	772	5.0	17.5	100	721	5.8	16.3	116	*241	6.3	5.5	125
BEAUTIFUL MUSIC	6119	1195	6.2	19.5	89	1077	7.0	17.6	101	809	6.5	13.2	94	*271	7.0	4.4	102
BLACK	2623	635	3.3	24.2	110	551	3.6	21.0	121	482	3.9	18.4	131	*140	3.6	5.3	122
CLASSICAL	1553	289	1.5	18.6	85	*202	1.3	13.0	75	*171	1.4	11.0	78	*80	2.1	5.2	118
CHR/ROCK	11282	2575	13.3	22.8	104	1857	12.1	16.5	95	1977	15.9	17.5	125	627	16.3	5.6	128
COUNTRY	13343	3500	18.0	26.2	120	2678	17.4	20.1	115	1760	14.2	13.2	94	658	17.1	4.9	113
GOLDEN OLDIES	1299	*211	1.1	16.2	74	*200	1.3	15.4	88	*242	1.9	18.6	133	**35	0.9	2.7	62
MOR/NOSTALGIA	5241	1160	6.0	22.1	101	773	5.0	14.7	85	676	5.4	12.9	92	*241	6.3	4.6	105
NEWS/TALK	4165	831	4.3	20.0	91	567	3.7	13.6	78	497	4.0	11.9	85	*167	4.3	4.0	92
RELIGIOUS	3324	796	4.1	23.9	109	647	4.2	19.5	112	512	4.1	15.4	110	*195	5.1	5.9	135
SOFT ROCK	609	**129	0.7	21.2	97	**101	0.7	16.6	95	**156	1.3	25.6	183	**21	0.5	3.4	79
URBAN CONTEMPORARY	1853	525	2.7	28.3	129	395	2.6	21.3	122	228	1.8	12.3	88	**75	1.9	4.0	93
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	909	4.7	24.4	111	669	4.3	18.0	103	620	5.0	16.6	119	*147	3.8	3.9	91
ABC DIRECTION	2488	725	3.7	29.1	133	380	2.5	15.3	88	369	3.0	14.8	106	**87	2.3	3.5	80
ABC ENTERTAINMENT	5129	1165	6.0	22.7	104	1011	6.6	19.7	113	644	5.2	12.6	89	*235	6.1	4.6	105
ABC FM	2498	670	3.5	26.8	122	516	3.4	20.7	119	506	4.1	20.3	144	**114	3.0	4.6	105
ABC INFORMATION	5721	1250	6.4	21.8	100	899	5.8	15.7	90	738	5.9	12.9	92	*300	7.8	5.2	120
ABC ROCK	2021	464	2.4	23.0	105	327	2.1	16.2	93	417	3.4	20.6	147	*136	3.5	6.7	154
CBS	4756	1079	5.6	22.7	103	879	5.7	18.5	106	488	3.9	10.3	73	*179	4.6	3.8	86
MUTUAL	5272	1176	6.1	22.3	102	897	5.8	17.0	98	682	5.5	12.9	92	*234	6.1	4.4	102
NBC	4964	1246	6.4	25.1	114	830	5.4	16.7	96	538	4.3	10.8	77	*220	5.7	4.4	102
RADIORADIO	2218	419	2.2	18.9	86	395	2.6	17.8	102	412	3.3	18.6	132	**105	2.7	4.7	109
RKO ONE	2565	656	3.4	25.6	117	381	2.5	14.9	85	404	3.3	15.8	112	*174	4.5	6.8	156
RKO TWO	3640	837	4.3	23.0	105	658	4.3	18.1	104	527	4.2	14.5	103	**105	2.7	2.9	66
THE SOURCE	2467	560	2.9	22.7	103	475	3.1	19.3	111	401	3.2	16.3	116	**144	3.7	5.8	134
NON-WIRED: BLAIR	9466	2389	12.3	25.2	115	1681	10.9	17.8	102	1474	11.9	15.6	111	466	12.1	4.9	113
INTERNET	13616	2985	15.4	21.9	100	2341	15.2	17.2	99	2302	18.5	16.9	120	573	14.9	4.2	97
KATZ RADIO GROUP	16998	3902	20.1	23.0	105	2830	18.4	16.6	96	2344	18.9	13.8	98	710	18.4	4.2	96
SUPERNET	11622	2487	12.8	21.4	98	2066	13.4	17.8	102	1486	12.0	12.8	91	674	17.5	5.8	133
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2055	10.6	21.8	99	1715	11.1	18.2	105	1436	11.6	15.2	109	326	8.5	3.5	79
WKDAY 9:00 AM - 1:00 PM	13304	3055	15.7	23.0	105	2616	17.0	19.7	113	2032	16.4	15.3	109	483	12.5	3.6	83
WKDAY 1:00 PM - 4:30 PM	17591	4042	20.8	23.0	105	3305	21.5	18.8	108	2553	20.6	14.5	103	678	17.6	3.9	88
WKDAY 4:30 PM - 7:30 PM	24418	5250	27.1	21.5	98	4381	28.4	17.9	103	3332	26.8	13.6	97	913	23.7	3.7	86
WKDAY 7:30 PM - 8:00 PM	34400	7370	38.0	21.4	98	6028	39.1	17.5	101	4649	37.5	13.5	96	1400	36.3	4.1	93
WKDAY 11:00 PM - 11:30 PM	26120	6061	31.2	23.2	106	4593	29.8	17.6	101	3458	27.9	13.2	94	1012	26.2	3.9	89
WKDAY 11:30 PM - 1:00 AM	8402	2104	10.8	25.0	114	1462	9.5	17.4	100	1210	9.7	14.4	103	322	8.4	3.8	88
M-SAT 8-11 PM-SUN 7-11 PM	36828	8299	42.8	22.5	103	6365	41.3	17.3	99	5145	41.5	14.0	100	1463	37.9	4.0	91
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1693	8.7	23.4	107	1456	9.5	20.2	116	1253	10.1	17.4	124	253	6.6	3.5	80
ANOTHER WORLD	N 4924	994	5.1	20.2	92	869	5.6	17.6	101	724	5.8	14.7	105	173	4.5	3.5	81
AS THE WORLD TURNS	C 5966	1428	7.4	23.9	109	1196	7.8	20.0	115	755	6.1	12.7	90	279	7.2	4.7	107
CAPITOL	C 3672	966	5.0	26.3	120	770	5.0	21.0	120	461	3.7	12.6	89	158	4.1	4.3	99
CBS MORN. NEWS 1	C 1590	344	1.8	21.6	99	286	1.9	18.0	103	250	2.0	15.7	112	*66	1.7	4.2	95
CBS MORN. NEWS 2	C 1298	258	1.3	19.9	91	281	1.8	21.6	124	191	1.5	14.7	105	*55	1.4	4.2	97
DAYS OF OUR LIVES	N 6389	1287	6.6	20.1	92	1146	7.4	17.9	103	857	6.9	13.4	96	260	6.7	4.1	93
FACTS OF LIFE - DAYTIME	N 2526	559	2.9	22.1	101	535	3.5	21.2	122	462	3.7	18.3	130	*82	2.1	3.2	74
FAMILY FEUD	A 3427	772	4.0	22.5	103	736	4.8	21.5	123	512	4.1	14.9	106	*85	2.2	2.5	57
GENERAL HOSPITAL	A 6870	1697	8.7	24.7	113	1290	8.4	18.8	108	1201	9.7	17.5	125	300	7.8	4.4	100
GOOD MORNING, AMERICA-730	A 3767	861	4.4	22.9	104	655	4.3	17.4	100	533	4.3	14.1	101	138	3.6	3.7	84
GOOD MORNING, AMERICA-830	A 3076	734	3.8	23.9	109	458	3.0	14.9	86	428	3.4	13.9	99	*106	2.7	3.4	79
GUIDING LIGHT	C 5789	1350	7.0	23.3	106	1124	7.3	19.4	112	712	5.7	12.3	88	226	5.9	3.9	90
ONE LIFE TO LIVE	A 4918	1108	5.7	22.5	103	936	6.1	19.0									

	TOTAL U.S. '000	ALL AVON				ALL JERGENS				ALL JOHNSON & JOHNSON				ALL SOFT SENSE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	19405	100.0	21.9	100	15402	100.0	17.4	100	12412	100.0	14.0	100	3856	100.0	4.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	5811	29.9	20.8	95	4823	31.3	17.2	99	3359	27.1	12.0	86	1112	28.8	4.0	91
NETWORK AFFILIATES - LATE	21966	5084	26.2	23.1	106	3867	25.1	17.6	101	2729	22.0	12.4	89	850	22.0	3.9	89
INDEPENDENTS - LATE	2247	515	2.7	22.9	104	378	2.5	16.8	97	334	2.7	14.9	106	77	2.0	3.4	79
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 11524	2493	12.8	21.6	99	2004	13.0	17.4	100	1715	13.8	14.9	106	472	12.2	4.1	94
ABC MONDAY NIGHT MOVIE	A 6879	1629	8.4	23.7	108	1179	7.7	17.1	98	1056	8.5	15.4	109	364	9.4	5.3	121
ABC SUNDAY NIGHT MOVIE	A 13690	3337	17.2	24.4	111	2252	14.6	16.4	94	2124	17.1	15.5	111	576	14.9	4.2	95
ABC WORLD NEWS TONIGHT	A 6589	1549	8.0	23.5	107	1213	7.9	18.4	106	782	6.3	11.9	85	220	5.7	3.3	77
AFTERMASH	C 6391	1440	7.4	22.5	103	1222	7.9	19.1	110	864	7.0	13.5	96	*244	6.3	3.8	88
ALICE	C 10273	2328	12.0	22.7	103	1945	12.6	18.9	109	1433	11.5	13.9	99	389	10.1	3.8	87
AMERICAN PARADE	C 7130	1564	8.1	21.9	100	1047	6.8	14.7	84	896	7.2	12.6	90	281	7.3	3.9	90
BENSON	A 11665	2598	13.4	22.3	102	1960	12.7	16.8	97	1651	13.3	14.2	101	516	13.4	4.4	101
BLUE THUNDER	A 5442	1314	6.8	24.1	110	1006	6.5	18.5	106	749	6.0	13.8	98	*187	4.8	3.4	79
CAGNEY & LACEY	C 10565	2492	12.8	23.6	108	1688	11.0	16.0	92	1448	11.7	13.7	98	478	12.4	4.5	104
CBS EVENING NEWS-DEAN	C 3668	821	4.2	22.4	102	559	3.6	15.2	88	424	3.4	11.6	82	**115	3.0	3.1	72
CBS EVENING NEWS-RATHER	C 7561	1520	7.8	20.1	92	1293	8.4	17.1	98	993	8.0	13.1	94	284	7.4	3.8	86
CBS SAT. NEWS-SCHIEFFER	C 3948	785	4.0	19.9	91	834	5.4	21.1	121	543	4.4	13.8	98	180	4.7	4.6	105
CBS SATURDAY NIGHT MOVIE	C 5966	1390	7.2	23.3	106	1138	7.4	19.1	110	925	7.5	15.5	111	225	5.8	3.8	87
CBS WEDNESDAY NIGHT MOVIE	C 6529	1790	9.2	27.4	125	1118	7.3	17.1	98	828	6.7	12.7	90	272	7.1	4.2	96
CHEERS	N 9842	2049	10.6	20.8	95	1609	10.4	16.3	94	1406	11.3	14.3	102	346	9.0	3.5	81
DALLAS	C 23935	5389	27.8	22.5	103	4127	26.8	17.2	99	3419	27.5	14.3	102	971	25.2	4.1	93
DIFF'RENT STROKES	N 7574	1472	7.6	19.4	89	1327	8.6	17.5	101	1162	9.4	15.3	109	251	6.5	3.3	76
DOUBLE TROUBLE	N 7786	1738	9.0	22.3	102	1562	10.1	20.1	115	1247	10.0	16.0	114	285	7.4	3.7	84
DUCK FACTORY	N 6290	1196	6.2	19.0	87	1010	6.6	16.1	92	927	7.5	14.7	105	*182	4.7	2.9	66
DUKES OF HAZZARD	C 6402	1377	7.1	21.5	98	1047	6.8	16.4	94	792	6.4	12.4	88	*171	4.4	2.7	61
DYNASTY	A 21955	4933	25.4	22.5	102	4220	27.4	19.2	110	3270	26.3	14.9	106	775	20.1	3.5	81
FACTS OF LIFE	N 8898	2030	10.5	22.8	104	1748	11.3	19.6	113	1272	10.2	14.3	102	330	8.6	3.7	85
FALCON CREST	C 21877	5139	26.5	23.5	107	3488	22.6	15.9	92	3098	25.0	14.2	101	915	23.7	4.2	96
FALL GUY	A 10045	2520	13.0	25.1	114	1801	11.7	17.9	103	1201	9.7	12.0	85	355	9.2	3.5	81
FAMILY TIES	N 8922	1842	9.5	20.6	94	1777	11.5	19.9	114	1375	11.1	15.4	110	372	9.6	4.2	96
FANTASY ISLAND	A 8288	1931	10.0	23.3	106	1467	9.5	17.7	102	1217	9.8	14.7	105	269	7.0	3.2	74
FOULUPS, BLEEPES & BLUNDERS	A 9891	2265	11.7	22.9	104	1764	11.5	17.8	102	1336	10.8	13.5	96	387	10.0	3.9	90
FOUR SEASONS	C 5429	1209	6.2	22.3	102	984	6.4	18.1	104	805	6.5	14.8	106	*231	6.0	4.3	98
GIMME A BREAK	N 9646	1917	9.9	19.9	91	1960	12.7	20.3	117	1389	11.2	14.4	103	368	9.5	3.8	88
HART TO HART	A 9983	2331	12.0	23.3	106	1857	12.1	18.6	107	1324	10.7	13.3	95	424	11.0	4.2	97
HILL STREET BLUES	N 9688	2076	10.7	21.4	98	1579	10.3	16.3	94	1447	11.7	14.9	106	494	12.8	5.1	117
HOTEL	A 15435	3547	18.3	23.0	105	2826	18.3	18.3	105	2174	17.5	14.1	100	531	13.8	3.4	79
JEFFERSONS	C 10031	2249	11.6	22.4	102	2011	13.1	20.0	115	1504	12.1	15.0	107	354	9.2	3.5	81
JENNIFER SLEPT HERE	N 6376	1315	6.8	20.6	94	1052	6.8	16.5	95	955	7.7	15.0	107	*161	4.2	2.5	58
KATE & ALLIE	C 9951	2296	11.8	23.1	105	1674	10.9	16.8	97	1314	10.6	13.2	94	397	10.3	4.0	92
KNOTH RIDER	N 7908	1807	9.3	22.9	104	1254	8.1	15.9	91	1185	9.5	15.0	107	362	9.4	4.6	105
LOVE BOAT	A 13226	2892	14.9	21.9	100	2189	14.2	16.6	95	1819	14.7	13.8	98	408	10.6	3.1	71
MAGNUM PI	C 12105	2959	15.2	24.4	111	2201	14.3	18.2	104	1440	11.6	11.9	85	410	10.6	3.4	78
MAMA'S FAMILY	N 6364	1361	7.0	21.4	97	1275	8.3	20.0	115	814	6.6	12.8	91	299	7.8	4.7	108
MASTER, THE	N 3955	937	4.8	23.7	108	663	4.3	16.8	96	564	4.5	14.3	102	*180	4.7	4.6	104
MATT HOUSTON	A 6903	1799	9.3	26.1	119	1295	8.4	18.8	108	948	7.6	13.7	98	*238	6.2	3.4	79
NBC MONDAY NIGHT MOVIE	N 13443	3038	15.7	22.6	103	2388	15.5	17.8	102	1959	15.8	14.6	104	594	15.4	4.4	101
NBC NIGHTLY NEWS	N 5585	1019	5.3	18.2	83	900	5.8	16.1	93	758	6.1	13.6	97	203	5.3	3.6	83
NBC NIGHTLY NEWS-SAT	N 3688	783	4.0	21.2	97	491	3.2	13.3	76	532	4.3	14.4	103	**100	2.6	2.7	62
NBC NIGHTLY NEWS-SUN	N 3310	684	3.5	20.7	94	499	3.2	15.1	87	442	3.6	13.4	95	**95	2.5	2.9	66
NBC SUNDAY NIGHT MOVIE	N 9238	2011	10.4	21.8	99	1347	8.7	14.6	84	1231	9.9	13.3	95	586	15.2	6.3	146
NEWHART	C 9876	2218	11.4	22.5	102	1622	10.5	16.4	94	1347	10.9	13.6	97	432	11.3	4.4	102
ONE DAY AT A TIME	C 7954	1759	9.1	22.1	101	1504	9.8	18.9	109	1261	10.2	15.9	113	242	6.3	3.0	70
PEOPLE ARE FUNNY	N 5182	1082	5.6	20.9	95	1061	6.9	20.5	118	570	4.6	11.0	78	*164	4.3	3.2	73
REAL PEOPLE	N 9674	1945	10.0	20.1	92	1697	11.0	17.5	101	1321	10.6	13.7	97	351	9.1	3.6	83
REMINGTON STEELE	N 8511	2108	10.9	24.8	113	1394	9.1	16.4	94	1246	10.0	14.6	104	370	9.6	4.3	100
RIPLEY'S BELIEVE IT - NOT	A 5656	1280	6.6	22.6	103	955	6.2	16.9	97	838	6.8	14.8	106	*227	5.9	4.0	92
RIPTIDE	N 7718	1819	9.4	23.6	107	1337	8.7	17.3	99	1097	8.8	14.2	101	317	8.2	4.1	94
SCARECROW & MRS. KING	C 11058	2485	12.8	22.5	102	1927	12.5	17.4	100	1476	11.9	13.3	95	530	13.7	4.8	110
SIMON & SIMON	C 11615	2758	14.2	23.7	108	2023	13.1	17.4	100	1544	12.4	13.3	95	331	8.6	2.8	65
60 MINUTES	C 14326	2873	14.8	20.1	91	2646	17.2	18.5	106	1783	14.4	12.4	89	483	12.5	3.4	77
ST. ELSEWHERE	N 7670	1780	9.2	23.2	106	1341	8.7	17.5	100	1082	8.7	14.1	101	352	9.1	4.6	105
THREE'S COMPANY	A 12068	2753	14.2	22.8	104	2199	14.3	18.2	105	1786	14.4	1					

	TOTAL U.S. '000	ALL VASELINE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL FEMALES	88464	30368	100.0	34.3	100																
FEMALE HOMEOWNERS	80986	27989	92.2	34.6	101																
EMPLOYED MOTHERS	18702	7125	23.5	38.1	111																
18 - 24	14726	4805	15.8	32.6	95																
25 - 34	20202	7447	24.5	36.9	107																
35 - 44	14781	5280	17.4	35.7	104																
45 - 54	11449	4245	14.0	37.1	108																
55 - 64	11846	3774	12.4	31.9	93																
65 OR OLDER	15459	4818	15.9	31.2	91																
18 - 34	34928	12252	40.3	35.1	102																
18 - 49	55154	19723	64.9	35.8	104																
25 - 54	46433	16972	55.9	36.6	106																
35 - 49	20226	7471	24.6	36.9	108																
50 OR OLDER	33310	10645	35.1	32.0	93																
GRADUATED COLLEGE	12110	4588	15.1	37.9	110																
ATTENDED COLLEGE	15309	5742	18.9	37.5	109																
GRADUATED HIGH SCHOOL	36912	12578	41.4	34.1	99																
DID NOT GRADUATE HIGH SCHOOL	24134	7460	24.6	30.9	90																
EMPLOYED FULL-TIME	35457	12480	41.1	35.2	103																
EMPLOYED PART-TIME	8514	3245	10.7	38.1	111																
NOT EMPLOYED	44494	14643	48.2	32.9	96																
PROFESSIONAL/MANAGER	10811	4168	13.7	38.6	112																
TECH/CLERICAL/SALES	19640	6888	22.7	35.1	102																
PRECISION/CRAFT	1023	428	1.4	41.8	122																
OTHER EMPLOYED	12498	4241	14.0	33.9	99																
SINGLE	15995	5142	16.9	32.1	94																
MARRIED	51689	18209	60.0	35.2	103																
DIVORCED/SEPARATED/WIDOWED	20780	7017	23.1	33.8	98																
PARENTS	33922	12548	41.3	37.0	108																
WHITE	76422	25932	85.4	33.9	99																
BLACK	10066	3700	12.2	36.8	107																
OTHER	1976	4736	2.4	37.2	109																
NORTHEAST-CENSUS	19803	5951	19.6	30.1	88																
NORTH CENTRAL	22181	8456	27.8	38.1	111																
SOUTH	30082	10561	34.8	35.1	102																
WEST	16398	5400	17.8	32.9	96																
NORTHEAST-MKTG.	20163	5602	18.4	27.8	81																
EAST CENTRAL	13054	4772	15.7	36.6	106																
WEST CENTRAL	14993	5739	18.9	38.3	112																
SOUTH	25785	9441	31.1	36.6	107																
PACIFIC	14470	4814	15.9	33.3	97																
COUNTY SIZE A	36705	12440	41.0	33.9	99																
COUNTY SIZE B	26819	9380	30.9	35.0	102																
COUNTY SIZE C	13597	4482	14.8	33.0	96																
COUNTY SIZE D	11344	4067	13.4	35.9	104																
METRO CENTRAL CITY	26825	9102	30.0	33.9	99																
METRO SUBURBAN	39912	14032	46.2	35.2	102																
NON METRO	21728	7234	23.8	33.3	97																
TOP 5 ADI'S	20847	6831	22.5	32.8	95																
TOP 10 ADI'S	28719	9347	30.8	32.5	95																
TOP 20 ADI'S	40904	13252	43.6	32.4	94																
MSHLD INC. \$50,000 OR MORE	7931	2886	9.5	36.4	106																
\$40,000 OR MORE	15233	5253	17.3	34.5	100																
\$30,000 OR MORE	28333	10218	33.6	36.1	105																
\$25,000 OR MORE	36417	13092	43.1	36.0	105																
\$20,000 - \$24,999	9943	3522	11.6	35.4	103																
\$15,000 - \$19,999	9211	2917	9.6	31.7	92																
\$10,000 - \$14,999	13477	4577	15.1	34.0	99																
UNDER \$10,000	19418	6260	20.6	32.2	94																
HOUSEHOLD OF 1 PERSON	11987	4075	13.4	34.0	99																
2 PEOPLE	27046	8679	28.6	32.1	93																
3 OR 4 PEOPLE	34251	12371	40.7	36.1	105																
5 OR MORE PEOPLE	15180	5242	17.3	34.5	101																
NO CHILD IN MSHLD	49819	16170	53.2	32.5	95																
CHILD(REN) UNDER 2 YRS	6045	2184	7.2	36.1	105																
2 - 5 YEARS	15233	5666	18.7	37.2	108																
6 - 11 YEARS	16260	5892	19.4	36.2	106																
12 - 17 YEARS	19173	6850	22.6	35.7	104																
RESIDENCE OWNED	61371	21539	70.9	35.1	102																
VALUE: \$50,000 OR MORE	35355	11951	39.4	33.8	98																
VALUE: UNDER \$50,000	26016	9588	31.6	36.9	107																

HAND & BODY CREAM, LOTION OR OIL: BRANDS
(FEMALES)

		TOTAL	ALL VASELINE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	30368	100.0	34.3	100																
MAGAZINES	QUINTILE 1	17985	6302	20.8	35.0	102																
	QUINTILE 2	19446	7100	23.4	36.5	106																
	QUINTILE 3	14626	4765	15.7	32.6	95																
	QUINTILE 4	16014	5802	19.1	36.2	106																
	QUINTILE 5	20389	6399	21.1	31.4	91																
NEWSPAPERS	QUINTILE 1	13630	4807	15.8	34.8	101																
	QUINTILE 2	26350	9402	31.0	35.7	104																
	QUINTILE 3	12415	4326	14.2	34.8	102																
	QUINTILE 4	21911	7424	24.4	33.9	99																
	QUINTILE 5	13960	4409	14.5	31.6	92																
OUTDOOR	QUINTILE 1	16810	5842	19.2	34.8	101																
	QUINTILE 2	17101	6044	19.9	35.3	103																
	QUINTILE 3	17579	6300	20.7	35.8	104																
	QUINTILE 4	18343	6036	19.9	32.9	96																
	QUINTILE 5	18631	6146	20.2	33.0	96																
RADIO-DRIVE TIME	QUINTILE 1	17390	6414	21.1	36.9	107																
	QUINTILE 2	16591	5738	18.9	34.6	101																
	QUINTILE 3	16910	5875	19.3	34.7	101																
	QUINTILE 4	18002	6078	20.0	33.8	98																
	QUINTILE 5	19572	6261	20.6	32.0	93																
RADIO-MID- DAY	TERCILE 1	23248	8272	27.2	35.6	104																
	TERCILE 2	23667	8230	27.1	34.8	101																
	TERCILE 3	41549	13866	45.7	33.4	97																
RADIO-TOTAL	QUINTILE 1	17786	6587	21.7	37.0	108																
	QUINTILE 2	17316	5803	19.1	33.5	98																
	QUINTILE 3	18428	6171	20.3	33.5	98																
	QUINTILE 4	17669	6249	20.6	35.4	103																
	QUINTILE 5	17265	5558	18.3	32.2	94																
TV-PRIME TIME	QUINTILE 1	17416	5629	18.5	32.3	94																
	QUINTILE 2	17413	5739	18.9	33.0	96																
	QUINTILE 3	17943	5684	22.0	37.3	109																
	QUINTILE 4	18442	6746	22.2	36.6	107																
	QUINTILE 5	17250	5570	18.3	32.3	94																
TV-DAYTIME	TERCILE 1	29986	10293	33.9	34.3	100																
	TERCILE 2	29480	10126	33.3	34.3	100																
	TERCILE 3	29018	9949	32.8	34.3	100																
TV-TOTAL	QUINTILE 1	17740	5946	19.6	33.5	98																
	QUINTILE 2	17674	5729	18.9	32.4	94																
	QUINTILE 3	17730	6407	21.1	36.1	105																
	QUINTILE 4	17563	6450	21.2	36.7	107																
	QUINTILE 5	17757	5836	19.2	32.9	96																
MAGAZINES-NEWSPAPERS: DUAL		23278	8594	28.3	36.9	108																
MAGAZINE IMPERATIVE		21634	7339	24.2	33.9	99																
NEWSPAPER IMPERATIVE		23455	7976	26.3	34.0	99																
MAGAZINES-OUTDOOR: DUAL		17482	6270	20.6	35.9	104																
MAGAZINE IMPERATIVE		28830	10107	33.3	35.1	102																
OUTDOOR IMPERATIVE		26119	8588	29.3	34.0	99																
MAGAZINES-RADIO: DUAL		20162	7186	23.7	35.6	104																
MAGAZINE IMPERATIVE		26292	9341	30.8	35.5	103																
RADIO IMPERATIVE		25308	8436	27.8	33.3	97																
MAGAZINES-TELEVISION: DUAL		17312	5780	19.0	33.4	97																
MAGAZINE IMPERATIVE		29099	10524	34.7	36.2	105																
TELEVISION IMPERATIVE		27505	9362	30.8	34.0	99																
NEWSPAPERS-OUTDOOR: DUAL		18628	6423	21.2	34.5	100																
NEWSPAPER IMPERATIVE		29178	10400	34.2	35.6	104																
OUTDOOR IMPERATIVE		25260	8924	29.4	35.3	103																
NEWSPAPERS-RADIO: DUAL		19246	6756	22.2	35.1	102																
NEWSPAPER IMPERATIVE		28159	9959	32.8	35.4	103																
RADIO IMPERATIVE		25308	8635	28.4	34.1	99																
NEWSPAPERS-TELEVISION: DUAL		18619	6064	20.0	32.6	95																
NEWSPAPER IMPERATIVE		29207	10799	35.6	37.0	108																
TELEVISION IMPERATIVE		25472	8720	28.7	34.2	100																
OUTDOOR-RADIO: DUAL		17292	6129	20.2	35.4	103																
OUTDOOR IMPERATIVE		26915	9347	30.8	34.7	101																
RADIO IMPERATIVE		28938	10030	33.0	34.7	101																
OUTDOOR-TELEVISION: DUAL		16112	5632	18.5	35.0	102																
OUTDOOR IMPERATIVE		28228	10097	33.2	35.8	104																
TELEVISION IMPERATIVE		30024	9993	32.9	33.3	97																
RADIO-TELEVISION: DUAL		17803	5789	19.1	32.5	95																
RADIO IMPERATIVE		28338	10410	34.3	36.7	107																
TELEVISION IMPERATIVE		28445	9576	31.5	33.7	98																

	TOTAL U.S. '000	ALL VASELINE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	30368	100.0	34.3	100																
ATLANTIC MONTHLY	415	*148	0.5	35.7	104																
BARRON'S	522	**142	0.5	27.2	79																
BETTER HOMES & GARDENS	17429	6446	21.2	37.0	108																
BON APPETIT	2772	1086	3.6	39.2	114																
BUSINESS WEEK	1469	419	1.4	28.5	83																
CAR AND DRIVER	397	**170	0.6	42.8	125																
CBS MAGAZINE NETWORK (GROSS)	1633	662	2.2	40.5	118																
CHANGING TIMES	1554	536	1.8	34.5	100																
COLONIAL HOMES	1304	475	1.6	36.4	106																
CONDE NAST MAG. PKG. (GROSS)	17858	5934	19.5	33.2	97																
CONSUMERS DIGEST	1406	471	1.6	33.5	98																
COSMOPOLITAN	8815	2807	9.2	31.8	93																
COUNTRY LIVING	2636	950	3.1	36.0	105																
CUISINE	1554	534	1.8	34.4	100																
CYCLE WORLD	469	**219	0.7	46.7	136																
DCI:CREATIVE IDEAS FOR LIV	2631	1004	3.3	38.2	111																
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2788	9.2	39.5	115																
DISCOVER	998	436	1.4	43.7	127																
EBONY	4289	1557	5.1	36.3	106																
ESQUIRE	1176	419	1.4	35.6	104																
ESSENCE	2392	912	3.0	38.1	111																
FAMILY CIRCLE	17209	6144	20.2	35.7	104																
THE FAMILY HANDYMAN	1184	451	1.5	38.1	111																
FAMILY WEEKLY	12391	4427	14.6	35.7	104																
FIELD & STREAM	2438	1018	3.4	41.8	122																
FOOD & WINE	614	*203	0.7	33.1	96																
FORBES	813	*278	0.9	34.2	100																
FORTUNE	1083	397	1.3	36.7	107																
GENTLEMEN'S QUARTERLY	1197	429	1.4	35.8	104																
GLAMOUR	6625	2199	7.2	33.2	97																
GOLF DIGEST	707	*258	0.8	36.5	106																
GOLF DIGEST/TENNIS (GROSS)	1316	529	1.7	40.2	117																
GOLF MAGAZINE	469	*138	0.5	29.4	86																
GOLF MAGAZINE/SKI (GROSS)	1060	301	1.0	28.4	83																
GOOD HOUSEKEEPING	17784	6343	20.9	35.7	104																
HARPER'S BAZAAR	2931	896	3.0	30.6	89																
HEALTH	2199	697	2.3	31.7	92																
HEARST MAG CORP. BUY (GROSS)	49148	17233	56.7	35.1	102																
HEARST MAN POWER (GROSS)	2113	802	2.6	38.0	111																
HEARST WOMAN POWER (GROSS)	35062	12307	40.5	35.1	102																
HOUSE BEAUTIFUL	3865	1386	4.6	35.9	104																
INC.	315	*109	0.4	34.6	101																
JET	3690	1331	4.4	36.1	105																
LADIES' HOME JOURNAL	12930	4564	15.0	35.3	103																
LHJ FAMILY GRP COMBO(GROSS)	18161	6353	20.9	35.0	102																
LIFE	5065	1610	5.3	31.8	93																
L.A. TIMES HOME MAGAZINE	1310	510	1.7	38.9	113																
MADEMOISELLE	3759	1263	4.2	33.6	98																
MC CALL'S	14658	5263	17.3	35.9	105																
MC CALL'S/WRK MOTHER (GROSS)	15857	5791	19.1	36.5	106																
MECHANIX ILLUSTRATED	809	*286	0.9	35.4	103																
METROPOLITAN HOME	1009	410	1.4	40.6	118																
MONEY	1707	538	1.8	31.5	92																
MOTHER EARTH NEWS	1123	425	1.4	37.8	110																
MS.	932	369	1.2	39.6	115																
NATIONAL ENQUIRER	11971	4220	13.9	35.3	103																
NATIONAL GEOGRAPHIC	10503	3686	12.1	35.1	102																
NATIONAL SUNDAY MAGAZINE PKG	54325	19417	63.9	35.7	104																
NATURAL HISTORY	626	*223	0.7	35.6	104																
NEW WOMAN	1992	578	1.9	29.0	85																
NEW YORK INCLUDING CUE	547	*165	0.5	30.2	88																
THE NEW YORKER	1380	453	1.5	32.8	96																
NEWSWEEK	6925	2293	7.6	33.1	96																
THE N.Y. TIMES DAILY EDITION	1363	514	1.7	37.7	110																
THE N.Y. TIMES MAGAZINE	2333	783	2.6	33.6	98																
OMNI	872	379	1.2	43.5	127																
ON CABLE	1298	317	1.0	24.4	71																
1001 HOME IDEAS	3032	1092	3.6	36.0	105																
ORGANIC GARDENING	1680	689	2.3	41.0	119																
OUTDOOR LIFE	960	448	1.5	46.7	136																
PARADE MAGAZINE	26755	9202	30.3	34.4	100																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	ALL VASELINE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	%	ACROSS	INDX					'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	30368	100.0	34.3	100																
PARENTS	4173	1629	5.4	39.0	114																
PENTHOUSE	973	336	1.1	34.5	101																
PEOPLE	13479	4632	15.3	34.4	100																
PLAYBOY	2183	772	2.5	35.4	103																
POPULAR HOT RODDING	388	**131	0.4	33.8	98																
POPULAR MECHANICS	1037	429	1.4	41.4	121																
POPULAR SCIENCE	920	308	1.0	33.5	98																
PREVENTION	4071	1444	4.8	35.5	103																
PSYCHOLOGY TODAY	1940	585	1.9	30.2	88																
READER'S DIGEST	24031	8412	27.7	35.0	102																
REDBOOK	8464	3158	10.4	37.3	109																
ROAD & TRACK	429	**110	0.4	25.6	75																
ROLLING STONE	1355	494	1.6	36.5	106																
RUNNER'S WORLD	329	**126	0.4	38.3	112																
SATURDAY EVENING POST	1268	413	1.4	32.6	95																
SCIENCE 84	702	*230	0.8	32.8	95																
SCIENCE DIGEST	553	*156	0.5	28.2	82																
SCIENTIFIC AMERICAN	615	*247	0.8	40.2	117																
SELF	2683	880	2.9	32.8	96																
SEVENTEEN	3309	1216	4.0	36.7	107																
SKI	591	*163	0.5	27.6	80																
SMITHSONIAN	3039	950	3.1	31.3	91																
SOAP OPERA DIGEST	3683	1370	4.5	37.2	108																
SOUTHERN LIVING	4434	1784	5.9	40.2	117																
SPORT	701	*290	1.0	41.4	121																
THE SPORTING NEWS	518	*245	0.8	47.3	138																
SPORTS AFIELD	523	*218	0.7	41.7	121																
SPORTS ILLUSTRATED	3325	1442	4.7	43.4	126																
STAR	8567	3228	10.6	37.7	110																
SUNDAY	27630	9729	32.0	35.2	103																
SUNSET	2219	769	2.5	34.7	101																
TV GUIDE	24258	8385	27.6	34.6	101																
TENNIS	609	*271	0.9	44.5	130																
TIME	9929	3484	11.5	35.1	102																
TOWN & COUNTRY	1062	362	1.2	34.1	99																
TRAVEL & LEISURE	1051	315	1.0	30.0	87																
TRUE STORY	3946	1347	4.4	34.1	99																
U.S. NEWS & WORLD REPORT	3782	1256	4.1	33.2	97																
USA TODAY	1874	686	2.3	36.6	107																
US	2213	766	2.5	34.6	101																
VOGUE	4792	1592	5.2	33.2	97																
WALL STREET JOURNAL	2045	742	2.4	36.3	106																
WEIGHT WATCHERS	2364	846	2.8	35.8	104																
WOMAN'S DAY	15182	5183	17.1	34.1	99																
WORKING MOTHER	1198	528	1.7	44.1	128																
WORKING WOMAN	1523	463	1.5	30.4	89																
WORLD TENNIS	*183	**73	0.2	39.9	116																
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1054	3.5	38.0	111																
BLAIR INSERTS	47909	17198	56.6	35.9	105																
DAILY NEWSPAPERS																					
READ ANY	56731	19591	64.5	34.5	101																
READ ONE	47696	16619	54.7	34.8	102																
READ TWO OR MORE	9034	2972	9.8	32.9	96																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	57732	20570	67.7	35.6	104																
READ ONE	50513	17731	58.4	35.1	102																
READ TWO OR MORE	7219	2839	9.3	39.3	115																
OUTDOOR																					
100 SHMG - 30 DAY AV FREQ	28.04	28.50																			
30 DAY REACH	78184	27174	89.5	34.8	101																
50 SHMG - 30 DAY AV FREQ	14.80	14.98																			
30 DAY REACH	74239	25895	85.3	34.9	102																
25 SHMG - 30 DAY AV FREQ	8.05	8.14																			
30 DAY REACH	68254	23809	78.4	34.9	102																
CABLE TV: HOME WIRED	35215	12164	40.1	34.5	101																
HOME NOT WIRED	53250	18204	59.9	34.2	100																
HAVE PAY CABLE	17885	6258	20.6	35.0	102																

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		A '000	B % DOWN	C % ACROSS	D % INDX												
TOTAL FEMALES	88464	30368	100.0	34.3	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	16805	55.6	35.2	102												
10:00 AM - 3:00 PM	33674	11943	39.3	35.5	103												
3:00 PM - 7:00 PM	34431	12230	40.3	35.5	103												
7:00 PM - MIDNIGHT	17761	6022	19.8	33.9	99												
MIDNIGHT - 6:00 AM	10087	3697	12.2	36.7	107												
6:00 AM - MIDNIGHT	64318	22586	74.4	35.1	102												
ENTIRE DAY	65181	22941	75.5	35.2	103												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	6445	21.2	37.0	108												
ALL NEWS	2520	892	2.3	27.5	80												
AOR/PROGRESSIVE	4419	1315	4.3	29.8	87												
BEAUTIFUL MUSIC	6119	2080	6.8	34.0	99												
BLACK	2623	1108	3.6	42.2	123												
CLASSICAL	1553	572	1.9	36.8	107												
CHR/ROCK	11282	3815	12.6	33.8	99												
COUNTRY	13343	4929	16.2	36.9	108												
GOLDEN OLDIES	1299	549	1.8	42.3	123												
MOR/NOSTALGIA	5241	1830	6.0	34.9	102												
NEWS/TALK	4165	1258	4.2	30.9	90												
RELIGIOUS	3324	1255	4.1	37.8	110												
SOFT ROCK	609	*210	0.7	34.5	100												
URBAN CONTEMPORARY	1853	512	1.9	31.9	93												
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1382	4.6	37.1	108												
ABC DIRECTION	2488	763	2.5	30.7	89												
ABC ENTERTAINMENT	5129	1689	5.6	32.9	96												
ABC FM	2498	1007	3.3	40.3	117												
ABC INFORMATION	5721	2051	6.8	35.9	104												
ABC ROCK	2021	697	2.3	34.5	100												
CBS	4756	1484	4.9	31.2	91												
MUTUAL	5272	1946	6.4	36.9	108												
NBC	4964	1736	5.7	35.0	102												
RADIO/RADIO	2218	640	2.1	28.9	84												
RKO ONE	2565	876	2.9	34.2	99												
RKO TWO	3640	1196	3.9	32.9	96												
THE SOURCE	2467	830	2.7	33.6	98												
NON-HIRED: BLAIR	9466	3267	10.8	34.5	101												
INTERNET	13616	4794	15.8	35.2	103												
KATZ RADIO GROUP	16998	6144	20.2	36.1	105												
SUPERNET	11622	3588	12.8	33.5	97												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3156	10.4	33.5	98												
WKDAY 9:00 AM - 1:00 PM	13304	4497	14.8	33.8	98												
WKDAY 1:00 PM - 4:30 PM	17591	5991	19.7	34.1	99												
WKDAY 4:30 PM - 7:30 PM	24418	8058	26.5	33.0	96												
WKDAY 7:30 PM - 8:00 PM	34400	11351	37.4	33.0	96												
WKDAY 11:00 PM - 11:30 PM	26120	9009	29.7	34.5	100												
WKDAY 11:30 PM - 1:00 AM	8402	2957	9.7	35.2	103												
N-SAT 8-11 PM-SUN 7-11 PM	36828	12583	41.4	34.2	100												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	7221	2368	7.8	32.8	96												
ANOTHER WORLD	4924	1924	6.3	39.1	114												
AS THE WORLD TURNS	5966	2026	6.7	34.0	99												
CAPITOL	3672	1292	4.3	35.2	102												
CBS MORN. NEWS 1	1590	484	1.6	30.4	89												
CBS MORN. NEWS 2	1298	365	1.2	28.1	82												
DAYS OF OUR LIVES	6389	2511	8.3	39.6	115												
FACTS OF LIFE - DAYTIME	2526	896	3.0	35.5	103												
FAMILY FEUD	3427	1058	3.5	30.9	90												
GENERAL HOSPITAL	6870	2395	7.9	34.9	102												
GOOD MORNING, AMERICA-730	3767	1272	4.2	33.8	98												
GOOD MORNING, AMERICA-830	3076	1075	3.5	34.9	102												
GUIDING LIGHT	5789	1930	6.4	33.3	97												
ONE LIFE TO LIVE	4918	1574	5.2	32.0	93												
PRESS YOUR LUCK	2367	756	2.5	31.9	93												
PRICE IS RIGHT 1	4727	1521	5.0	32.2	94												
PRICE IS RIGHT 2	5511	1822	6.0	33.1	96												
RYAN'S HOPE	3479	1096	3.6	31.5	92												
SALE OF THE CENTURY	2823	1074	3.5	38.0	111												
SEARCH FOR TOMORROW	2525	872	2.9	34.5	101												
TODAY SHOW 1	2979	1027	3.4	34.5	100												
TODAY SHOW 2	2792	933	3.1	33.4	97												
\$25,000 PYRAMID	2899	943	3.1	32.5	95												
WHEEL OF FORTUNE	4689	1698	5.6	36.2	105												
YOUNG AND THE RESTLESS	6231	2294	7.6	36.8	107												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	595	2.0	30.2	88												
NBA PLAYOFF GAME -1	1246	474	1.6	38.0	111												
NBC MAJOR LEAGUE PRE-GAME N	1140	406	1.3	35.6	104												
SPORTSWORLD - SUN	1328	421	1.4	31.7	92												
SUNDAY MORNING	1645	652	2.1	39.6	115												

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		A	B	C	D																
TOTAL FEMALES	88464	30368	100.0	34.3	100																
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	27970	9161	30.2	32.8	95																
NETWORK AFFILIATES - LATE	21966	7619	25.1	34.7	101																
INDEPENDENTS - LATE	2247	667	2.2	29.7	86																
TV EVENING NTHK 6 PM - 2 AM																					
A TEAM	N 11524	3893	12.8	33.8	98																
ABC MONDAY NIGHT MOVIE	A 6879	2431	8.0	35.3	103																
ABC SUNDAY NIGHT MOVIE	A 13690	4552	15.0	33.3	97																
ABC WORLD NEWS TONIGHT	A 6589	2010	6.6	30.5	89																
AFTERMASH	C 6391	2256	7.4	35.3	103																
ALICE	C 10273	3540	11.7	34.5	100																
AMERICAN PARADE	C 7130	2223	7.3	31.2	91																
BENSON	A 11665	3935	13.0	33.7	98																
BLUE THUNDER	A 5442	1710	5.6	31.4	92																
CAGNEY & LACEY	C 10565	3688	12.1	34.9	102																
CBS EVENING NEWS-DEAN	C 3668	1286	4.2	35.1	102																
CBS EVENING NEWS-RATHER	C 7561	2688	8.9	35.6	104																
CBS SAT. NEWS-SCHIEFFER	C 3948	1419	4.7	35.9	105																
CBS SATURDAY NIGHT MOVIE	C 5966	2081	6.9	34.9	102																
CBS WEDNESDAY NIGHT MOVIE	C 6529	2284	7.5	35.0	102																
CHEERS	N 9842	3371	11.1	34.3	100																
DALLAS	C 23935	8394	27.6	35.1	102																
DIFF'RENT STROKES	N 7574	2586	8.5	34.1	99																
DOUBLE TROUBLE	N 7786	2760	9.1	35.4	103																
DUCK FACTORY	N 6290	2252	7.4	35.8	104																
DUKES OF HAZZARD	C 6402	2075	6.8	32.4	94																
DYNASTY	A 21955	7723	25.4	35.2	102																
FACTS OF LIFE	N 8898	3194	10.5	35.9	105																
FALCON CREST	C 21877	7810	25.7	35.7	104																
FALL GUY	A 10045	3327	11.0	33.1	96																
FAMILY TIES	N 8922	3242	10.7	36.3	106																
FANTASY ISLAND	A 8288	2838	9.3	34.2	100																
FOULUPS, BLEEPs & BLUNDERS	A 9891	2956	9.7	29.9	87																
FOUR SEASONS	C 5429	1943	6.4	35.8	104																
GIMME A BREAK	N 9646	3470	11.4	36.0	105																
HART TO HART	A 9983	3324	10.9	33.3	97																
HILL STREET BLUES	N 9688	3161	10.4	32.6	95																
HOTEL	A 15435	5293	17.4	34.3	100																
JEFFERSONS	C 10031	3490	11.5	34.8	101																
JENNIFER SLEPT HERE	N 6376	2132	7.0	33.4	97																
KATE & ALLIE	C 9951	3422	11.3	34.4	100																
KNIGHT RIDER	N 7908	2706	8.9	34.2	100																
LOVE BOAT	A 13226	4363	14.4	33.0	96																
MAGNUM PI	C 12105	4102	13.5	33.9	99																
MAMA'S FAMILY	N 6364	2206	7.3	34.7	101																
MASTER, THE	N 3955	1416	4.7	35.8	104																
MATT HOUSTON	A 6903	2190	7.2	31.7	92																
NBC MONDAY NIGHT MOVIE	N 13443	4462	14.7	33.2	97																
NBC NIGHTLY NEWS	N 5585	1807	6.0	32.4	94																
NBC NIGHTLY NEWS-SAT	N 3688	1168	3.8	31.7	92																
NBC NIGHTLY NEWS-SUN	N 3310	1089	3.6	32.9	96																
NBC SUNDAY NIGHT MOVIE	N 9238	3325	10.9	36.0	105																
NEWHART	C 9876	3426	11.3	34.7	101																
ONE DAY AT A TIME	C 7954	2606	8.6	32.8	95																
PEOPLE ARE FUNNY	N 5182	1709	5.6	33.0	96																
REAL PEOPLE	N 9674	3420	11.3	35.4	103																
REMINGTON STEELE	N 8511	2798	9.2	32.9	96																
RIPLEY'S BELIEVE IT - NOT	A 5656	1954	6.4	34.5	101																
RPTIDE	N 7718	2700	8.9	35.0	102																
SCARECROW & MRS. KING	C 11058	3704	12.2	33.5	98																
SIMON & SIMON	C 11615	3979	13.1	34.3	100																
60 MINUTES	C 14326	5008	16.5	35.0	102																
ST. ELSEWHERE	N 7670	2702	8.9	35.2	103																
THREE'S COMPANY	A 12068	4132	13.6	34.2	100																
T.J. HOOKER	A 9735	2998	9.9	30.8	90																
TONIGHT SHOW	N 2531	911	3.0	36.0	105																
TRAPPER JOHN, M.D.	C 10374	3472	11.4	33.5	97																
TV BLOOPERS & PRAC. JOKES	N 9795	3327	11.0	34.0	99																
20/20	A 10009	3438	11.3	34.3	100																
WEBSTER	A 11934	3898	12.8	32.7	95																
WORLD NEWS - SUN	A 3291	1130	3.7	34.3	100																
YELLOW ROSE	N 5196	1770	5.8	34.1	99																
TV VIEWING SPORTS EVENTS																					
BASEBALL	9552	3649	12.0	38.2	111																
BASKETBALL - COLLEGE GAMES	4414	1893	6.2	42.9	125																
BASKETBALL - PRO GAMES	3876	1592	5.2	41.1	120																
BOWLING	4056	1582	5.2	39.0	114																
BOXING	4154	1380	4.5	33.2	97																
FOOTBALL - COLLEGE GAMES	6754	2773	9.1	41.1	120																
FOOTBALL - PRO GAMES	12364	4633	15.3	37.5	109																
GOLF	3615	1416	4.7	39.2	114																
POST-SEASON COLL. FOOTBALL	5296	2072	6.8	39.1	114																
POST-SEASON PRO FOOTBALL	6693	2778	9.1	41.5	121																
TENNIS	3281	1133	3.7	34.5	101																
WRESTLING - PROFESSIONAL	3672	1307	4.3	35.6	104																

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MEDICATED SKIN CARE PRODUCTS

BASE = MALES (79263)

QUESTIONNAIRE PAGE P-3

		'000	%	UNWEIGHTED					
4A. DO YOU YOURSELF USE THEM?									
YES		25553	32.2	2927					
NO		53709	67.8	6411					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
IF YOU DO									
4B. WHICH BRANDS DO YOU USE?									
AMBI		410	.5	43	.1	287	.4	81	.1
AVON CLEAR SKIN		800	1.0	198	.2	456	.6	147	.2
OTHER AVON		854	1.1	272	.3	451	.6	131	.2
BONNE BELL TEN-O-SIX		509	.6	88	.1	304	.4	118	.1
CLEARASIL		3752	4.7	1250	1.6	1701	2.1	802	1.0
DERMASSAGE		1005	1.3	179	.2	534	.7	292	.4
DESITIN		795	1.0	148	.2	467	.6	180	.2
DRY & CLEAR		613	.8	179	.2	271	.3	163	.2
ESOTERICA		392	.5	75	.1	269	.3	48	.1
FOSTEX		718	.9	143	.2	352	.4	224	.3
JERGENS CLEAR COMPLEXION		929	1.2	175	.2	607	.8	147	.2
LISTEREX		392	.5	168	.2	128	.2	96	.1
MUDD		693	.9	7	*	454	.6	232	.3
NEUTROGENA		1220	1.5	239	.3	707	.9	274	.3
NOXZEMA ANTISEPTIC SKIN									
CLEANSER LIQUID		1593	2.0	372	.5	1065	1.3	156	.2
NOXZEMA ANTISEPTIC SKIN									
CLEANSER PADS		831	1.0	118	.1	476	.6	236	.3
NOXZEMA COMPLEXION LOTION		755	1.0	121	.2	489	.6	146	.2
NOXZEMA SKIN CREAM		6707	8.5	2513	3.2	3356	4.2	838	1.1
NOXZEMA 12-HOUR ACNE MEDICINE		340	.4	39	*	216	.3	85	.1
OXY5/OXY10		1413	1.8	408	.5	703	.9	302	.4
PHISODERM		1113	1.4	105	.1	515	.6	494	.6
PROPA PH		306	.4	31	*	82	.1	193	.2
SEA BREEZE ANTISEPTIC		2629	3.3	665	.8	1380	1.7	584	.7
SEA BREEZE BREEZETTES		200	.3			144	.2	56	.1
SEA BREEZE FACIAL SCRUB		489	.6	55	.1	289	.4	145	.2
STRI-DEX BENZOYL PEROXIDE		206	.3			44	.1	162	.2
STRI-DEX MEDICATED LIQUID		391	.5	4	*	160	.2	227	.3
STRI-DEX MEDICATED PADS		1142	1.4	206	.3	576	.7	361	.5
TOPEX		274	.3	42	.1	152	.2	81	.1
VASELINE INTENSIVE CARE		8747	11.0	3263	4.1	4131	5.2	1354	1.7
VASELINE PETROLEUM JELLY		5018	6.3	971	1.2	2836	3.6	1212	1.5
OTHER BRANDS		3896	4.9	1624	2.0	1346	1.7	926	1.2
DO NOT KNOW		179	.2						
		'000	%	UNWEIGHTED					

4C. ABOUT HOW MANY TIMES DID YOU USE MEDICATED SKIN CARE PRODUCTS IN THE LAST 7 DAYS?

14 OR MORE	H	1858	2.3	231
8-13	H	2292	2.9	261
7	H	5536	7.0	605
6	H	1070	1.3	108
4-5	H	3022	3.8	350
2-3	H	5008	6.3	599
1	L	3900	4.9	420
NONE	L	2869	3.6	353

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	25553	100.0	32.2	100	9685	100.0	12.2	100	9100	100.0	11.5	100	6769	100.0	8.5	100
HOUSEHOLD HEADS	66405	21021	82.3	31.7	98	8092	83.6	12.2	100	7424	81.6	11.2	97	5506	81.3	8.3	97
18 - 24	13945	4888	19.1	35.1	109	1818	18.8	13.0	107	1729	19.0	12.4	108	1341	19.8	9.6	113
25 - 34	19334	6255	24.5	32.4	100	2284	23.6	11.8	97	2042	22.4	10.6	92	1930	28.5	10.0	117
35 - 44	14196	4640	18.2	32.7	101	1602	16.5	11.3	92	1759	19.3	12.4	108	1279	18.9	9.0	105
45 - 54	10896	3203	12.5	29.4	91	1247	12.9	11.4	94	1255	13.8	11.5	100	701	10.4	6.4	75
55 - 64	10378	3135	12.3	30.2	94	1342	13.9	12.9	106	1079	11.9	10.4	91	714	10.5	6.9	81
65 OR OLDER	10514	3433	13.4	32.7	101	1392	14.4	13.2	108	1237	13.6	11.8	102	804	11.9	7.6	90
18 - 34	33279	11143	43.6	33.5	104	4102	42.4	12.3	101	3770	41.4	11.3	99	3271	48.3	9.8	115
18 - 49	52904	17388	68.0	32.9	102	6356	65.6	12.0	98	6155	67.6	11.6	101	4877	72.0	9.2	108
25 - 54	44426	14098	55.2	31.7	98	5133	53.0	11.6	95	5056	55.6	11.4	99	3910	57.8	8.8	103
35 - 49	19625	6245	24.4	31.8	99	2254	23.3	11.5	94	2385	26.2	12.2	106	1607	23.7	8.2	96
50 OR OLDER	26359	8166	32.0	31.0	96	3330	34.4	12.6	103	2945	32.4	11.2	97	1891	27.9	7.2	84
GRADUATED COLLEGE	15982	4721	18.5	29.5	92	1843	19.0	11.5	94	1681	18.5	10.5	92	1196	17.7	7.5	88
ATTENDED COLLEGE	13629	4323	16.9	31.7	98	1653	17.1	12.1	99	1520	16.7	11.2	97	1150	17.0	8.4	99
GRADUATED HIGH SCHOOL	28591	9451	37.0	33.1	103	3353	34.6	11.7	96	3446	37.9	12.1	105	2652	39.2	9.3	109
DID NOT GRADUATE HIGH SCHOOL	21061	7059	27.6	33.5	104	2836	29.3	13.5	110	2452	26.9	11.6	101	1770	26.1	8.4	98
EMPLOYED FULL-TIME	52316	16333	63.9	31.2	97	6146	63.5	11.7	96	5655	62.1	10.8	94	4532	67.0	8.7	101
EMPLOYED PART-TIME	4113	1672	6.5	40.7	126	*499	5.2	12.1	99	*699	7.7	17.0	148	*474	7.0	11.5	135
NOT EMPLOYED	22834	7549	29.5	33.1	103	3041	31.4	13.3	109	2746	30.2	12.0	105	1763	26.0	7.7	90
PROFESSIONAL/MANAGER	15034	4345	17.0	28.9	90	1736	17.9	11.5	95	1411	15.5	9.4	82	1198	17.7	8.0	93
TECH/CLERICAL/SALES	11255	3537	13.8	31.4	97	1166	12.0	10.4	85	1409	15.5	12.5	109	963	14.2	8.6	99
PRECISION/CRAFT	11607	3832	15.0	33.0	102	1273	13.1	11.0	90	1487	16.3	12.8	112	1072	15.8	9.2	108
OTHER EMPLOYED	18534	6291	24.6	33.9	105	2470	25.5	13.3	109	2048	22.5	11.0	96	1774	26.2	9.6	112
SINGLE	19562	6668	26.1	34.1	106	2385	24.6	12.2	100	2369	26.0	12.1	105	1914	28.3	9.8	115
MARRIED	51896	16376	64.1	31.6	98	6456	66.7	12.4	102	5794	63.7	11.2	97	4126	61.0	8.0	93
DIVORCED/SEPARATED/WIDOWED	7804	2510	9.8	32.2	100	845	8.7	10.8	89	937	10.3	12.0	105	728	10.8	9.3	109
PARENTS	25372	7907	30.9	31.2	97	2993	30.9	11.8	97	2849	31.3	11.2	98	2065	30.5	8.1	95
WHITE	69658	21860	85.5	31.4	97	7893	81.5	11.3	93	7912	86.9	11.4	99	6055	89.5	8.7	102
BLACK	7909	3117	12.2	39.4	122	1489	15.4	18.8	154	1083	11.9	13.7	119	545	8.1	6.9	81
OTHER	1696	*576	2.3	34.0	105	**303	3.1	17.9	146	**104	1.1	6.1	53	**169	2.5	10.0	117
NORTHEAST-CENSUS	17202	4927	19.3	28.6	89	1733	17.9	10.1	82	1780	19.6	10.3	90	1415	20.9	8.2	96
NORTH CENTRAL	20461	6717	26.3	32.8	102	2321	24.0	11.3	93	2361	25.9	11.5	101	2036	30.1	10.0	117
SOUTH	26695	9102	35.6	34.1	106	3702	38.2	13.9	113	3232	35.5	12.1	105	2168	32.0	8.1	95
WEST	14906	4808	18.8	32.3	100	1930	19.9	12.9	106	1728	19.0	11.6	101	1150	17.0	7.7	90
NORTHEAST-MKTG.	17962	5068	19.8	28.2	88	1694	17.5	9.4	77	1955	21.5	10.9	95	1419	21.0	7.9	93
EAST CENTRAL	11741	4029	15.8	34.3	106	1409	14.5	12.0	98	1481	16.3	12.6	110	1139	16.8	9.7	114
WEST CENTRAL	13518	4115	16.1	30.4	94	1412	14.6	10.4	85	1454	16.0	10.8	94	1248	18.4	9.2	108
SOUTH	23168	8029	31.4	34.7	107	3396	35.1	14.7	120	2655	29.2	11.5	100	1978	29.2	8.5	100
PACIFIC	12874	4313	16.9	33.5	104	1773	18.3	13.8	113	1555	17.1	12.1	105	985	14.6	7.7	90
COUNTY SIZE A	32596	10418	40.8	32.0	99	4141	42.8	12.7	104	3706	40.7	11.4	99	2572	38.0	7.9	92
COUNTY SIZE B	23814	7908	30.9	33.2	103	2928	30.2	12.3	101	2709	29.8	11.4	99	2272	33.6	9.5	112
COUNTY SIZE C	12663	3921	15.3	31.0	96	1248	12.9	9.9	81	1627	17.9	12.8	112	1046	15.5	8.3	97
COUNTY SIZE D	10190	3306	12.9	32.4	101	1369	14.1	13.4	110	1058	11.6	10.4	90	879	13.0	8.6	101
METRO CENTRAL CITY	23190	7398	29.0	31.9	99	3049	31.5	13.1	108	2504	27.5	10.8	94	1846	27.3	8.0	93
METRO SUBURBAN	36920	11969	46.8	32.4	101	4226	43.6	11.4	94	4427	48.6	12.0	104	3317	49.0	9.0	105
NON METRO	19152	6186	24.2	32.3	100	2411	24.9	12.6	103	2169	23.8	11.3	99	1606	23.7	8.4	98
TOP 5 ADI'S	18703	6298	24.6	33.7	104	2472	25.5	13.2	108	2192	24.1	11.7	102	1635	24.2	8.7	102
TOP 10 ADI'S	26158	8192	32.1	31.3	97	3217	33.2	12.3	101	3004	33.0	11.5	100	1972	29.1	7.5	88
TOP 20 ADI'S	36612	11735	45.9	32.1	99	4571	47.2	12.5	102	4235	46.5	11.6	101	2930	43.3	8.0	94
MSHLD INC. \$50,000 OR MORE	9326	2783	10.9	29.8	93	1112	11.5	11.9	98	1013	11.1	10.9	95	659	9.7	7.1	83
\$40,000 OR MORE	18002	5417	21.2	30.1	93	2169	22.4	12.0	99	1945	21.4	10.8	94	1303	19.2	7.2	85
\$30,000 OR MORE	31361	9352	36.6	29.8	93	3689	38.1	11.8	96	3181	35.0	10.1	88	2482	36.7	7.9	93
\$25,000 OR MORE	39858	11925	46.7	29.9	93	4722	48.8	11.8	97	4098	45.0	10.3	90	3105	45.9	7.8	91
\$20,000 - \$24,999	8664	3106	12.2	35.8	111	1042	10.8	12.0	98	1138	12.5	13.1	114	926	13.7	10.7	125
\$15,000 - \$19,999	7964	2811	11.0	35.3	109	991	10.2	12.4	102	1037	11.4	13.0	113	784	11.6	9.8	115
\$10,000 - \$14,999	11093	3829	15.0	34.5	107	1380	14.2	12.4	102	1411	15.5	12.7	111	1038	15.3	9.4	110
UNDER \$10,000	11683	3882	15.2	33.2	103	1551	16.0	13.3	109	1415	15.5	12.1	105	916	13.5	7.8	92
HOUSEHOLD OF 1 PERSON	7453	2042	8.0	27.4	85	624	6.4	8.4	69	878	9.6	11.8	103	540	8.0	7.2	85
2 PEOPLE	24757	8364	32.7	33.8	105	3306	34.1	13.4	109	2716	29.8	11.0	96	2342	34.6	9.5	111
3 OR 4 PEOPLE	32682	10385	40.6	31.8	99	3816	39.4	11.7	96	3789	41.6	11.6	101	2780	41.1	8.5	100
5 OR MORE PEOPLE	14370	4763	18.6	33.1	103	1940	20.0	13.5	110	1717	18.9	11.9	104	1106	16.3	7.7	90
NO CHILD IN MSHLD	46768	15014	58.8	32.1	100	5710	59.0	12.2	100	5356	58.9	11.5	100	2949	58.3	8.4	99
CHILD(REN) UNDER 2 YRS	4799	1575	6.2	32.8	102	703	7.3	14.6	120	*359	3.9	7.5	65	*513	7.6	10.7	125
2 - 5 YEARS	11125	3763	14.7	33.8	105	1604	16.6	14.4	118	1002	11.0	9.0	78	1157	17.1	10.4	122
6 - 11 YEARS	14193	4918	19.2	34.7	107	1845	19.1	13.0	106	1796	19.7	12.7	110	1277	18.9	9.0	105
12 - 17 YEARS	17402	5481	21.4	31.5	98	2075	21.4	11.9	98	2102	23.1	12.1	105	1304	19.3	7.5	88
RESIDENCE OWNED	56398	17849	69.9	31.6	98	6696	69.1	11.9	97	6188	68.0	11.0	96	4965	73.3	8.8	103
VALUE: \$50,000 OR MORE	34811	10930	42.8	31.4	97	4086	42.2	11.7	96	3866	42.5	11.1	97	2979	44.0	8.6	100
VALUE: UNDER \$50,000	21587	6918	27.1	32.0	99	2610	26.9	12.1	99	2322	25.5	10.8	94	1987	29.4	9.2	108

**MEDICATED SKIN CARE PRODUCTS: USAGE IN LAST SEVEN DAYS
(MALES)**

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES			79263	25553	100.0	32.2	100	9685	100.0	12.2	100	9100	100.0	11.5	100	6769	100.0	8.5	100
MAGAZINES	QUINTILE 1	16033	5757	22.5	35.9	111	2000	20.7	12.5	102	2208	24.3	13.8	120	1549	22.9	9.7	113	
	QUINTILE 2	15354	5261	20.6	34.3	106	2061	21.3	13.4	110	2049	22.5	13.3	116	1152	17.0	7.5	88	
	QUINTILE 3	15888	4858	19.0	30.6	95	1917	19.8	12.1	99	1619	17.8	10.2	89	1323	19.5	8.3	98	
	QUINTILE 4	17310	5550	21.7	32.1	99	2235	23.1	12.9	106	1779	19.5	10.3	90	1535	22.7	8.9	104	
	QUINTILE 5	14677	4128	16.2	28.1	87	1473	15.2	10.0	82	1445	15.9	9.8	86	1210	17.9	8.2	97	
NEWSPAPERS	QUINTILE 1	15277	4872	19.1	31.9	99	2095	21.6	13.7	112	1668	18.3	10.9	95	1109	16.4	7.3	85	
	QUINTILE 2	22745	7387	28.9	32.5	101	2764	28.5	12.2	99	2767	30.4	12.2	106	1856	27.4	8.2	96	
	QUINTILE 3	10692	3524	13.8	33.0	102	1147	11.8	10.7	88	1250	13.7	11.7	102	1127	16.6	10.5	123	
	QUINTILE 4	11646	3950	15.5	33.9	105	1309	13.5	11.2	92	1454	16.0	12.5	109	1187	17.5	10.2	119	
	QUINTILE 5	18903	5821	22.8	30.8	96	2370	24.5	12.5	103	1962	21.6	10.4	90	1489	22.0	7.9	92	
OUTDOOR	QUINTILE 1	16620	5347	20.9	32.2	100	2012	20.8	12.1	99	1982	21.8	11.9	104	1353	20.0	8.1	95	
	QUINTILE 2	16377	5472	21.4	33.4	104	2005	20.7	12.2	100	1795	19.7	11.0	95	1671	24.7	10.2	119	
	QUINTILE 3	15995	5063	19.8	31.7	98	1919	19.8	12.0	98	1781	19.6	11.1	97	1363	20.1	8.5	100	
	QUINTILE 4	15592	5085	19.9	32.6	101	1998	20.6	12.8	105	1770	19.5	11.4	99	1317	19.5	8.4	99	
	QUINTILE 5	14679	4587	18.0	31.2	97	1751	18.1	11.9	98	1773	19.5	12.1	105	1064	15.7	7.2	85	
RADIO-DRIVE TIME	QUINTILE 1	15746	5311	20.8	33.7	105	2060	21.3	13.1	107	1713	18.8	10.9	95	1538	22.7	9.8	114	
	QUINTILE 2	15067	4685	18.3	31.1	96	1711	17.7	11.4	93	1789	19.7	11.9	103	1185	17.5	7.9	92	
	QUINTILE 3	15631	4758	18.6	30.4	94	1982	20.5	12.7	104	1445	15.9	9.2	81	1331	19.7	8.5	100	
	QUINTILE 4	16245	5499	21.5	33.9	105	1941	20.0	11.9	98	1985	21.8	12.2	106	1574	23.3	9.7	113	
	QUINTILE 5	16573	5300	20.7	32.0	99	1992	20.6	12.0	98	2168	23.8	13.1	114	1141	16.9	6.9	81	
RADIO-MID- DAY	TERCILE 1	21788	6987	27.3	32.1	99	2526	26.1	11.6	95	2457	27.0	11.3	98	2004	29.6	9.2	108	
	TERCILE 2	21151	6771	26.5	32.0	99	2337	24.1	11.0	90	2549	28.0	12.1	105	1884	27.8	8.9	104	
	TERCILE 3	36323	11796	46.2	32.5	101	4822	49.8	13.3	109	4094	45.0	11.3	98	2881	42.6	7.9	93	
RADIO-TOTAL	QUINTILE 1	15977	5154	20.2	32.3	100	1963	20.3	12.3	101	1710	18.8	10.7	93	1481	21.9	9.3	109	
	QUINTILE 2	15923	5462	21.4	34.3	106	1725	17.8	10.8	89	2171	23.9	13.6	119	1566	23.1	9.8	115	
	QUINTILE 3	14980	4373	17.1	29.2	91	1782	18.4	11.9	97	1428	15.7	9.5	83	1164	17.2	7.8	91	
	QUINTILE 4	17123	5505	21.5	32.1	100	2245	23.2	13.1	107	1956	21.5	11.4	99	1305	19.3	7.6	89	
	QUINTILE 5	15260	5059	19.8	33.2	103	1971	20.4	12.9	106	1835	20.2	12.0	105	1253	18.5	8.2	96	
TV-PRIME TIME	QUINTILE 1	15674	5581	21.8	35.6	110	2045	21.1	13.0	107	1966	21.6	12.5	109	1570	23.2	10.0	117	
	QUINTILE 2	15944	5302	20.7	33.3	103	2106	21.7	13.2	108	1825	20.1	11.4	100	1371	20.3	8.6	101	
	QUINTILE 3	16037	4983	19.5	31.1	96	1951	20.1	12.2	100	1743	19.2	10.9	95	1289	19.0	8.0	94	
	QUINTILE 4	15412	4850	19.0	31.5	98	1763	18.2	11.4	94	1894	20.8	12.3	107	1194	17.6	7.7	91	
	QUINTILE 5	16194	4837	18.9	29.9	93	1821	18.8	11.2	92	1673	18.4	10.3	90	1344	19.9	8.3	97	
TV-DAYTIME	TERCILE 1	19156	6444	25.2	33.6	104	2350	24.3	12.3	100	2440	26.8	12.7	111	1654	24.4	8.6	101	
	TERCILE 2	19343	6302	24.7	32.6	101	2183	22.5	11.3	92	2407	26.5	12.4	108	1713	25.3	8.9	104	
	TERCILE 3	40764	12807	50.1	31.4	97	5153	53.2	12.6	103	4253	46.7	10.4	91	3401	50.2	8.3	98	
TV-TOTAL	QUINTILE 1	15844	5660	22.2	35.7	111	2182	22.5	13.8	113	1990	21.9	12.6	109	1488	22.0	9.4	110	
	QUINTILE 2	15767	5148	20.1	32.7	101	1896	19.6	12.0	98	1874	20.6	11.9	104	1378	20.4	8.7	102	
	QUINTILE 3	15775	5036	19.7	31.9	99	1904	19.7	12.1	99	1841	20.2	11.7	102	1290	19.1	8.2	96	
	QUINTILE 4	15903	4837	18.9	30.4	94	1815	18.7	11.4	93	1765	19.4	11.1	97	1257	18.6	7.9	93	
	QUINTILE 5	15974	4873	19.1	30.5	95	1888	19.5	11.8	97	1629	17.9	10.2	89	1357	20.0	8.5	99	
MAGAZINES-NEWSPAPERS: DUAL			21225	7167	28.0	33.8	105	2705	27.9	12.7	104	2647	29.1	12.5	109	1815	26.8	8.6	100
MAGAZINE IMPERATIVE			17728	6283	24.6	35.4	110	2275	23.5	12.8	105	2334	25.6	13.2	115	1675	24.7	9.4	111
NEWSPAPER IMPERATIVE			22987	6987	27.3	30.4	94	2782	28.7	12.1	99	2416	26.5	10.5	92	1789	26.4	7.8	91
MAGAZINES-OUTDOOR: DUAL			16244	5575	21.8	34.3	106	1967	20.3	12.1	99	1897	20.8	11.7	102	1712	25.3	10.5	123
MAGAZINE IMPERATIVE			24016	8137	31.8	33.9	105	3209	33.1	13.4	109	3098	34.0	12.9	112	1830	27.0	7.6	89
OUTDOOR IMPERATIVE			26020	7948	31.1	30.5	95	2993	30.9	11.5	94	2760	30.3	10.6	92	2195	32.4	8.4	99
MAGAZINES-RADIO: DUAL			16918	6081	23.8	35.9	111	2234	23.1	13.2	108	2282	25.1	13.5	117	1564	23.1	9.2	108
MAGAZINE IMPERATIVE			23456	7664	30.0	32.7	101	3045	31.4	13.0	106	2818	31.0	12.0	105	1802	26.6	7.7	90
RADIO IMPERATIVE			23900	7136	27.9	29.9	93	2558	26.4	10.7	88	2317	25.5	9.7	84	2261	33.4	9.5	111
MAGAZINES-TELEVISION: DUAL			15791	5798	22.7	36.7	114	1895	19.6	12.0	98	2248	24.7	14.2	124	1655	24.4	10.5	123
MAGAZINE IMPERATIVE			25476	8154	31.9	32.0	99	3199	33.0	12.6	103	3003	33.0	11.8	103	1952	28.8	7.7	90
TELEVISION IMPERATIVE			25744	8170	32.0	31.7	98	3308	34.2	12.8	105	2735	30.1	10.6	93	2127	31.4	8.3	97
NEWSPAPERS-OUTDOOR: DUAL			17628	5851	22.9	33.2	103	2269	23.4	12.9	105	1941	21.3	11.0	96	1641	24.2	9.3	109
NEWSPAPER IMPERATIVE			26414	8275	32.4	31.3	97	3205	33.1	12.1	99	3119	34.3	11.8	103	1951	28.8	7.4	86
OUTDOOR IMPERATIVE			23059	7442	29.1	32.3	100	2680	27.7	11.6	95	2630	28.9	11.4	99	2132	31.5	9.2	108
NEWSPAPERS-RADIO: DUAL			17996	5942	23.3	33.0	102	2146	22.2	11.9	98	2230	24.5	12.4	108	1566	23.1	8.7	102
NEWSPAPER IMPERATIVE			26269	8490	33.2	32.3	100	3472	35.8	13.2	108	2969	32.6	11.3	98	2049	30.3	7.8	91
RADIO IMPERATIVE			21342	6772	26.5	31.7	98	2339	24.2	11.0	90	2332	25.6	10.9	95	2102	31.1	9.8	115
NEWSPAPERS-TELEVISION: DUAL			17359	6029	23.6	34.7	108	2357	24.3	13.6	111	2165	23.8	12.5	109	1506	22.2	8.7	102
NEWSPAPER IMPERATIVE			26889	8251	32.3	30.7	95	3151	32.5	11.7	96	2959	32.5	11.0	96	2141	31.6	8.0	93
TELEVISION IMPERATIVE			21698	7051	27.6	32.5	101	2484	25.6	11.4	94	2584	28.4	11.9	104	1983	29.3	9.1	107
OUTDOOR-RADIO: DUAL			16456	5663	22.2	34.4	107	1860	19.2	11.3	93	2040	22.4	12.4	108	1763	26.0	10.7	125
OUTDOOR IMPERATIVE			25870	8030	31.4	31.0	96												

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	25553	100.0	32.2	100	9685	100.0	12.2	100	9100	100.0	11.5	100	6769	100.0	8.5	100
ATLANTIC MONTHLY	452	**102	0.4	22.6	70	**38	0.4	8.4	69	**23	0.3	5.1	44	**42	0.6	9.3	109
BARRON'S	1058	229	0.9	21.6	67	**87	0.9	8.2	67	**62	0.7	5.9	51	**80	1.2	7.6	89
BETTER HOMES & GARDENS	4773	1878	7.3	39.3	122	677	7.0	14.2	116	594	6.5	12.4	108	607	9.0	12.7	149
BON APPETIT	1037	325	1.3	31.3	97	**136	1.4	13.1	107	**127	1.4	12.2	107	**62	0.9	6.0	70
BUSINESS WEEK	3193	1108	4.3	34.7	108	319	3.3	10.0	82	462	5.1	14.5	126	328	4.8	10.3	120
CAR AND DRIVER	2705	969	3.8	35.8	111	372	3.8	13.8	113	319	3.5	11.8	103	278	4.1	10.3	120
CBS MAGAZINE NETWORK (GROSS)	5678	2101	8.2	37.0	115	871	9.0	15.3	126	718	7.9	12.6	110	512	7.6	9.0	106
CHANGING TIMES	1847	681	2.7	27.8	114	*297	3.1	16.1	132	*161	1.8	8.7	76	*222	3.3	12.0	141
COLONIAL HOMES	492	*173	0.7	35.2	109	*78	0.8	15.9	130	*57	0.6	11.6	101	*39	0.6	7.9	93
CONDE NAST MAG. PKG. (GROSS)	2066	814	3.2	39.4	122	309	3.2	15.0	122	*312	3.4	15.1	132	*193	2.9	9.3	109
CONSUMERS DIGEST	1719	571	2.2	33.2	103	*142	1.5	8.3	68	*240	2.6	14.0	122	*190	2.8	11.1	129
COSMOPOLITAN	1762	702	2.7	39.8	124	*199	2.1	11.3	92	*292	3.2	16.6	144	*210	3.1	11.9	140
COUNTRY LIVING	1110	309	1.2	27.8	86	*163	1.7	14.7	120	*76	0.8	6.8	60	*70	1.0	6.3	74
CUTSINE	660	212	0.8	32.1	100	*55	0.6	8.3	68	*137	1.5	20.8	181	*20	0.3	3.0	35
CYCLE WORLD	1924	716	2.8	37.2	115	*293	3.0	15.2	125	*292	3.2	15.2	132	*131	1.9	6.8	80
DCI:CREATIVE IDEAS FOR LIV	437	*136	0.5	31.1	97	*47	0.5	10.8	88	*62	0.7	14.2	124	*27	0.4	6.2	72
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	886	3.5	35.6	110	353	3.6	14.2	116	293	3.2	11.8	102	*240	3.5	9.6	113
DISCOVER	1279	445	1.7	34.8	108	*165	1.7	12.9	106	*211	2.3	16.5	144	*69	1.0	5.4	63
EBONY	2898	1248	4.9	43.1	134	555	5.7	19.2	157	447	4.9	15.4	134	246	3.6	8.5	99
EQUINE	1384	501	2.0	36.2	112	*201	2.1	14.5	119	*225	2.5	16.3	142	*75	1.1	5.4	63
ESSENCE	850	372	1.5	43.8	136	*172	1.8	20.2	166	*139	1.5	16.4	142	*61	0.9	7.2	84
FAMILY CIRCLE	2430	883	3.5	36.3	113	321	3.3	13.2	108	342	3.8	14.1	123	*220	3.3	9.1	106
THE FAMILY HANDYMAN	2356	691	2.7	29.3	91	*228	2.4	9.7	79	243	2.7	10.3	90	*221	3.3	9.4	110
FAMILY WEEKLY	11533	3741	14.6	32.4	101	1420	14.7	12.3	101	1358	14.9	11.8	103	964	14.2	8.4	98
FIELD & STREAM	7444	2603	10.2	35.0	108	929	9.6	12.5	102	1113	12.2	15.0	130	561	8.3	7.5	88
FOOD & WINE	416	*80	0.3	19.2	60	*42	0.4	10.1	83	*31	0.3	7.5	65	*7	0.1	1.7	20
FURBER	1865	485	1.9	26.0	81	*208	2.1	11.2	91	*163	1.8	8.7	76	*115	1.7	6.2	72
FORTUNE	1849	474	1.9	25.6	80	*158	1.6	8.5	70	*179	2.0	9.7	84	*138	2.0	7.5	87
GENTLEMEN'S QUARTERLY	2284	1059	4.1	46.4	144	336	3.5	14.7	120	419	4.6	18.3	160	*304	4.5	13.3	156
GLAMOUR	538	*220	0.9	40.9	127	*73	0.8	13.6	111	*88	1.0	16.4	142	*60	0.9	11.2	131
GOLF DIGEST	1649	480	1.9	29.1	90	*156	1.6	9.5	77	*179	2.0	10.9	95	*145	2.1	8.8	103
GOLF DIGEST/TENNIS (GROSS)	2294	624	2.4	27.2	84	197	2.0	8.6	70	219	2.4	9.5	83	*207	3.1	9.0	106
GOLF MAGAZINE	1577	492	1.9	31.2	97	*202	2.1	12.8	105	*197	2.2	12.5	109	*93	1.4	5.9	69
GOLF MAGAZINE/SKI (GROSS)	2487	770	3.0	31.0	96	300	3.1	12.1	99	323	3.5	13.0	113	*167	2.2	5.9	69
GOOD HOUSEKEEPING	2569	969	3.8	37.7	117	293	3.0	11.4	93	402	4.4	15.6	136	275	4.1	10.7	125
HARPER'S BAZAAR	431	*150	0.6	34.8	108	*44	0.5	10.2	84	*78	0.9	18.1	158	*28	0.4	6.5	76
HEALTH	788	319	1.2	40.5	126	*111	1.1	14.1	115	*134	1.5	17.0	148	*75	1.1	9.5	111
HEARST MAG CORP. BUY (GROSS)	18781	6453	25.3	34.4	107	2287	23.6	12.2	100	2557	28.1	13.6	119	1610	23.8	8.6	100
HEARST MAN POWER (GROSS)	9169	3089	12.1	33.7	105	1105	11.4	12.1	99	1212	13.3	13.2	115	773	11.4	8.4	99
HEARST WOMAN POWER (GROSS)	5452	2036	8.0	37.3	116	664	6.9	12.2	100	814	8.9	14.9	130	557	8.2	10.2	120
HOUSE BEAUTIFUL	1020	359	1.4	35.2	109	*140	1.4	13.7	112	*126	1.4	12.4	108	*93	1.4	9.1	107
INC.	993	314	1.2	31.6	98	*122	1.3	12.3	101	*94	1.0	9.5	82	*99	1.5	10.0	117
JET	2808	1053	4.1	37.5	116	434	4.5	15.5	126	444	4.9	15.8	138	*174	2.6	6.2	73
LADIES' HOME JOURNAL	1868	762	3.0	40.8	127	*284	2.9	15.2	124	*276	3.0	14.8	129	*202	3.0	10.8	127
LHJ FAMILY GRP COMBO(GROSS)	3582	1471	5.8	41.1	127	597	6.2	16.7	136	527	5.8	14.7	128	346	5.1	9.7	113
LIFE	4817	1720	6.7	35.7	111	587	6.1	12.2	100	718	7.9	14.9	130	415	6.1	8.6	101
L.A. TIMES HOME MAGAZINE	1465	526	2.1	35.9	111	210	2.2	14.3	117	*189	2.1	12.9	112	*126	1.9	8.6	101
MADEMOISELLE	460	*206	0.8	44.8	139	*53	0.5	11.5	94	*94	1.0	20.4	178	*59	0.9	12.8	150
MC CALL'S	1764	721	2.8	40.9	127	272	2.8	15.4	126	*250	2.7	14.2	123	*199	2.9	11.3	132
MC CALL'S/WRK MOTHER (GROSS)	2062	814	3.2	39.5	122	293	3.0	14.2	116	271	3.0	13.1	114	*250	3.7	12.1	142
MECHANIX ILLUSTRATED	3625	1121	4.4	30.9	96	335	3.5	9.2	76	493	5.4	13.6	118	293	4.3	8.1	95
METROPOLITAN HOME	495	*230	0.9	46.5	144	*74	0.8	14.9	122	*88	1.0	17.8	155	*68	1.0	13.7	161
MONEY	3017	1064	4.2	35.3	109	434	4.5	14.4	118	315	3.5	10.4	91	315	4.7	10.4	122
MOTHER EARTH NEWS	1203	478	1.9	39.7	123	*169	1.7	14.0	115	*217	2.4	18.0	157	*93	1.4	7.7	91
MS.	*257	*137	0.5	53.3	165	*38	0.4	14.8	121	*82	0.9	31.9	278	*17	0.3	6.6	77
NATIONAL ENQUIRER	6921	2506	9.8	36.2	112	898	9.3	13.0	106	1019	11.2	14.7	128	590	8.7	8.5	100
NATIONAL GEOGRAPHIC	11626	3886	15.2	33.4	104	1376	14.2	11.8	97	1458	16.0	12.5	109	1052	15.5	9.0	106
NATIONAL SUNDAY MAGAZINE PKG	49424	16016	62.7	32.4	101	6089	62.9	12.3	101	5747	63.2	11.6	101	4179	61.7	8.5	99
NATURAL HISTORY	753	*259	1.0	34.4	107	*107	1.1	14.2	116	*105	1.2	13.9	121	*47	0.7	6.2	73
NEW WOMAN	*296	*158	0.6	53.4	166	*49	0.5	16.6	135	*86	0.9	29.1	253	*23	0.3	7.8	91
NEW YORK INCLUDING CUE	541	*137	0.5	25.3	79	*52	0.5	9.6	79	*48	0.5	8.9	77	*37	0.5	6.8	80
THE NEW YORKER	1078	349	1.4	32.4	100	*146	1.5	13.5	111	*136	1.5	12.6	110	*67	1.0	6.2	73
NEWSWEEK	9602	3251	12.7	33.9	105	1243	12.8	12.9	106	1276	14.0	13.3	116	733	10.8	7.6	89
THE N.Y. TIMES DAILY EDITION	1376	308	1.2	22.4	69	*130	1.3	9.4	77	*122	1.3	8.9	77	*55	0.8	4.0	47
THE N.Y. TIMES MAGAZINE	2110	658	2.6	31.2	97	275	2.8	13.0	107	240	2.6	11.4	99	*143	2.1	6.8	79
OWN	1927	715	2.8	37.1	115	*276	2.8	14.3	117	*258	2.8	13.4	117	*180	2.7	9.3	109
ON CABLE	911	319	1.2	35.0	109	*103	1.1	11.3	93	*113	1.2	12.4	108	*103	1.5	11.3	132
1001 HOME IDEAS	927	389	1.5	42.0	130	*202	2.1	21.8	178	*117	1.3	12.6	110	*70	1.0	7.6	88
ORGANIC GARDENING	1430	456	1.8	31.9	99	*71	0.7	5.0	41	*239	2.6	16.7	146	*146	2.2	10.2	120
OUTDOOR LIFE	4064	1327	5.2	32.7	101	379	3.9	9.3	76	619	6.8	15.2	133	329	4.9	8.1	95
PARADE MAGAZINE	24538	7975	31.2	32.5	101	3094	31.9	12.6	103	2888	31.7	11.8	103	1993	29.4	8.1	95

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	25553	100.0	32.2	100	9685	100.0	12.2	100	9100	100.0	11.5	100	6769	100.0	8.5	100
PARENTS	1126	304	1.2	27.0	84	**90	0.9	8.0	65	**91	1.0	8.1	70	**123	1.8	10.9	128
PENTHOUSE	4157	1588	6.2	38.2	118	513	5.3	12.3	101	662	7.3	15.9	139	413	6.1	9.9	116
PEOPLE	7591	2693	10.5	35.5	110	939	9.7	12.4	101	1081	11.9	14.2	124	673	9.9	8.9	104
PLAYBOY	8379	3021	11.8	36.1	112	1209	12.5	14.4	118	1040	11.4	12.4	108	772	11.4	9.2	108
POPULAR HOT RODDING	2110	747	2.9	35.4	110	*261	2.7	12.4	101	*326	3.6	15.5	135	*160	2.4	7.6	89
POPULAR MECHANICS	4850	1537	6.0	31.7	98	620	6.4	12.8	105	583	6.4	12.0	105	334	4.9	6.9	81
POPULAR SCIENCE	3397	992	3.9	29.2	91	294	3.0	8.7	71	389	4.3	11.5	100	309	4.6	9.1	107
PREVENTION	1720	423	1.7	24.6	76	*162	1.7	9.4	77	*173	1.9	10.1	88	*87	1.3	5.1	59
PSYCHOLOGY TODAY	1344	517	2.0	38.5	119	*178	1.8	13.2	108	*230	2.5	17.1	149	*109	1.6	8.1	95
READER'S DIGEST	16016	5486	21.5	34.3	106	2131	22.0	13.3	109	1962	21.6	12.3	107	1392	20.6	8.7	102
REDBOOK	1121	365	1.4	32.6	101	*173	1.8	15.4	126	**120	1.3	10.7	93	**72	1.1	6.4	75
ROAD & TRACK	2161	778	3.0	36.0	112	*331	3.4	15.3	125	*251	2.8	11.6	101	*195	2.9	9.0	106
ROLLING STONE	1948	759	3.0	39.0	121	*305	3.1	15.7	128	*212	2.3	10.9	95	*242	3.6	12.4	145
RUNNER'S WORLD	899	449	1.8	49.9	155	**220	2.3	24.5	200	**155	1.7	17.2	150	**74	1.1	8.2	96
SATURDAY EVENING POST	841	267	1.0	31.7	98	**122	1.3	14.5	119	**73	0.8	8.7	76	**71	1.0	8.4	99
SCIENCE 84	841	*253	1.0	30.1	93	**77	0.8	9.2	75	**128	1.4	15.2	133	**48	0.7	5.7	67
SCIENCE DIGEST	1194	426	1.7	35.7	111	**103	1.1	8.6	71	**152	1.7	12.7	111	**171	2.5	14.3	168
SCIENTIFIC AMERICAN	1379	423	1.7	30.7	95	**89	0.9	6.5	53	*180	2.0	13.1	114	*155	2.3	11.2	132
SELF	436	*153	0.6	35.1	109	**56	0.6	12.8	105	**49	0.5	11.2	98	**48	0.7	11.0	129
SEVENTEEN	614	*326	1.3	53.1	165	**134	1.4	21.8	179	**157	1.7	25.6	223	**35	0.5	5.7	67
SKI	910	278	1.1	30.5	95	**97	1.0	10.7	87	*126	1.4	13.8	121	**55	0.8	6.0	71
SMITHSONIAN	2937	962	3.8	32.8	102	420	4.3	14.3	117	309	3.4	10.5	92	233	3.4	7.9	93
SOAP OPERA DIGEST	545	*239	0.9	43.9	136	**113	1.2	20.7	170	**62	0.7	11.4	99	**63	0.9	11.6	135
SOUTHERN LIVING	2054	750	2.9	36.5	113	*306	3.2	14.9	122	*232	2.5	11.3	98	*213	3.1	10.4	121
SPORT	2799	1189	4.7	42.5	132	437	4.5	15.6	128	487	5.4	17.4	152	*264	3.9	9.4	110
THE SPORTING NEWS	1938	708	2.8	36.5	113	*216	2.2	11.1	91	292	3.2	15.1	131	*200	3.0	10.3	121
SPORTS AFIELD	3125	1126	4.4	36.0	112	381	3.9	12.2	100	477	5.2	15.3	133	*267	3.9	8.5	100
SPORTS ILLUSTRATED	11159	3914	15.3	35.1	109	1406	14.5	12.6	103	1319	14.5	11.8	103	1189	17.6	10.7	125
STAR	4095	1404	5.5	34.3	106	536	5.5	13.1	107	554	6.1	13.5	118	314	4.6	7.7	90
SUNDAY	25169	7927	31.0	31.5	98	3009	31.1	12.0	98	2973	32.7	11.8	103	1945	28.7	7.7	90
SUNSET	1294	330	1.3	25.5	79	**130	1.3	10.0	82	*144	1.6	11.1	97	**56	0.8	4.3	51
TV GUIDE	18508	6448	25.2	34.8	108	2365	24.4	12.8	105	2499	27.5	13.5	118	1584	23.4	8.6	100
TENNIS	645	*144	0.6	22.3	69	**40	0.4	6.2	51	**41	0.5	6.4	55	**62	0.9	9.6	113
TIME	12124	4099	16.0	33.8	105	1541	15.9	12.7	104	1667	18.3	13.7	120	891	13.2	7.3	86
TOWN & COUNTRY	493	*124	0.5	25.2	78	**45	0.5	9.1	75	**62	0.7	12.6	110	**17	0.3	3.4	40
TRAVEL & LEISURE	1122	364	1.4	32.4	101	*196	2.0	17.5	143	**94	1.0	8.4	73	**74	1.1	6.6	77
TRUE STORY	690	*332	1.3	48.1	149	**124	1.3	18.0	147	**109	1.2	15.8	138	**99	1.5	14.3	168
U.S. NEWS & WORLD REPORT	6571	2299	9.0	35.0	109	820	8.5	12.5	102	987	10.8	15.0	131	492	7.3	7.5	88
USA TODAY	3120	1075	4.2	34.5	107	430	4.4	13.8	113	351	3.9	11.3	98	294	4.3	9.4	110
US	1315	369	1.4	28.1	87	*153	1.6	11.6	95	**123	1.4	9.4	81	**94	1.4	7.1	84
VOGUE	632	*235	0.9	37.2	115	**128	1.3	20.3	166	**82	0.9	13.0	113	**25	0.4	4.0	46
MALL STREET JOURNAL	4247	1304	5.1	30.7	95	529	5.5	12.5	102	438	4.8	10.3	90	337	5.0	7.9	93
WEIGHT WATCHERS	398	*158	0.6	39.7	123	**67	0.7	16.8	138	**43	0.5	10.8	94	**48	0.7	12.1	141
WOMAN'S DAY	1139	341	1.3	29.9	93	**92	0.9	8.1	66	*158	1.7	13.9	121	**91	1.3	8.0	94
WORKING MOTHER	*298	**93	0.4	31.2	97	**21	0.2	7.0	58	**21	0.2	7.0	61	**51	0.8	17.1	200
WORKING WOMAN	327	**103	0.4	31.5	98	**54	0.6	16.5	135	**16	0.2	4.9	43	**32	0.5	9.8	115
WORLD TENNIS	397	**107	0.4	27.0	84	**46	0.5	11.6	95	**39	0.4	9.8	86	**22	0.3	5.5	65
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3375	13.2	35.0	109	1188	12.3	12.3	101	1321	14.5	13.7	119	866	12.8	9.0	105
BLAIR INSERTS	43762	14094	55.2	32.2	100	5312	54.8	12.1	99	5127	56.3	11.7	102	3655	54.0	8.4	98
DAILY NEWSPAPERS																	
READ ANY	52459	17141	67.1	32.7	101	6487	67.0	12.4	101	6182	67.9	11.8	103	4473	66.1	8.5	100
READ ONE	41891	14011	54.8	33.4	104	5161	53.3	12.3	101	5127	56.3	12.2	107	3724	55.0	8.9	104
READ TWO OR MORE	10568	3130	12.2	29.6	92	1325	13.7	12.5	103	1055	11.6	10.0	87	749	11.1	7.1	83
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	16840	65.9	32.4	101	6411	66.2	12.3	101	6011	66.1	11.6	101	4418	65.3	8.5	100
READ ONE	44561	14535	56.9	32.6	101	5436	56.1	12.2	100	5104	56.1	11.5	100	3995	59.0	9.0	105
READ TWO OR MORE	7368	2304	9.0	31.3	97	975	10.1	13.2	108	907	10.0	12.3	107	423	6.2	5.7	67
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.59				29.72				30.04				28.83			
30 DAY REACH	71522	23029	90.1	32.2	100	8698	89.8	12.2	100	8013	88.1	11.2	98	6317	93.3	8.8	103
50 SHWG - 30 DAY AV FREQ	15.55	15.47				15.36				15.85				15.14			
30 DAY REACH	68168	21998	86.1	32.3	100	8412	86.9	12.3	101	7604	83.6	11.2	97	5981	88.4	8.8	103
25 SHWG - 30 DAY AV FREQ	8.43	8.36				8.45				8.41				8.17			
30 DAY REACH	62898	20379	79.8	32.4	101	7654	79.0	12.2	100	7179	78.9	11.4	99	5545	81.9	8.8	103
CABLE TV: HOME WIRED	31664	10241	40.1	32.3	100	3703	38.2	11.7	96	3638	40.0	11.5	100	2900	42.8	9.2	107
HOME NOT WIRED	47599	15313	59.9	32.2	100	5983	61.8	12.6	103	5462	60.0	11.5	100	3869	57.2	8.1	95
HAVE PAY CABLE	17139	5521	21.6	32.2	100	2078	21.5	12.1	99	1838	20.2	10.7	93	1606	23.7	9.4	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	25553	100.0	32.2	100	9685	100.0	12.2	100	9100	100.0	11.5	100	6769	100.0	8.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	15346	60.1	32.2	100	5852	60.4	12.3	101	5374	59.1	11.3	98	4120	60.9	8.7	101
10:00 AM - 3:00 PM	29926	9601	37.6	32.1	100	3435	35.5	11.5	94	3489	38.3	11.7	102	2677	39.5	8.9	105
3:00 PM - 7:00 PM	37666	11935	46.7	31.7	98	4548	47.0	12.1	99	4018	44.2	10.7	93	3369	49.8	8.9	105
7:00 PM - MIDNIGHT	18909	6004	23.5	31.8	98	2061	21.3	10.9	89	2161	23.7	11.4	100	1782	26.3	9.4	110
MIDNIGHT - 6:00 AM	11822	4173	16.3	35.3	109	1475	15.2	12.5	102	1679	18.5	14.2	124	1019	15.1	8.6	101
6:00 AM - MIDNIGHT	63254	20475	80.1	32.4	100	7620	78.7	12.0	99	7263	79.8	11.5	100	5592	82.6	8.8	104
ENTIRE DAY	64057	20775	81.3	32.4	101	7784	80.4	12.2	99	7327	80.5	11.4	100	5664	83.7	8.8	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16598	5252	20.6	31.6	98	1705	17.6	10.3	84	1953	21.5	11.8	102	1594	23.5	9.6	112
ALL NEWS	3542	1170	4.6	33.0	102	483	5.0	13.6	112	424	4.7	12.0	104	263	3.9	7.4	87
AOR/PROGRESSIVE	7465	2327	9.1	31.2	97	849	8.8	11.4	93	720	7.9	9.6	84	758	11.2	10.2	119
BEAUTIFUL MUSIC	5061	1637	6.4	32.3	100	582	6.0	11.5	94	549	6.0	10.8	94	507	7.5	10.0	117
BLACK	1914	883	3.5	46.1	143	275	2.8	14.4	118	438	4.8	22.9	199	*171	2.5	8.9	105
CLASSICAL	2304	695	2.7	30.2	94	301	3.1	13.1	107	302	3.3	13.1	114	*92	1.4	4.0	47
CHR/ROCK	10663	3571	14.0	33.5	104	1304	13.5	12.2	100	1240	13.6	11.6	101	1027	15.2	9.6	113
COUNTRY	13919	4200	16.4	30.2	94	1604	16.6	11.5	94	1397	15.4	10.0	87	1199	17.7	8.6	101
GOLDEN OLDIES	2040	762	3.0	37.4	116	337	3.5	16.5	135	*198	2.2	9.7	85	*227	3.4	11.1	130
MOR/NOSTALGIA	5105	1768	6.9	34.6	107	597	6.2	11.7	96	655	7.2	12.8	112	516	7.6	10.1	118
NEWS/TALK	4764	1545	6.0	32.4	101	522	5.4	11.0	90	675	7.4	14.2	123	349	5.2	7.3	86
RELIGIOUS	2164	727	2.8	33.6	104	354	3.7	16.4	134	*219	2.4	10.1	88	*154	2.3	7.1	83
SOFT ROCK	623	*205	0.8	32.9	102	*61	0.6	9.8	80	*127	1.4	20.4	178	*17	0.3	2.7	32
URBAN CONTEMPORARY	1331	464	1.8	34.9	108	*255	2.6	19.2	157	*117	1.3	8.8	77	*92	1.4	6.9	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1115	4.4	35.0	109	381	3.9	12.0	98	379	4.2	11.9	104	355	5.2	11.1	130
ABC DIRECTION	2724	877	3.4	32.2	100	317	3.3	11.6	95	300	3.3	11.0	96	260	3.8	9.5	112
ABC ENTERTAINMENT	5256	1585	6.2	30.2	94	630	6.5	12.0	98	532	5.8	10.1	88	423	6.2	8.0	94
ABC FM	2263	767	3.0	33.9	105	*229	2.4	10.1	83	*297	3.3	13.1	114	*240	3.5	10.6	124
ABC INFORMATION	5618	1678	6.6	29.9	93	600	6.2	10.7	87	635	7.0	11.3	98	444	6.6	7.9	93
ABC ROCK	2857	841	3.3	29.4	91	306	3.2	10.7	88	284	3.1	9.9	87	*251	3.7	8.8	103
CBS	5953	2168	8.5	36.4	113	775	8.0	13.0	107	790	8.7	13.3	116	603	8.9	10.1	119
MUTUAL	4979	1606	6.3	32.3	100	570	5.9	11.4	94	733	8.1	14.7	128	303	4.5	6.1	71
NBC	7279	2366	9.3	32.5	101	840	8.7	11.5	94	878	9.6	12.1	105	648	9.6	8.9	104
RADIORADIO	2389	822	3.2	34.4	107	299	3.1	12.5	102	305	3.4	12.8	111	*218	3.2	9.1	107
RKO ONE	2583	887	3.5	34.3	107	283	2.9	11.0	90	335	3.7	13.0	113	*269	4.0	10.4	122
RKO TWO	3674	1192	4.7	32.4	101	362	3.7	9.9	81	470	5.2	12.8	111	361	5.3	9.8	115
THE SOURCE	3514	1244	4.9	35.4	110	435	4.5	12.4	101	433	4.8	12.3	107	376	5.6	10.7	125
NON-WIRED: BLAIR	9864	3134	12.3	31.8	99	1252	12.9	12.7	104	1050	11.5	10.6	93	833	12.3	8.4	99
INTERNET	13522	4521	17.7	33.4	104	1693	17.5	12.5	102	1676	18.4	12.4	108	1153	17.0	8.5	100
KATZ RADIO GROUP	19321	6433	25.2	33.3	103	2215	22.9	11.5	94	2489	27.4	12.9	112	1729	25.5	8.9	105
SUPERNET	10739	3518	13.8	32.8	102	1266	13.1	11.8	96	1226	13.5	11.4	99	1025	15.1	9.5	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1826	7.1	35.8	111	678	7.0	13.3	109	692	7.6	13.6	118	456	6.7	8.9	105
WKDAY 9:00 AM - 1:00 PM	5383	1814	7.1	33.7	105	691	7.1	12.8	105	650	7.1	12.1	105	474	7.0	8.8	103
WKDAY 1:00 PM - 4:30 PM	6469	2156	8.4	33.3	103	840	8.7	13.0	106	768	8.4	11.9	103	548	8.1	8.5	99
WKDAY 4:30 PM - 7:30 PM	19661	6498	25.4	33.1	103	2442	25.2	12.4	102	2399	26.4	12.2	106	1657	24.5	8.4	99
WKDAY 7:30 PM - 8:00 PM	27579	8965	35.1	32.5	101	3377	34.9	12.2	100	3141	34.5	11.4	99	2447	36.2	8.9	104
WKDAY 11:00 PM - 11:30 PM	22964	7917	31.0	34.5	107	2956	30.5	12.9	105	2833	31.1	12.3	107	2127	31.4	9.3	108
WKDAY 11:30 PM - 1:00 AM	8158	2733	10.7	33.5	104	971	10.0	11.9	97	902	9.9	11.1	96	859	12.7	10.5	123
M-SAT 8-11 PM-SUN 7-11 PM	30140	10061	39.4	33.4	104	3819	39.4	12.7	104	3548	39.0	11.8	103	2694	39.8	8.9	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	743	2.9	36.3	113	304	3.1	14.8	121	250	2.7	12.2	106	*189	2.8	9.2	108
ANOTHER WORLD	N 1214	378	1.5	31.1	97	134	1.4	11.0	90	175	1.9	14.4	126	*68	1.0	5.6	66
AS THE WORLD TURNS	C 1740	434	1.7	24.9	77	222	2.3	12.8	104	128	1.4	7.4	64	*84	1.2	4.8	57
CAPITOL	C 1016	302	1.2	29.7	92	*158	1.6	15.6	127	*65	0.7	6.4	56	*79	1.2	7.8	91
CBS MORN. NEWS 1	C 1203	436	1.7	36.2	112	*95	1.0	7.9	65	225	2.5	18.7	163	*116	1.7	9.6	113
CBS MORN. NEWS 2	C 773	261	1.0	33.8	105	*85	0.9	11.0	90	*117	1.3	15.1	132	*60	0.9	7.8	91
DAYS OF OUR LIVES	N 1629	525	2.1	32.2	100	177	1.8	10.9	89	260	2.9	16.0	139	*89	1.3	5.5	64
FACTS OF LIFE - DAYTIME	N 961	381	1.5	39.6	123	182	1.9	18.9	155	94	1.0	9.8	85	*105	1.6	10.9	128
FAMILY FEUD	A 1390	600	2.3	43.2	134	236	2.4	17.0	139	222	2.4	16.0	139	*142	2.1	10.2	120
GENERAL HOSPITAL	A 1463	474	1.9	32.4	100	129	1.3	8.8	72	185	2.0	12.6	110	161	2.4	11.0	129
GOOD MORNING, AMERICA-730	A 1705	538	2.1	31.6	98	214	2.2	12.6	103	196	2.2	11.5	100	127	1.9	7.4	87
GOOD MORNING, AMERICA-830	A 889	254	1.0	28.6	89	118	1.2	13.3	109	*65	0.7	7.3	64	*71	1.0	8.0	94
GUIDING LIGHT	C 1754	523	2.0	29.8	92	245	2.5	14.0	114	193	2.1	11.0	96	*85	1.3	4.8	57
ONE LIFE TO LIVE	A 1100	476	1.9	43.3	134	154	1.6	14.0	115	173	1.9	15.7	137	*149	2.2	13.5	159
PRESS YOUR LUCK	C 1222	349	1.4	28.6	89	117	1.2	9.6	78	112	1.2	9.2	80	*120	1.8	9.8	115
PRICE IS RIGHT 1	C 2692	847	3.3	31.5	98	268	2.8	10.0	81	416	4.6	15.5	135	163	2.4	6.1	71
PRICE IS RIGHT 2	C 2764	922	3.6	33.4	103	318	3.3	11.5	94	403	4.4	14.6	127	201	3.0	7.3	85
RYAN'S HOPE	A 880	392	1.5	44.5	138	*192	2.0	21.8	179	*119	1.3	13.5	118	*81	1.2	9.2	108
SALE OF THE CENTURY	N 926	367	1.4	39.6	123	*125	1.3	13.5	110	139	1.5	15.0	131	102	1.5	11.0	129
SEARCH FOR TOMORROW	N 359	106	0.4	29.5	92	*49	0.5	13.6	112	*25	0.3	7.0	61	*33	0.5	9.2	108
TODAY SHOW 1	N 1890	769	3.0	40.7	126	331	3.4	17.5	143	266	2.9	14.1	123	172	2.5	9.1	107
TODAY SHOW 2	N 1344	610	2.4	45.4	141	219	2.3	16.3	133	231	2.5	17.2	150	160	2.4	11.9	139
\$25,000 PYRAMID	C 1462	461	1.8	31.5	98	125	1.3	8.5	70	189	2.1	12.9	113	146	2.2	10.0	117
WHEEL OF FORTUNE	N 1497	498	1.9	33.3	103	206	2.1	13.8	113	114	1.3	7.6	66	179	2.6	12.0	140
YOUN																	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	25553	100.0	32.2	100	9685	100.0	12.2	100	9100	100.0	11.5	100	6769	100.0	8.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	8173	32.0	33.6	104	2992	30.9	12.3	101	3129	34.4	12.9	112	2053	30.3	8.4	99
NETWORK AFFILIATES - LATE	17197	5993	23.5	34.8	108	2242	23.1	13.0	107	2189	24.1	12.7	111	1563	23.1	9.1	106
INDEPENDENTS - LATE	2887	982	3.8	34.0	106	437	4.5	15.1	124	327	3.6	11.3	99	219	3.2	7.6	89
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	3723	14.6	32.9	102	1550	16.0	13.7	112	1288	14.2	11.4	99	885	13.1	7.8	92
ABC MONDAY NIGHT MOVIE	A 4379	1498	5.9	34.2	106	594	6.1	13.6	111	456	5.0	10.4	91	448	6.6	10.2	120
ABC SUNDAY NIGHT MOVIE	A 9910	3234	12.7	32.6	101	1262	13.0	12.7	104	1053	11.6	10.6	93	919	13.6	9.3	109
ABC WORLD NEWS TONIGHT	A 6212	2052	8.0	33.0	102	818	8.4	13.2	108	730	8.0	11.8	102	504	7.4	8.1	95
AFTERMASH	C 4575	1653	6.5	36.1	112	678	7.0	14.8	121	581	6.4	12.7	111	393	5.8	8.6	101
ALICE	C 6777	2314	9.1	34.1	106	840	8.7	12.4	101	770	8.5	11.4	99	704	10.4	10.4	122
AMERICAN PARADE	C 4868	1631	6.4	33.5	104	639	6.6	13.1	107	661	7.3	13.6	118	331	4.9	6.8	80
BENSON	A 7593	2460	9.6	32.4	100	912	9.4	12.0	98	968	10.6	12.7	111	580	8.6	7.6	89
BLUE THUNDER	A 6036	1846	7.2	30.6	95	774	8.0	12.8	105	611	6.7	10.1	88	461	6.8	7.6	89
CAGNEY & LACEY	C 7698	2506	9.8	32.6	101	843	8.7	11.0	90	1039	11.4	13.5	118	625	9.2	8.1	95
CBS EVENING NEWS-DEAN	C 4066	1181	4.6	29.0	90	523	5.4	12.9	105	415	4.6	10.2	89	242	3.6	6.0	70
CBS EVENING NEWS-RATHER	C 8092	2594	10.2	32.1	99	955	9.9	11.8	97	931	10.2	11.5	100	708	10.5	8.7	102
CBS SAT. NEWS-SCHIEFFER	C 4795	1549	6.1	32.3	100	597	6.2	12.5	102	552	6.1	11.5	100	399	5.9	8.3	97
CBS SATURDAY NIGHT MOVIE	C 6034	1963	7.7	32.5	101	756	7.8	12.5	103	633	7.0	10.5	91	574	8.5	9.5	111
CBS WEDNESDAY NIGHT MOVIE	C 4993	1733	6.8	34.7	108	611	6.3	12.2	100	738	8.1	14.8	129	385	5.7	7.7	90
CHEERS	N 6976	2530	9.9	36.3	112	1071	11.1	15.4	126	781	8.6	11.2	98	678	10.0	9.7	114
DALLAS	C 13575	4619	18.1	34.0	106	1850	19.1	13.6	112	1604	17.6	11.8	103	1165	17.2	8.6	100
DIFF'RENT STROKES	N 3684	1252	4.9	34.0	105	472	4.9	12.8	105	450	4.9	12.2	106	329	4.9	8.9	105
DOUBLE TROUBLE	N 4462	1480	5.8	33.2	103	463	4.8	10.4	85	602	6.6	13.5	118	415	6.1	9.3	109
DUCK FACTORY	N 4810	1702	6.7	35.4	110	659	6.8	13.7	112	476	5.2	9.9	86	567	8.4	11.8	138
DUKES OF HAZZARD	C 5951	1986	7.8	33.4	104	693	7.2	11.6	95	748	8.2	12.6	109	544	8.0	9.1	107
DYNASTY	A 11325	4093	16.0	36.1	112	1695	17.5	15.0	122	1380	15.2	12.2	106	1018	15.0	9.0	105
FACTS OF LIFE	N 4512	1574	6.2	34.9	108	558	5.8	12.4	101	658	7.2	14.6	127	358	5.3	7.9	93
FALCON CREST	C 9215	3216	12.6	34.9	108	1256	13.0	13.6	112	1183	13.0	12.8	112	778	11.5	8.4	99
FALL GUY	A 8604	2902	11.4	33.7	105	1200	12.4	13.9	114	1014	11.1	11.8	103	688	10.2	8.0	94
FAMILY TIES	N 4179	1489	5.8	35.6	111	646	6.7	15.5	127	436	4.8	10.4	91	406	6.0	9.7	114
FANTASY ISLAND	A 4781	1512	5.9	31.6	98	578	6.0	12.1	99	532	5.8	11.1	97	401	5.9	8.4	98
FOULUPS, BLEEPs & BLUNDERS	A 6697	2070	8.1	30.9	96	781	8.1	11.7	95	729	8.0	10.9	95	560	8.3	8.4	98
FOUR SEASONS	C 3873	1394	5.5	36.0	112	571	5.9	14.7	121	438	4.8	11.3	99	*386	5.7	10.0	117
GIMME A BREAK	N 4310	1608	6.3	37.3	116	650	6.7	15.1	123	519	5.7	12.0	105	439	6.5	10.2	119
HART TO HART	A 5751	1756	6.9	30.5	95	700	7.2	12.2	100	572	6.3	9.9	87	484	7.2	8.4	99
HILL STREET BLUES	N 8568	2580	10.1	30.1	93	910	9.4	10.6	87	962	10.6	11.2	98	707	10.4	8.3	97
HOTEL	A 8801	2840	11.1	32.3	100	1139	11.8	12.9	106	1017	11.2	11.6	101	684	10.1	7.8	91
JEFFERSONS	C 6978	2322	9.1	33.3	103	857	8.8	12.3	101	811	8.9	11.6	101	654	9.7	9.4	110
JENNIFER SLEPT HERE	N 3021	899	3.5	29.8	92	255	2.6	8.4	69	365	4.0	12.1	105	280	4.1	9.3	109
KATE & ALLIE	C 6811	2188	8.6	32.1	100	845	8.7	12.4	102	735	8.1	10.8	94	608	9.0	8.9	105
KNIGHT RIDER	N 5256	1538	6.0	29.3	91	598	6.2	11.4	93	542	6.0	10.3	90	398	5.9	7.6	89
LOVE BOAT	A 7174	2119	8.3	29.5	92	878	9.1	12.2	100	745	8.2	10.4	90	497	7.3	6.9	81
MAGNUM PI	C 10438	3402	13.3	32.6	101	1076	11.1	10.3	84	1517	16.7	14.5	127	810	12.0	7.8	91
MAMA'S FAMILY	N 3488	1118	4.4	32.1	99	389	4.0	11.2	91	420	4.6	12.0	105	309	4.6	8.9	104
MASTER, THE	N 4127	1239	4.8	30.0	93	433	4.5	10.5	86	420	4.6	10.2	89	385	5.7	9.3	109
MATT HOUSTON	A 5978	1948	7.6	32.6	101	792	8.2	13.2	108	619	6.8	10.4	90	537	7.9	9.0	105
NBC MONDAY NIGHT MOVIE	N 10446	3451	13.5	33.0	102	1344	13.9	12.9	105	1117	12.3	10.7	93	991	14.6	9.5	111
NBC NIGHTLY NEWS	N 5571	1904	7.5	34.2	106	603	6.2	10.8	89	767	8.4	13.8	120	534	7.9	9.6	112
NBC NIGHTLY NEWS-SAT	N 3675	1226	4.8	33.4	103	519	5.4	14.1	116	419	4.6	11.4	99	288	4.3	7.8	92
NBC NIGHTLY NEWS-SUN	N 2905	948	3.7	32.6	101	368	3.8	12.7	104	339	3.7	11.7	102	*242	3.6	8.3	98
NBC SUNDAY NIGHT MOVIE	N 8352	2936	11.5	35.2	109	1168	12.1	14.0	114	847	9.3	10.1	88	922	13.6	11.0	129
NEWHART	C 6864	2343	9.2	34.1	106	896	9.3	13.1	107	789	8.7	11.5	100	659	9.7	9.6	112
ONE DAY AT A TIME	C 3866	1385	5.4	35.8	111	580	6.0	15.0	123	480	5.3	12.4	108	326	4.8	8.4	99
PEOPLE ARE FUNNY	N 3956	1273	5.0	32.2	100	494	5.1	12.5	102	459	5.0	11.6	101	320	4.7	8.1	95
REAL PEOPLE	N 6305	2125	8.3	33.7	105	763	7.9	12.1	99	816	9.0	12.9	113	546	8.1	8.7	101
REMINGTON STEELE	N 5884	1878	7.3	31.9	99	612	6.3	10.4	85	716	7.9	12.2	106	550	8.1	9.3	109
RIPLEY'S BELIEVE IT - NOT	A 5706	1696	6.6	29.7	92	601	6.2	10.5	86	632	6.9	11.1	96	463	6.8	8.1	95
RIP TIDE	N 6202	1989	7.8	32.1	99	748	7.7	12.1	99	666	7.3	10.7	94	576	8.5	9.3	109
SCARECROW & MRS. KING	C 6513	1979	7.7	30.4	94	654	6.8	10.0	82	801	8.8	12.3	107	525	7.8	8.1	94
SIMON & SIMON	C 8593	2849	11.1	33.2	103	1058	10.9	12.3	101	1157	12.7	13.5	117	634	9.4	7.4	86
60 MINUTES	C 13342	4578	17.9	34.3	106	1779	18.4	13.3	109	1627	17.9	12.2	106	1171	17.3	8.8	103
ST. ELSEWHERE	N 6029	2131	8.3	35.3	110	837	8.6	13.9	114	831	9.1	13.8	120	463	6.8	7.7	90
THREE'S COMPANY	A 8565	2847	11.1	33.2	103	1044	10.8	12.2	100	1157	12.7	13.5	118	646			

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	6707	100.0	8.5	100	8747	100.0	11.0	100	5018	100.0	6.3	100				
HOUSEHOLD HEADS	66405	5727	85.4	8.6	102	7454	85.2	11.2	102	4161	82.9	6.3	99				
18 - 24	13945	1024	15.3	7.3	87	1267	14.5	9.1	82	848	16.9	6.1	96				
25 - 34	19334	1434	21.4	7.4	88	1859	21.3	9.6	87	1130	22.5	5.8	92				
35 - 44	14196	1434	21.4	10.1	119	1630	18.6	11.5	104	797	15.9	5.6	89				
45 - 54	10896	717	10.7	6.6	78	1214	13.9	11.1	101	871	17.4	8.0	124				
55 - 64	10378	982	14.6	9.5	112	1401	16.0	13.5	122	708	14.1	6.8	108				
65 OR OLDER	10514	1118	16.7	10.6	126	1376	15.7	13.1	119	664	13.2	6.3	100				
18 - 34	33279	2457	36.6	7.4	87	3126	35.7	9.4	85	1978	39.4	5.9	94				
18 - 49	52904	4272	63.7	8.1	95	5396	61.7	10.2	92	3206	63.9	6.1	96				
25 - 54	44426	3584	53.4	8.1	95	4703	53.8	10.6	96	2798	55.8	6.3	99				
35 - 49	19625	1814	27.0	9.2	109	2269	25.9	11.6	105	1227	24.5	6.3	99				
50 OR OLDER	26359	2435	36.3	9.2	109	3351	38.3	12.7	115	1813	36.1	6.9	109				
GRADUATED COLLEGE	15982	841	12.5	5.3	62	1645	18.8	10.3	93	756	15.1	4.7	75				
ATTENDED COLLEGE	13629	898	14.9	7.3	87	1470	16.8	10.8	98	970	19.3	7.1	112				
GRADUATED HIGH SCHOOL	28591	2410	35.9	8.4	100	3119	35.7	10.9	99	1715	34.2	6.0	95				
DID NOT GRADUATE HIGH SCHOOL	21061	2459	36.7	11.7	138	2514	28.7	11.9	108	1578	31.4	7.5	118				
EMPLOYED FULL-TIME	52314	4054	60.5	7.8	92	5568	63.7	10.6	96	3011	60.0	5.8	91				
EMPLOYED PART-TIME	4113	**249	3.7	6.1	72	*492	5.6	12.0	108	**283	5.6	6.9	109				
NOT EMPLOYED	22534	2398	35.8	10.5	124	2687	30.7	11.8	107	1725	34.4	7.6	119				
PROFESSIONAL/MANAGER	15034	872	13.0	5.8	69	1781	20.4	11.8	107	807	16.1	5.4	85				
TECH/CLERICAL/SALLES	11255	899	10.4	6.2	73	1032	11.8	9.2	83	623	12.4	5.5	87				
PRECISION/CRAFT	11607	1113	16.6	9.6	113	1131	12.9	9.7	88	681	13.6	5.9	93				
OTHER EMPLOYED	18534	1625	24.2	8.8	104	2116	24.2	11.4	103	1183	23.6	6.4	101				
SINGLE	19542	1461	21.8	7.5	88	1843	21.1	9.4	85	1039	20.7	5.3	84				
MARRIED	51896	4555	67.9	8.8	104	6062	69.3	11.7	106	3495	69.6	6.7	106				
DIVORCED/SEPARATED/WIDOWED	7804	691	10.3	8.9	105	842	9.6	10.8	98	485	9.7	6.2	98				
PARENTS	25372	2269	33.8	8.9	106	2784	31.8	11.0	99	1699	33.9	6.7	106				
WHITE	69658	5311	79.2	7.6	90	7697	88.0	11.0	100	4196	83.6	6.0	95				
BLACK	7909	1292	19.3	16.3	193	900	10.3	11.4	103	706	14.1	8.9	141				
OTHER	1666	**104	1.6	6.1	72	**150	1.7	8.8	80	**116	2.3	6.8	108				
NORTHEAST-CENSUS	17202	1513	22.6	8.8	104	1670	19.1	9.7	88	1028	20.5	6.0	94				
NORTH CENTRAL	20461	1633	24.3	8.0	94	2262	25.9	11.1	100	1241	24.7	6.1	96				
SOUTH	26695	2560	38.2	9.6	113	3014	34.5	11.3	102	1782	35.5	6.7	105				
WEST	14906	1001	14.9	6.7	79	1802	20.6	12.1	110	967	19.3	6.5	102				
NORTHEAST-MKTG.	17942	1356	20.2	7.5	89	1681	19.2	9.4	85	942	18.8	5.2	83				
EAST CENTRAL	11741	1023	15.3	8.7	103	1327	15.2	11.3	102	854	17.0	7.3	115				
WEST CENTRAL	13518	1071	16.0	7.9	94	1453	16.6	10.7	97	638	12.7	4.7	75				
SOUTH	23168	2366	35.3	10.2	121	2701	30.9	11.7	106	1713	34.1	7.4	117				
PACIFIC	12874	891	13.3	6.9	82	1585	18.1	12.3	112	870	17.3	6.8	107				
COUNTY SIZE A	32596	2497	37.2	7.7	91	3477	39.8	10.7	97	1838	36.6	5.6	89				
COUNTY SIZE B	27814	2144	32.0	9.0	106	2646	30.3	11.1	101	1582	31.5	6.6	105				
COUNTY SIZE C	12663	1129	16.8	8.9	105	1334	15.3	10.5	95	821	16.4	6.5	102				
COUNTY SIZE D	10190	937	14.0	9.2	109	1290	14.7	12.7	115	777	15.5	7.6	120				
METRO CENTRAL CITY	23190	2012	30.0	8.7	103	2365	27.0	10.2	92	1515	30.2	6.5	103				
METRO SUBURBAN	36920	2868	42.8	7.8	92	4063	46.4	11.0	100	2286	45.6	6.2	98				
NON METRO	19152	1827	27.2	9.5	113	2320	26.5	12.1	110	1217	24.3	6.4	100				
TOP 5 ADI'S	18703	1459	21.8	7.8	92	2230	25.5	11.9	108	1137	22.7	6.1	96				
TOP 10 ADI'S	26158	1846	27.5	7.1	83	2726	31.2	10.4	94	1523	30.4	5.8	92				
TOP 20 ADI'S	34612	2921	43.6	8.0	94	3778	43.2	10.3	94	2218	44.2	6.1	96				
HSGLD INC. \$50,000 OR MORE	7378	*511	7.6	5.5	65	1063	12.2	11.4	103	*514	10.2	5.5	87				
\$40,000 OR MORE	18002	1101	16.4	6.1	72	1914	21.9	10.6	96	914	18.2	5.1	80				
\$30,000 OR MORE	31361	1952	29.1	6.2	74	3236	37.0	10.3	94	1595	31.8	5.1	80				
\$25,000 OR MORE	39858	2634	39.3	6.6	78	4082	46.7	10.2	93	2026	40.4	5.1	80				
\$20,000 - \$24,999	8664	800	11.9	9.2	109	1120	12.8	12.9	117	710	14.1	8.2	129				
\$15,000 - \$19,999	7964	762	11.4	9.6	113	1052	12.0	13.2	120	534	10.6	6.7	106				
\$10,000 - \$14,999	11093	1199	17.9	10.8	128	1334	15.3	12.0	109	787	15.7	7.1	112				
UNDER \$10,000	11683	1311	19.5	11.2	133	1159	13.3	9.9	90	962	19.2	8.2	130				
HOUSEHOLD OF 1 PERSON	7453	405	6.0	5.4	64	824	9.4	11.1	100	418	8.3	5.6	89				
2 PEOPLE	24757	2338	34.9	9.4	112	2925	33.4	11.8	107	1673	33.3	6.8	107				
3 OR 4 PEOPLE	32482	2730	40.7	8.4	99	3370	38.5	10.3	93	1917	38.2	5.9	93				
5 OR MORE PEOPLE	14370	1235	18.4	8.6	102	1628	18.6	11.3	103	1010	20.1	7.0	111				
NO CHILD IN HSHLD	46768	3794	56.6	8.1	96	5050	57.7	10.8	98	2895	57.7	6.2	98				
CHILD(REN) UNDER 2 YRS	4799	*446	6.6	9.3	110	*595	6.8	12.4	112	*166	3.3	3.5	55				
2 - 5 YEARS	11125	1174	17.5	10.6	125	1276	14.6	11.5	104	630	12.6	5.7	89				
6 - 11 YEARS	14193	1241	18.5	8.7	103	1564	17.9	11.0	100	922	18.4	6.5	103				
12 - 17 YEARS	17402	1681	25.1	9.7	114	1923	22.0	11.1	100	1321	26.3	7.6	120				
RESIDENCE OWNED	56398	4754	70.9	8.4	100	6227	71.2	11.0	100	3597	71.7	6.4	101				
VALUE: \$50,000 OR MORE	34811	2702	40.3	7.8	92	3922	44.8	11.3	102	2044	40.7	5.9	93				
VALUE: UNDER \$50,000	21587	2052	30.6	9.5	112	2305	26.4	10.7	97	1553	30.9	7.2	114				

			TOTAL U.S. '000	NOXZEMA SKIN CREAM				VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY							
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES			79263	6707	100.0	8.5	100	8747	100.0	11.0	100	5018	100.0	6.3	100				
MAGAZINES	QUINTILE 1	16033	1290	19.2	8.0	95	1990	22.8	12.4	112	977	19.5	6.1	96					
	QUINTILE 2	15354	1346	20.1	8.8	104	1704	19.5	11.1	101	937	18.7	6.1	96					
	QUINTILE 3	15888	1341	20.0	8.4	100	1797	20.5	11.3	102	914	18.2	5.8	91					
	QUINTILE 4	17310	1453	21.7	8.4	99	1837	21.0	10.6	96	1216	24.2	7.0	111					
	QUINTILE 5	14677	1277	19.0	8.7	103	1420	16.2	9.7	88	975	19.4	6.6	105					
NEWSPAPERS	QUINTILE 1	15277	1243	18.5	8.1	96	1769	20.2	11.6	105	933	18.6	6.1	96					
	QUINTILE 2	22745	1849	27.6	8.1	96	2688	30.7	11.8	107	1210	24.1	5.3	84					
	QUINTILE 3	10692	948	14.1	8.9	105	1227	14.0	11.5	104	681	13.6	6.4	101					
	QUINTILE 4	11646	1007	15.0	8.6	102	1220	13.9	10.5	95	904	18.0	7.8	123					
	QUINTILE 5	18903	1660	24.8	8.8	104	1843	21.1	9.7	88	1291	25.7	6.8	108					
OUTDOOR	QUINTILE 1	16620	1351	20.1	8.1	96	1923	22.0	11.6	105	1067	21.3	6.4	101					
	QUINTILE 2	16377	1411	21.0	8.6	102	1901	21.7	11.6	105	989	19.7	6.0	95					
	QUINTILE 3	15995	1393	20.8	8.7	103	1818	20.8	11.4	103	1135	22.6	7.1	112					
	QUINTILE 4	15592	1361	20.3	8.7	103	1583	18.1	10.2	92	939	18.7	6.0	95					
	QUINTILE 5	14679	1191	17.8	8.1	96	1522	17.4	10.4	94	888	17.7	6.0	96					
RADIO-DRIVE TIME	QUINTILE 1	15746	1330	19.8	8.4	100	1638	18.7	10.4	94	848	16.9	5.4	85					
	QUINTILE 2	15067	1003	15.0	6.7	79	1890	21.6	12.5	114	981	19.5	6.5	103					
	QUINTILE 3	15631	1385	20.7	8.9	105	1541	17.6	9.9	89	876	17.5	5.6	89					
	QUINTILE 4	16245	1631	24.3	10.0	119	1910	21.8	11.8	107	1051	20.9	6.5	102					
	QUINTILE 5	16573	1357	20.2	8.2	97	1767	20.2	10.7	97	1263	25.2	7.6	120					
RADIO-MID- DAY	TERCILE 1	21788	1637	24.4	7.5	89	2518	28.8	11.6	105	1157	23.1	5.3	84					
	TERCILE 2	21151	1798	26.8	8.5	100	2427	27.7	11.5	104	1430	28.5	6.8	107					
	TERCILE 3	36323	3271	48.8	9.0	106	3803	43.5	10.5	95	2431	48.4	6.7	106					
RADIO-TOTAL	QUINTILE 1	15977	1178	17.6	7.4	87	1736	19.8	10.9	98	854	17.0	5.3	84					
	QUINTILE 2	15923	1568	23.4	9.8	116	1876	21.4	11.8	107	1059	21.1	6.7	105					
	QUINTILE 3	14980	1093	16.3	7.3	86	1470	16.8	9.8	89	741	14.8	4.9	78					
	QUINTILE 4	17123	1476	22.0	8.6	102	1945	22.2	11.4	103	1076	21.4	6.3	99					
	QUINTILE 5	15260	1392	20.8	9.1	108	1720	19.7	11.3	102	1288	25.7	8.4	133					
TV-PRIME TIME	QUINTILE 1	15674	1454	21.7	9.3	110	1896	21.7	12.1	110	1056	21.0	6.7	106					
	QUINTILE 2	15944	1568	23.4	9.8	116	1930	22.1	12.1	110	972	19.4	6.1	96					
	QUINTILE 3	16037	1197	17.8	7.5	88	1739	19.9	10.8	98	985	19.6	6.1	97					
	QUINTILE 4	15412	1203	17.9	7.8	92	1595	18.2	10.3	94	969	19.3	6.3	99					
	QUINTILE 5	16194	1285	19.2	7.9	94	1588	18.2	9.8	89	1036	20.6	6.4	101					
TV-DAYTIME	TERCILE 1	19156	1777	26.5	9.3	110	2217	25.3	11.6	105	1235	24.6	6.4	102					
	TERCILE 2	19343	1819	27.1	9.4	111	2025	23.2	10.5	95	1210	24.1	6.3	99					
	TERCILE 3	40764	3110	46.4	7.6	90	4506	51.5	11.1	100	2574	51.3	6.3	100					
TV-TOTAL	QUINTILE 1	15844	1763	26.3	11.1	132	2067	23.6	13.0	118	1040	20.7	6.6	104					
	QUINTILE 2	15767	1245	18.6	7.9	93	1819	20.8	11.5	105	1073	21.4	6.8	107					
	QUINTILE 3	15775	1272	19.0	8.1	95	1499	17.1	9.5	86	996	19.8	6.3	100					
	QUINTILE 4	15903	1249	18.6	7.9	93	1540	17.6	9.7	88	924	18.4	5.8	92					
	QUINTILE 5	15974	1178	17.6	7.4	87	1823	20.8	11.4	103	986	19.6	6.2	97					
MAGAZINES-NEWSPAPERS: DUAL			21225	1779	26.5	8.4	99	2478	28.3	11.7	106	1183	23.6	5.6	88				
MAGAZINE IMPERATIVE			17728	1554	23.2	8.8	104	2113	24.2	11.9	108	1271	25.3	7.2	113				
NEWSPAPER IMPERATIVE			22987	1918	28.6	8.3	99	2617	29.9	11.4	103	1423	28.4	6.2	98				
MAGAZINES-OUTDOOR: DUAL			16244	1222	18.2	7.5	89	1873	21.4	11.5	104	875	17.4	5.4	85				
MAGAZINE IMPERATIVE			24016	2109	31.4	8.8	104	2673	30.6	11.1	101	1429	28.5	6.0	94				
OUTDOOR IMPERATIVE			26020	2243	33.4	8.6	102	2947	33.7	11.3	103	1811	36.1	7.0	110				
MAGAZINES-RADIO: DUAL			16918	1521	22.7	9.0	106	2193	25.1	13.0	117	967	19.3	5.7	90				
MAGAZINE IMPERATIVE			23456	1918	28.6	8.2	97	2586	29.6	11.0	100	1499	29.9	6.4	101				
RADIO IMPERATIVE			23900	1888	28.1	7.9	93	2379	27.2	10.0	90	1417	28.2	5.9	94				
MAGAZINES-TELEVISION: DUAL			15791	1446	21.6	9.2	108	1904	21.8	12.1	109	1129	22.5	7.1	113				
MAGAZINE IMPERATIVE			25476	1926	28.7	7.6	89	2782	31.8	10.9	99	1361	27.1	5.3	84				
TELEVISION IMPERATIVE			25744	2395	35.7	9.3	110	2903	33.2	11.3	102	1696	33.8	6.6	104				
NEWSPAPERS-OUTDOOR: DUAL			17628	1504	22.4	8.5	101	2269	25.9	12.9	117	986	19.6	5.6	88				
NEWSPAPER IMPERATIVE			26414	2171	32.4	8.2	97	2867	32.8	10.9	98	1526	30.4	5.8	91				
OUTDOOR IMPERATIVE			23059	1937	28.9	8.4	99	2419	27.7	10.5	95	1636	32.6	7.1	112				
NEWSPAPERS-RADIO: DUAL			17996	1557	23.2	8.7	102	2051	23.4	11.4	103	819	16.3	4.6	72				
NEWSPAPER IMPERATIVE			26269	2094	31.2	8.0	94	3118	35.6	11.9	108	1748	34.8	6.7	105				
RADIO IMPERATIVE			21342	1821	27.2	8.5	101	2166	24.8	10.1	92	1416	28.2	6.6	105				
NEWSPAPERS-TELEVISION: DUAL			17359	1571	23.4	9.1	107	2111	24.1	12.2	110	1046	20.8	6.0	95				
NEWSPAPER IMPERATIVE			26889	2063	30.8	7.7	91	3011	34.4	11.2	101	1514	30.2	5.6	89				
TELEVISION IMPERATIVE			21698	2018	30.1	9.3	110	2345	26.8	10.8	98	1614	32.2	7.4	117				
OUTDOOR-RADIO: DUAL			16456	1379	20.6	8.4	99	1941	22.2	11.8	107	1121	22.3	6.8	108				
OUTDOOR IMPERATIVE			25870	2164	32.3	8.4	99	2990	34.2	11.6	105	1665	33.2	6.4	102				
RADIO IMPERATIVE			23943	2018	30.1	8.4	100	2431	27.8	10.2	92	1186	23.6	5.0	78				
OUTDOOR-TELEVISION: DUAL			15918	1400	20.9	8.8	104	1991	22.8	12.5	113	1153	23.0	7.2	114				
OUTDOOR IMPERATIVE			26398	1981	29.5	7.5	89	2833	32.4	10.7	97	1575	31.4	6.0	94				
TELEVISION IMPERATIVE			24851	2422	36.1	9.7	115	2790	31.9	11.2	102	1595	31.8	6.4	101				
RADIO-TELEVISION: DUAL			15584	1684	25.1	10.8	128	1819	20.8	11.7	106	1051	20.9	6.7	107				
RADIO IMPERATIVE			25472	1743	26.0	6.8	81	2561	29.3	10.1	91	1375	27.4	5.4	85				
TELEVISION IMPERATIVE			25578	2094	31.2	8.2	97	2943	33.6	11.5	104	1679	33.5	6.6	104				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	NOXZEMA SKIN CREAM				VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	6707	100.0	8.5	100	8747	100.0	11.0	100	5018	100.0	6.3	100				
ATLANTIC MONTHLY	452	**8	0.1	1.8	21	**46	0.5	10.2	92	**37	0.7	8.2	129				
BARRON'S	1058	**25	0.4	2.4	28	**102	1.2	9.6	87	**53	1.1	5.0	79				
BETTER HOMES & GARDENS	4773	508	7.6	10.6	126	643	7.4	13.5	122	396	7.9	8.3	131				
BON APPETIT	1037	**43	0.6	4.1	49	*111	1.3	10.7	97	**54	1.1	5.2	82				
BUSINESS WEEK	3193	*299	4.5	9.4	111	383	4.4	12.0	109	*309	6.2	9.7	153				
CAR AND DRIVER	2705	*141	2.1	5.2	62	335	3.8	12.4	112	*161	3.2	6.0	94				
CBS MAGAZINE NETWORK (GROSS)	5678	376	5.6	6.6	78	563	6.4	9.9	90	*368	7.3	6.5	102				
CHANGING TIMES	1847	*172	2.6	9.3	110	*280	3.2	15.2	137	*144	2.9	7.8	123				
COLONIAL HOMES	492	*12	0.2	2.4	29	*101	1.2	20.5	186	*51	1.0	10.4	164				
CONDE NAST MAG. PKG. (GROSS)	2066	*139	2.1	6.7	80	*315	3.6	15.2	138	*368	7.3	17.8	281				
CONSUMERS DIGEST	1719	**94	1.4	5.5	65	*291	3.3	16.9	153	**167	3.3	9.7	153				
COSMOPOLITAN	1762	*173	2.6	9.8	116	*234	2.7	13.3	120	*212	4.2	12.0	190				
COUNTRY LIVING	1110	**50	0.7	4.5	53	*124	1.4	11.2	101	*47	0.9	4.2	67				
CUISINE	660	*35	0.5	5.3	63	*101	1.2	15.3	139	*65	1.3	9.8	156				
CYCLE WORLD	1924	*144	2.1	7.5	88	*213	2.4	11.1	100	*148	2.9	7.7	122				
DCI:CREATIVE IDEAS FOR LIV	437	**24	0.4	5.5	65	**62	0.7	14.2	129	**24	0.5	5.5	87				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*169	2.5	6.8	80	394	4.5	15.8	143	*233	4.6	9.4	148				
DISCOVER	1279	*57	0.8	4.5	53	*167	1.9	13.1	118	**98	2.0	7.7	121				
EBONY	2898	439	6.5	15.1	179	344	3.9	11.9	108	237	4.7	8.2	129				
ESQUIRE	1384	**103	1.5	7.4	88	*173	2.0	12.5	113	**100	2.0	7.2	114				
ESSENCE	850	*123	1.8	14.5	171	*117	1.3	13.8	125	**79	1.6	9.3	147				
FAMILY CIRCLE	2430	*292	4.4	12.0	142	310	3.5	12.8	116	*227	4.5	9.3	148				
THE FAMILY HANDYMAN	2356	*184	2.7	7.8	92	395	4.5	16.8	152	*176	3.5	7.5	118				
FAMILY WEEKLY	11533	930	13.9	8.1	95	1231	14.1	10.7	97	712	14.2	6.2	98				
FIELD & STREAM	7444	875	13.0	11.8	139	879	10.0	11.8	107	461	9.2	6.2	98				
FOOD & WINE	416	**14	0.2	3.4	40	**38	0.4	9.1	83	**25	0.5	6.0	95				
FORBES	1865	*111	1.7	6.0	70	231	2.6	12.4	112	**59	1.2	3.2	50				
FORTUNE	1849	**54	0.8	2.9	35	*181	2.1	9.8	89	*61	1.2	3.3	52				
GENTLEMEN'S QUARTERLY	2284	*205	3.1	9.0	106	294	3.4	12.9	117	*192	3.8	8.4	133				
GLAMOUR	538	**47	0.7	8.7	103	*50	0.6	9.3	84	*102	2.0	19.0	299				
GOLF DIGEST	1649	**70	1.0	4.2	50	*140	1.6	8.5	77	*114	2.3	6.9	109				
GOLF DIGEST/TENNIS (GROSS)	2294	*119	1.8	5.2	61	208	2.4	9.1	82	*147	2.9	6.4	101				
GOLF MAGAZINE	1577	**114	1.7	7.2	85	*133	1.5	8.4	76	*62	1.2	3.9	62				
GOLF MAGAZINE/SKI (GROSS)	2487	**124	1.8	5.0	59	261	3.0	10.5	95	*112	2.2	4.5	71				
GOOD HOUSEKEEPING	2569	277	4.1	10.8	127	329	3.8	12.8	116	*232	4.6	9.0	143				
HARPER'S BAZAAR	431	**26	0.4	6.0	71	**67	0.8	15.5	141	**75	1.5	17.4	275				
HEALTH	788	**40	0.6	5.1	60	*150	1.7	19.0	172	*105	2.1	13.3	210				
HEARST MAG CORP. BUY (GROSS)	18781	1583	23.6	8.4	100	2279	26.1	12.1	110	1508	30.1	8.0	127				
HEARST MAN POWER (GROSS)	9169	821	12.2	9.0	106	989	11.3	10.8	98	679	13.5	7.4	117				
HEARST WOMAN POWER (GROSS)	5452	587	8.8	10.8	127	699	8.0	12.8	116	535	10.7	9.8	155				
HOUSE BEAUTIFUL	1020	**39	0.6	3.8	45	*125	1.4	12.3	111	**50	1.0	4.9	77				
INC.	993	**64	1.0	6.4	76	*101	1.2	10.2	92	**59	1.2	5.9	94				
JET	2808	385	5.7	13.7	162	317	3.6	11.3	102	*190	3.8	6.8	107				
LADIES' HOME JOURNAL	1868	*259	3.9	13.9	164	*319	3.6	17.1	155	*200	4.0	10.7	169				
LHJ FAMILY GRP COMBO(GROSS)	3582	398	5.9	11.1	131	655	7.5	18.3	166	415	8.3	11.6	183				
LIFE	4817	341	5.1	7.1	84	554	6.3	11.5	104	297	5.9	6.2	97				
L.A. TIMES HOME MAGAZINE	1465	**108	1.6	7.4	87	*191	2.2	13.0	118	*63	1.3	4.3	68				
MADEMOISELLE	460	**24	0.4	5.2	62	*67	0.8	14.6	132	*137	2.7	29.8	470				
MC CALL'S	1764	*210	3.1	11.9	141	*268	3.1	15.2	138	*142	2.8	8.0	127				
MC CALL'S/WRK MOTHER (GROSS)	2062	*213	3.2	10.3	122	346	4.0	16.8	152	*166	3.3	8.1	127				
MECHANIX ILLUSTRATED	3625	*266	4.0	7.3	87	432	4.9	11.9	108	*193	3.8	5.3	84				
METROPOLITAN HOME	495	*35	0.5	7.1	84	*68	0.8	13.7	124	*58	1.2	11.7	185				
MONEY	3017	*117	1.7	3.9	46	397	4.5	13.2	119	*123	2.5	4.1	64				
MOTHER EARTH NEWS	1203	*57	0.8	4.7	56	*181	2.1	15.0	136	*157	3.1	13.1	206				
MS.	*257	*11	0.2	4.3	51	*50	0.6	19.5	176	*85	1.7	33.1	522				
NATIONAL ENQUIRER	6921	693	10.3	10.0	118	708	8.1	10.2	93	424	8.4	6.1	97				
NATIONAL GEOGRAPHIC	11626	912	13.6	7.8	93	1432	16.4	12.3	112	827	16.5	7.1	112				
NATIONAL SUNDAY MAGAZINE PKG	49424	3999	59.6	8.1	96	5521	63.1	11.2	101	2921	58.2	5.9	93				
NATURAL HISTORY	753	*55	0.8	7.3	86	*93	1.1	12.4	112	*86	1.7	11.4	180				
NEW WOMAN	*296	*9	0.1	3.0	36	*93	1.1	31.4	285	*121	2.4	40.9	646				
NEW YORK INCLUDING CUE	541	*36	0.5	6.7	79	*33	0.4	6.1	55	*21	0.4	3.9	61				
THE NEW YORKER	1078	**135	2.0	12.5	148	*155	1.8	14.4	130	*68	1.4	6.3	100				
NEWSWEEK	9602	757	11.3	7.9	93	1130	12.9	11.8	107	484	9.6	5.0	80				
THE N.Y. TIMES DAILY EDITION	1376	*96	1.4	7.0	82	*101	1.2	7.3	67	*40	0.8	2.9	46				
THE N.Y. TIMES MAGAZINE	2110	*180	2.7	8.5	101	232	2.7	11.0	100	*149	3.0	7.1	112				
OMNI	1927	*121	1.8	6.3	74	*198	2.3	10.3	93	*127	2.5	6.6	104				
ON CABLE	911	*101	1.5	11.1	131	*98	1.1	10.8	97	*22	0.4	2.4	38				
1001 HOME IDEAS	927	*100	1.5	10.8	127	*186	2.1	20.1	182	*110	2.2	11.9	187				
ORGANIC GARDENING	1430	*48	0.7	3.4	40	*175	2.0	12.2	111	*135	2.7	9.4	149				
OUTDOOR LIFE	4064	407	6.1	10.0	118	401	4.6	9.9	89	294	5.9	7.2	114				
PARADE MAGAZINE	24538	2017	30.1	8.2	97	2788	31.9	11.4	103	1496	29.8	6.1	96				

	TOTAL U.S. '000	MOXZEMA SKIN CREAM				VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	6707	100.0	8.5	100	8747	100.0	11.0	100	5018	100.0	6.3	100				
PARENTS	1126	**53	0.8	4.7	56	**112	1.3	9.9	90	**48	1.0	4.3	67				
PENTHOUSE	4157	*294	4.4	7.1	84	466	5.3	11.2	102	*200	4.0	4.8	76				
PEOPLE	7591	635	9.5	8.4	99	879	10.0	11.6	105	480	9.6	6.3	100				
PLAYBOY	8379	678	10.1	8.1	96	901	10.3	10.8	97	452	9.0	5.4	85				
POPULAR HOT RODDING	2110	*195	2.9	9.2	109	*186	2.1	8.8	80	**162	3.2	7.7	121				
POPULAR MECHANICS	4850	361	5.4	7.4	88	602	6.9	12.4	112	309	6.2	6.4	101				
POPULAR SCIENCE	3397	*134	2.0	3.9	47	389	4.4	11.5	104	*193	3.8	5.7	90				
PREVENTION	1720	**92	1.4	5.3	63	*165	1.9	9.6	87	*105	2.1	6.1	96				
PSYCHOLOGY TODAY	1344	**75	1.1	5.6	66	*168	1.9	12.5	113	**92	1.8	6.8	108				
READER'S DIGEST	16016	1304	19.4	8.1	96	2003	22.9	12.5	113	1159	23.1	7.2	114				
REDBOOK	1121	**137	2.0	12.2	144	**136	1.6	12.1	110	**91	1.8	8.1	128				
ROAD & TRACK	2161	**90	1.3	4.2	49	*175	2.0	8.1	73	**88	1.8	4.1	64				
ROLLING STONE	1948	**82	1.2	4.2	50	*116	1.3	6.0	54	**95	1.9	4.9	77				
RUNNER'S WORLD	899	**54	0.8	6.0	71	**205	2.3	22.8	207	**92	1.8	10.2	162				
SATURDAY EVENING POST	841	**103	1.5	12.2	145	**100	1.1	11.9	108	**45	0.9	5.4	85				
SCIENCE 84	841	**69	1.0	8.2	97	**103	1.2	12.2	111	**37	0.7	4.4	69				
SCIENCE DIGEST	1194	**99	1.5	8.3	98	**72	0.8	6.0	55	**151	3.0	12.6	200				
SCIENTIFIC AMERICAN	1379	**93	1.4	6.7	80	*129	1.5	9.4	85	**75	1.5	5.4	86				
SELF	436	**27	0.4	6.2	73	**68	0.8	15.6	141	**45	0.9	10.3	163				
SEVENTEEN	614	**35	0.5	5.7	67	**100	1.1	16.3	148	**122	2.4	19.9	314				
SKI	910	**10	0.1	1.1	13	**128	1.5	14.1	127	**50	1.0	5.5	87				
SMITHSONIAN	2937	*163	2.4	5.5	66	336	3.8	11.4	104	*264	5.3	9.0	142				
SOAP OPERA DIGEST	545	**118	1.8	21.7	256	**69	0.8	12.7	115	**32	0.6	5.9	93				
SOUTHERN LIVING	2054	**145	2.2	7.1	83	332	3.8	16.2	146	*209	4.2	10.2	161				
SPORT	2799	313	4.7	11.2	132	419	4.8	15.0	136	*218	4.3	7.8	123				
THE SPORTING NEWS	1938	*223	3.3	11.5	136	261	3.0	13.5	122	**109	2.2	5.6	89				
SPORTS AFIELD	3125	361	5.4	11.6	137	316	3.6	10.1	92	*219	4.4	7.0	111				
SPORTS ILLUSTRATED	11159	964	14.4	8.6	102	1058	12.1	9.5	86	511	10.2	4.6	72				
STAR	4095	470	7.0	11.5	136	446	5.1	10.9	99	*236	4.7	5.8	91				
SUNDAY	25169	1993	29.7	7.9	94	2746	31.4	10.9	99	1454	29.0	5.8	91				
SUNSET	1294	**48	0.7	3.7	44	*211	2.4	16.3	148	**92	1.8	7.1	112				
TV GUIDE	18508	1718	25.6	9.3	110	2174	24.9	11.7	106	1256	25.0	6.8	107				
TENNIS	645	**49	0.7	7.6	90	**68	0.8	10.5	96	**33	0.7	5.1	81				
TIME	12124	798	11.9	6.6	78	1462	16.7	12.1	109	857	17.1	7.1	112				
TOWN & COUNTRY	493	**19	0.3	3.9	46	**73	0.8	14.8	134	**24	0.5	4.9	77				
TRAVEL & LEISURE	1122	**98	1.5	8.7	103	**165	1.9	14.7	133	**50	1.0	4.5	70				
TRUE STORY	690	**161	2.4	23.3	276	**137	1.6	19.9	180	**117	2.3	17.0	268				
U.S. NEWS & WORLD REPORT	6571	536	8.0	8.2	96	813	9.3	12.4	112	443	8.8	6.7	106				
USA TODAY	3120	230	3.4	7.4	87	388	4.4	12.4	113	*143	2.8	4.6	72				
US	1315	**74	1.1	5.6	67	*121	1.4	9.2	83	**91	1.8	6.9	109				
VOGUE	632	**42	0.6	6.6	79	**130	1.5	20.6	186	**84	1.7	13.3	210				
WALL STREET JOURNAL	4247	241	3.6	5.7	67	569	6.5	13.4	121	*182	3.6	4.3	68				
WEIGHT WATCHERS	398	**34	0.5	8.5	101	**53	0.6	13.3	121	**36	0.7	9.0	143				
WOMAN'S DAY	1139	**117	1.7	10.3	121	*133	1.5	11.7	106	**80	1.6	7.0	111				
WORKING MOTHER	*298	**3	0.0	1.0	12	*78	0.9	26.2	237	**24	0.5	8.1	127				
WORKING WOMAN	327	**32	0.5	9.8	116	**77	0.9	23.5	213	**20	0.4	6.1	97				
WORLD TENNIS	397	**41	0.6	10.3	122	*37	0.4	9.3	84	**46	0.9	11.6	183				
ZIFF-DAVIS MAG NETHK (GROSS)	9635	600	8.9	6.2	74	1202	13.7	12.5	113	717	14.3	7.4	118				
BLAIR INSERTS	43762	3555	53.0	8.1	96	4903	56.1	11.2	102	2582	51.5	5.9	93				
DAILY NEWSPAPERS																	
READ ANY	52459	4432	66.1	8.4	100	6146	70.3	11.7	106	3234	64.4	6.2	97				
READ ONE	41891	3606	53.8	8.6	102	4948	56.6	11.8	107	2628	52.4	6.3	99				
READ TWO OR MORE	10568	826	12.3	7.8	92	1199	13.7	11.3	103	606	12.1	5.7	91				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	4237	63.2	8.2	96	5810	66.4	11.2	101	3071	61.2	5.9	93				
READ ONE	44561	3589	53.5	8.1	95	5035	57.6	11.3	102	2695	53.7	6.0	96				
READ TWO OR MORE	7368	649	9.7	8.8	104	776	8.9	10.5	95	376	7.5	5.1	81				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.56				29.19				27.92							
30 DAY REACH	71522	6062	90.4	8.5	100	7885	90.1	11.0	100	4538	90.4	6.3	100				
50 SHWG - 30 DAY AV FREQ	15.55	14.93				15.04				14.66							
30 DAY REACH	68168	5795	86.4	8.5	100	7639	87.3	11.2	102	4330	86.3	6.4	100				
25 SHWG - 30 DAY AV FREQ	8.43	8.04				8.23				7.90							
30 DAY REACH	62898	5390	80.4	8.6	101	7001	80.0	11.1	101	4020	80.1	6.4	101				
CABLE TV: HOME HIRED	31664	2715	40.5	8.6	101	3240	37.0	10.2	93	1737	34.6	5.5	87				
HOME NOT HIRED	47599	3992	59.5	8.4	99	5507	63.0	11.6	105	3281	65.4	6.9	109				
HAVE PAY CABLE	17139	1478	22.0	8.6	102	1767	20.2	10.3	93	941	18.8	5.5	87				

	TOTAL U.S. '000	NOXZEMA SKIN CREAM				VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	6707	100.0	8.5	100	8747	100.0	11.0	100	5018	100.0	6.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	3989	59.5	8.4	99	5216	59.6	11.0	99	2875	57.3	6.0	95				
10:00 AM - 3:00 PM	29926	2416	36.0	8.1	95	3461	39.6	11.6	105	1798	35.8	6.0	95				
3:00 PM - 7:00 PM	37666	3033	45.2	8.1	95	4078	46.6	10.8	98	2215	44.1	5.9	93				
7:00 PM - MIDNIGHT	18909	1419	21.2	7.5	89	1996	22.8	10.6	96	1110	22.1	5.9	93				
MIDNIGHT - 6:00 AM	11822	1098	16.4	9.3	110	1424	16.3	12.0	109	719	14.3	6.1	96				
6:00 AM - MIDNIGHT	63254	5369	80.1	8.5	100	6981	79.8	11.0	100	3845	76.6	6.1	96				
ENTIRE DAY	64057	5447	81.2	8.5	100	7083	81.0	11.1	100	3907	77.9	6.1	96				
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	16598	1443	21.5	8.7	103	1786	20.4	10.8	98	1002	20.0	6.0	95				
ALL NEWS	3542	321	4.8	9.1	107	454	5.2	12.8	116	*212	4.2	6.0	95				
ADP/PROGRESSIVE	7465	448	6.7	6.0	71	578	6.6	7.7	70	277	5.5	3.7	59				
BEAUTIFUL MUSIC	5061	453	6.8	9.0	106	505	5.8	10.0	90	318	6.3	6.3	99				
BLACK	1914	318	4.7	16.6	196	*294	3.4	15.4	139	*235	4.7	12.3	194				
CLASSICAL	2304	*151	2.3	6.6	77	333	3.8	14.5	131	*158	3.1	6.9	108				
CHR/ROCK	10663	929	13.9	8.7	103	1007	11.5	9.4	86	600	12.0	5.6	89				
COUNTRY	13919	963	14.4	6.9	82	1608	18.4	11.6	105	883	17.6	6.3	100				
GOLDEN OLDIES	2040	*243	3.6	11.9	141	*287	3.3	14.1	127	*151	3.0	7.4	117				
MOR/NOSTALGIA	5105	460	6.9	9.0	106	591	6.8	11.6	105	397	7.9	7.8	123				
NEWS/TALK	4764	388	5.8	8.1	96	627	7.2	13.2	119	245	4.9	5.1	81				
RELIGIOUS	2164	*214	3.2	9.9	117	*334	3.8	15.4	140	*278	5.5	12.8	203				
SOFT ROCK	623	*83	1.2	13.3	157	*51	0.6	8.2	74	*14	0.3	2.2	35				
URBAN CONTEMPORARY	1331	*98	1.5	7.4	87	*145	1.7	10.9	99	*56	1.1	4.2	66				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	*309	4.6	9.7	115	308	3.5	9.7	88	*192	3.8	6.0	95				
ABC DIRECTION	2724	*205	3.1	7.5	89	404	4.6	14.8	134	*190	3.8	7.0	110				
ABC ENTERTAINMENT	5256	312	4.7	5.9	70	619	7.1	11.8	107	284	5.7	5.4	85				
ABC FM	2263	*189	2.8	8.4	99	*229	2.6	10.1	92	*78	1.6	3.4	54				
ABC INFORMATION	5618	452	6.7	8.0	95	663	7.6	11.8	107	292	5.8	5.2	82				
ABC ROCK	2857	*163	2.4	5.7	67	226	2.6	7.9	72	*115	2.3	4.0	64				
CBS	5953	578	8.6	9.7	115	790	9.0	13.3	120	494	9.8	8.3	131				
MUTUAL	4979	410	6.1	8.2	97	604	6.9	12.1	110	312	6.2	6.3	99				
NBC	7279	632	9.4	8.7	103	827	9.5	11.4	103	411	8.2	5.6	89				
RADIORADIO	2289	240	3.6	10.0	119	284	3.2	11.9	108	*142	2.8	5.9	94				
RKO ONE	2583	*260	3.9	10.1	119	264	3.0	10.2	93	*174	3.5	6.7	106				
RKO TWO	3674	385	5.7	10.5	124	358	4.1	9.7	88	*204	4.1	5.6	88				
THE SOURCE	3514	*245	3.7	7.0	82	367	4.2	10.4	95	*209	4.2	5.9	94				
NON-WIRED: BLAIR	9864	699	10.4	7.1	84	1134	13.0	11.5	104	696	13.9	7.1	111				
INTERNET	13522	1144	17.1	8.5	100	1511	17.3	11.2	101	856	17.1	6.3	100				
KATZ RADIO GROUP	19321	1615	24.1	8.4	99	2139	24.5	11.1	100	1176	23.4	6.1	96				
SUPERNET	10739	929	13.9	8.7	102	999	11.4	9.3	84	575	11.5	5.4	85				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	562	8.4	11.0	130	650	7.4	12.7	115	354	7.1	6.9	110				
MKDAY 9:00 AM - 1:00 PM	5383	536	8.0	10.0	118	649	7.4	12.1	109	355	7.1	6.6	104				
MKDAY 1:00 PM - 4:30 PM	6469	633	9.4	9.8	116	723	8.3	11.2	101	441	8.8	6.8	108				
MKDAY 4:30 PM - 7:30 PM	19661	1787	26.6	9.1	107	2218	25.4	11.3	102	1316	26.2	6.7	106				
MKDAY 7:30 PM - 8:00 PM	27579	2374	35.4	8.6	102	2943	33.6	10.7	97	1688	33.6	6.1	97				
MKDAY 11:00 PM - 11:30 PM	22964	2188	32.6	9.5	113	2718	31.1	11.8	107	1546	30.8	6.7	106				
MKDAY 11:30 PM - 1:00 AM	8158	733	10.9	9.0	106	917	10.5	11.2	102	505	10.1	6.2	98				
M-SAT 8-11 PM-SUN 7-11 PM	30140	2661	39.7	8.8	104	3485	39.8	11.6	105	1902	37.9	6.3	100				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	224	3.3	10.9	129	287	3.3	14.0	127	*135	2.7	6.6	104				
ANOTHER WORLD	N 1214	*110	1.6	9.1	107	116	1.3	9.6	87	*80	1.6	6.6	104				
AS THE WORLD TURNS	C 1740	164	2.4	9.4	111	128	1.5	7.4	67	*114	2.3	6.6	103				
CAPITOL	C 1016	*99	1.5	9.7	115	*82	0.9	8.1	73	*82	1.6	8.1	127				
CBS MORN. NEWS 1	C 1203	*85	1.3	7.1	84	176	2.0	14.6	133	*116	2.3	9.6	152				
CBS MORN. NEWS 2	C 773	*64	1.0	8.3	98	93	1.1	12.0	109	*43	0.9	5.6	88				
DAYS OF OUR LIVES	N 1629	*131	2.0	8.0	95	193	2.2	11.8	107	*101	2.0	6.2	98				
FACTS OF LIFE - DAYTIME	N 961	*73	1.1	7.6	90	*117	1.3	12.2	110	*82	1.6	8.5	135				
FAMILY FEUD	A 1390	176	2.6	12.7	150	285	3.3	20.5	186	*95	1.9	6.8	108				
GENERAL HOSPITAL	A 1463	141	2.1	9.6	114	205	2.3	14.0	127	*87	1.7	5.9	94				
GOOD MORNING, AMERICA-730	A 1705	198	3.0	11.6	137	184	2.1	10.8	98	109	2.2	6.4	101				
GOOD MORNING, AMERICA-830	A 889	*94	1.4	10.6	125	*105	1.2	11.8	107	*38	0.8	4.3	68				
GUIDING LIGHT	C 1754	*159	2.4	9.1	107	153	1.7	8.7	79	*133	2.7	7.6	120				
ONE LIFE TO LIVE	A 1100	*157	2.3	14.3	169	182	2.1	16.5	150	*88	1.8	8.0	126				
PRESS YOUR LUCK	C 1222	*100	1.5	8.2	97	*112	1.3	9.2	83	*94	1.9	7.7	122				
PRICE IS RIGHT 1	C 2692	258	3.8	9.6	113	296	3.4	11.0	100	164	3.3	6.1	96				
PRICE IS RIGHT 2	C 2764	297	4.4	10.7	127	333	3.8	12.0	109	170	3.4	6.2	97				
RYAN'S HOPE	A 880	*88	1.3	10.0	118	*140	1.6	15.9	144	*62	1.2	7.0	111				
SALE OF THE CENTURY	N 926	*108	1.6	11.7	138	*104	1.2	11.2	102	*25	0.5	2.7	43				
SEARCH FOR TOMORROW	N 359	*36	0.5	10.0	119	*47	0.5	13.1	119	*25	0.5	7.0	110				
TODAY SHOW 1	N 1890	218	3.3	11.5	136	311	3.6	16.5	149	*125	2.5	6.6	104				
TODAY SHOW 2	N 1344	170	2.5	12.6	149	233	2.7	17.3	157	117	2.3	8.7	138				
\$25,000 PYRAMID	C 1462	*107	1.6	7.3	86	172	2.0	11.8	107	*102	2.0	7.0	110				
WHEEL OF FORTUNE	N 1497	*124	1.8	8.3	98	126	1.4	8.4	76	*89	1.8	5.9	94				
YOUNG AND THE RESTLESS	C 1954	213	3.2	10.9	129	191	2.2	9.8	89	*142	2.8	7.3	115				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 2755	217	3.2	7.9	93	234	2.7	8.5	77	188	3.7	6.8	108				
NBA PLAYOFF GAME -1	C 3881	457	6.8	11.8	139	457	5.2	11.8	107	234	4.7	6.0	95				
NBC MAJOR LEAGUE PRE-GAME	N 2805	*305	4.5	10.9	129	335	3.8	11.9	108	*198	3.9	7.1	111				
SPORTSWORLD - SUN	N 2041	210	3.1	10.3	122	301	3.4	14.7	134	*192	3.8	9.4	149				
SUNDAY MORNING	C 2555	315	4.7	12.3	146	471	5.4	18.4	167	*238	4.7	9.3	147				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	NOXZEMA SKIN CREAM				VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	6707	100.0	8.5	100	8747	100.0	11.0	100	5018	100.0	6.3	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	2320	34.6	9.5	113	2813	32.2	11.6	105	1813	36.1	7.5	118				
NFTWORK AFFILIATES - LATE	17197	1687	25.2	9.8	116	2081	23.8	12.1	110	1172	23.4	6.8	108				
INDEPENDENTS - LATE	2887	338	5.0	11.7	138	334	3.8	11.6	105	219	4.4	7.6	120				
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11301	972	14.5	8.6	102	1300	14.9	11.5	104	642	12.8	5.7	90				
ABC MONDAY NIGHT MOVIE	A 4379	335	5.0	7.7	90	526	6.0	12.0	109	225	4.5	5.1	81				
ABC SUNDAY NIGHT MOVIE	A 9910	858	12.8	8.7	102	1081	12.4	10.9	99	564	11.2	5.7	90				
ABC WORLD NEWS TONIGHT	A 6212	607	9.1	9.8	115	711	8.1	11.4	104	377	7.5	6.1	96				
AFTERMASH	C 4575	405	6.0	8.9	105	625	7.1	13.7	124	*313	6.2	6.8	108				
ALICE	C 6777	631	9.4	9.3	110	813	9.3	12.0	109	467	9.3	6.9	109				
AMERICAN PARADE	C 4868	488	7.3	10.0	118	607	6.9	12.5	113	318	6.3	6.5	103				
BENSON	A 7593	796	11.9	10.5	124	851	9.7	11.2	102	346	6.9	4.6	72				
BLUE THUNDER	A 6036	502	7.5	8.3	98	658	7.5	10.9	99	343	6.8	5.7	90				
CAGNEY & LACEY	C 7698	704	10.5	9.1	108	846	9.7	11.0	100	465	9.3	6.0	95				
CBS EVENING NEWS-DEAN	C 4066	330	4.9	8.1	96	416	4.8	10.2	93	229	4.6	5.6	89				
CBS EVENING NEWS-RATHER	C 8092	763	11.4	9.4	111	900	10.3	11.1	101	597	11.9	7.4	117				
CBS SAT. NEWS-SCHIEFFER	C 4795	494	7.4	10.3	122	554	6.3	11.6	105	354	7.1	7.4	117				
CBS SATURDAY NIGHT MOVIE	C 6034	595	8.9	9.9	117	769	8.8	12.7	115	334	6.7	5.5	87				
CBS WEDNESDAY NIGHT MOVIE	C 4993	433	6.5	8.7	102	641	7.3	12.8	116	300	6.0	6.0	95				
CHEERS	N 6976	625	9.3	9.0	106	966	11.0	13.8	125	369	7.4	5.3	84				
DALLAS	C 13575	1383	20.6	10.2	120	1577	18.0	11.6	105	953	19.0	7.0	111				
DIFF'RENT STROKES	N 3684	388	5.8	10.5	124	394	4.5	10.7	97	*207	4.1	5.6	89				
DOUBLE TROUBLE	N 4462	360	5.4	8.1	95	584	6.7	13.1	119	350	7.0	7.8	124				
DUCK FACTORY	N 4810	347	5.2	7.2	85	641	7.3	13.3	121	270	5.4	5.6	89				
DUKES OF HAZZARD	C 5951	448	6.7	7.5	89	705	8.1	11.8	107	398	7.9	6.7	106				
DYNASTY	A 11325	1079	16.1	9.5	113	1301	14.9	11.5	104	785	15.6	6.9	109				
FACTS OF LIFE	N 4512	360	5.4	8.0	94	622	7.1	13.8	125	299	6.0	6.6	105				
FALCON CREST	C 9215	946	14.1	10.3	121	1096	12.5	11.9	108	744	14.8	8.1	128				
FALL GUY	A 8604	729	10.9	8.5	100	1012	11.6	11.8	107	447	8.9	5.2	82				
FAMILY TIES	N 4179	392	5.8	9.4	111	583	6.7	14.0	126	295	5.9	7.1	112				
FANTASY ISLAND	A 4781	349	5.2	7.3	86	460	5.3	9.6	87	296	5.9	6.2	98				
FOULUPS,BLEEPES & BLUNDERS	A 6697	408	6.1	6.1	72	766	8.8	11.4	104	251	5.0	3.7	59				
FOUR SEASONS	C 3873	*332	5.0	8.6	101	550	6.3	14.2	129	*272	5.4	7.0	111				
GIMME A BREAK	N 4310	428	6.4	9.9	117	612	7.0	14.2	129	293	5.8	6.8	107				
HART TO HART	A 5751	460	6.9	8.0	95	597	6.8	10.4	94	301	6.0	5.2	83				
HILL STREET BLUES	N 8568	638	9.5	7.4	88	956	10.9	11.2	101	369	7.4	4.3	68				
HOTEL	A 8801	810	12.1	9.2	109	1009	11.5	11.5	104	576	11.5	6.5	103				
JEFFERSONS	C 6978	587	8.8	8.4	99	780	8.9	11.2	101	470	9.4	6.7	106				
JENNIFER SLEPT HERE	N 3021	*287	4.3	9.5	112	334	3.8	11.1	100	*124	2.5	4.1	65				
KATE & ALLIE	C 6811	510	7.6	7.5	88	714	8.2	10.5	95	373	7.4	5.5	87				
KNIGHT RIDER	N 5256	419	6.2	8.0	94	562	6.4	10.7	97	326	6.5	6.2	98				
LOVE BOAT	A 7174	489	7.3	6.8	81	655	7.5	9.1	83	414	8.3	5.8	91				
MAGNUM PI	C 10438	854	12.7	8.2	97	1211	13.8	11.6	105	563	11.2	5.4	85				
MAMA'S FAMILY	N 3488	290	4.3	8.3	98	452	5.2	13.0	117	271	5.4	7.8	123				
MASTER, THE	N 4127	261	3.9	6.3	75	441	5.0	10.7	97	225	4.5	5.5	86				
MATT HOUSTON	A 5978	488	7.3	8.2	96	657	7.5	11.0	100	311	6.2	5.2	82				
NBC MONDAY NIGHT MOVIE	N 10446	823	12.3	7.9	93	1303	14.9	12.5	113	738	14.7	7.1	112				
NBC NIGHTLY NEWS	N 5571	609	9.1	10.9	129	629	7.2	11.3	102	376	7.5	6.7	107				
NBC NIGHTLY NEWS-SAT	N 3675	425	6.3	11.6	137	384	4.4	10.4	95	267	5.3	7.3	115				
NBC NIGHTLY NEWS-SUN	N 2905	299	4.5	10.3	122	340	3.9	11.7	106	*211	4.2	7.3	115				
NBC SUNDAY NIGHT MOVIE	N 8352	559	8.3	6.7	79	1118	12.8	13.4	121	477	9.5	5.7	90				
NEWMART	C 6864	553	8.2	8.1	95	788	9.0	11.5	104	382	7.6	5.6	88				
ONE DAY AT A TIME	C 3866	393	5.9	10.2	120	458	5.2	11.8	107	246	4.9	6.4	101				
PEOPLE ARE FUNNY	N 3956	420	6.3	10.6	125	473	5.4	12.0	108	*229	4.6	5.8	91				
REAL PEOPLE	N 6305	518	7.7	8.2	97	738	8.4	11.7	106	434	8.6	6.9	109				
REMINGTON STEELE	N 5884	465	6.9	7.9	93	699	8.0	11.9	108	319	6.4	5.4	86				
RIPLY'S BELIEVE IT - NOT	A 5706	377	5.6	6.6	78	567	6.5	9.9	90	326	6.5	5.7	90				
RIPTIDE	N 6202	443	6.6	7.1	84	767	8.8	12.4	112	395	7.9	6.4	101				
SCARECROW & MRS. KING	C 6513	386	5.8	5.9	70	710	8.1	10.9	99	352	7.0	5.4	85				
SIMON & SIMON	C 8593	614	9.2	7.1	84	974	11.1	11.3	103	508	10.1	5.9	93				
60 MINUTES	C 13342	1312	19.6	9.8	116	1585	18.1	11.9	108	845	16.8	6.3	100				
ST. ELSEWHERE	N 6029	503	7.5	8.3	99	726	8.3	12.0	109	393	7.8	6.5	103				
THREE'S COMPANY	A 8565	827	12.3	9.7	114	990	11.3	11.6	105	460	9.2	5.4	85				
T.J. HOOKER	A 7400	665	9.9	9.0	106	790	9.0	10.7	97	434	8.6	5.9	93				
TONIGHT SHOW	N 2433	249	3.7	10.2	121	261	3.0	10.7	97	113	2.3	4.6	73				
TRAPPER JOHN, M.D.	C 5958	483	7.2	8.1	96	731	8.4	12.3	111	302	6.0	5.1	80				
TV BLOOPERS & PRAC. JOKES	N 9086	834	12.4	9.2	108	1125	12.9	12.4	112	520	10.4	5.7	90				
20/20	A 8306	785	11.7	9.5	112	912	10.4	11.0	99	535	10.7	6.4	102				
WEBSTER	A 6788	750	11.2	11.0	131	753	8.6	11.1	101	309	6.2	4.6	72				
WORLD NEWS - SUN	A 2036	*259	3.9	12.7	150	273	3.1	13.4	122	*147	2.9	7.2	114				
YELLOW ROSE	N 3174	311	4.6	9.8	116	424	4.8	13.4	121	245	4.9	7.7	122				
TV VIEWING SPORTS EVENTS																	
BASEBALL	16																

	TOTAL U.S. '000	ALL NOXZEMA				ALL VASELINE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	8715	100.0	11.0	100	11166	100.0	14.1	100								
HOUSEHOLD HEADS	66405	7264	83.4	10.9	99	9473	84.8	14.3	101								
18 - 24	13945	1588	18.2	11.4	104	1605	14.4	11.5	82								
25 - 34	19334	1888	21.7	9.8	89	2516	22.5	13.0	92								
35 - 44	14196	1870	21.5	13.2	120	1935	17.3	13.6	97								
45 - 54	10896	846	9.7	7.8	71	1698	15.2	15.6	111								
55 - 64	10378	1203	13.8	11.6	105	1686	15.1	16.2	115								
65 OR OLDER	10514	1321	15.2	12.6	114	1727	15.5	16.4	117								
18 - 34	33279	3476	39.9	10.4	95	4121	36.9	12.4	88								
18 - 49	52904	5806	66.6	11.0	100	6956	62.3	13.1	93								
25 - 54	44426	4603	52.8	10.4	94	6148	55.1	13.8	98								
35 - 49	19625	2330	26.7	11.9	108	2836	25.4	14.5	103								
50 OR OLDER	26359	2909	33.4	11.0	100	4210	37.7	16.0	113								
GRADUATED COLLEGE	15982	1081	12.4	6.8	62	2063	18.5	12.9	92								
ATTENDED COLLEGE	13629	1234	14.2	9.1	82	1942	17.4	14.2	101								
GRADUATED HIGH SCHOOL	28591	3312	38.0	11.6	105	3973	35.6	13.9	99								
DID NOT GRADUATE HIGH SCHOOL	21061	3088	35.4	14.7	133	3188	28.6	15.1	107								
EMPLOYED FULL-TIME	52316	5228	60.0	10.0	91	7074	63.4	13.5	96								
EMPLOYED PART-TIME	4113	*401	4.6	9.7	89	617	5.5	15.0	106								
NOT EMPLOYED	22834	3086	35.4	13.5	123	3475	31.1	15.2	108								
PROFESSIONAL/MANAGER	15034	1105	12.7	7.4	67	2119	19.0	14.1	100								
TECH/CLERICAL/SALES	11255	932	10.7	8.3	75	1388	12.4	12.3	88								
PRECISION/CRAFT	11607	1440	16.5	12.4	113	1545	13.8	13.3	94								
OTHER EMPLOYED	18534	2152	24.7	11.6	106	2640	23.6	14.2	101								
SINGLE	19562	2223	25.5	11.4	103	2334	20.9	11.9	85								
MARRIED	51896	5588	64.1	10.8	98	7760	69.5	15.0	106								
DIVORCED/SEPARATED/WIDOWED	7804	905	10.4	11.6	105	1072	9.6	13.7	98								
PARENTS	25372	2926	33.6	11.5	105	3563	31.9	14.0	100								
WHITE	69658	6982	80.1	10.0	91	9754	87.4	14.0	99								
BLACK	7909	1593	18.3	20.1	183	1177	10.5	14.9	106								
OTHER	1696	**140	1.6	8.3	75	**235	2.1	13.9	98								
NORTHEAST-CENSUS	17202	1872	21.5	10.9	99	2221	19.9	12.9	92								
NORTH CENTRAL	20461	2103	24.1	10.3	93	2941	26.3	14.4	102								
SOUTH	26695	3462	39.7	13.0	118	3801	34.0	14.2	101								
WEST	14906	1278	14.7	8.6	78	2204	19.7	14.8	105								
NORTHEAST-MKTG.	17962	1751	20.1	9.7	89	2220	19.9	12.4	88								
EAST CENTRAL	11741	1298	14.9	11.1	101	1732	15.5	14.8	105								
WEST CENTRAL	13518	1415	16.2	10.5	95	1818	16.3	13.4	95								
SOUTH	23168	3117	35.8	13.5	122	3464	31.0	15.0	106								
PACIFIC	12874	1134	13.0	8.8	80	1933	17.3	15.0	107								
COUNTY SIZE A	32596	3299	37.9	10.1	92	4335	38.8	13.3	94								
COUNTY SIZE B	23814	2786	32.0	11.7	106	3375	30.2	14.2	101								
COUNTY SIZE C	12663	1453	16.7	11.5	104	1824	16.3	14.4	102								
COUNTY SIZE D	10190	1176	13.5	11.5	105	1633	14.6	16.0	114								
METRO CENTRAL CITY	23190	2479	28.4	10.7	97	3026	27.1	13.0	93								
METRO SUBURBAN	36920	3767	43.2	10.2	93	5278	47.3	14.3	101								
NON METRO	19152	2469	28.3	12.9	117	2862	25.6	14.9	106								
TOP 5 ADI'S	18703	1929	22.1	10.3	94	2744	24.6	14.7	104								
TOP 10 ADI'S	26158	2474	28.4	9.5	86	3480	31.2	13.3	94								
TOP 20 ADI'S	36612	3802	43.6	10.4	94	4891	43.8	13.4	95								
HSMLD INC. \$50,000 OR MORE	9326	679	7.8	7.3	66	1244	11.1	13.3	95								
\$40,000 OR MORE	18002	1495	17.2	8.3	76	2305	20.6	12.8	91								
\$30,000 OR MORE	31361	2527	29.0	8.1	73	3979	35.6	12.7	90								
\$25,000 OR MORE	39858	3407	39.1	8.5	78	5103	45.7	12.8	91								
\$20,000 - \$24,999	8664	1021	11.7	11.8	107	1500	13.4	17.3	123								
\$15,000 - \$19,999	7964	987	11.3	12.4	113	1312	11.7	16.5	117								
\$10,000 - \$14,999	11093	1529	17.5	13.8	125	1699	15.2	15.3	109								
UNDER \$10,000	11683	1771	20.3	15.2	138	1552	13.9	13.3	94								
HOUSEHOLD OF 1 PERSON	7453	595	6.8	8.0	73	983	8.8	13.2	94								
2 PEOPLE	24757	2787	32.0	11.3	102	3830	34.3	15.5	110								
3 OR 4 PEOPLE	32682	3661	42.0	11.2	102	4329	38.8	13.2	94								
5 OR MORE PEOPLE	14370	1671	19.2	11.6	106	2025	18.1	14.1	100								
NO CHILD IN HSMLD	46768	4917	56.4	10.5	96	6491	58.1	13.9	99								
CHILD(REN) UNDER 2 YRS	4799	*506	5.8	10.5	96	684	6.1	14.3	101								
2 - 5 YEARS	11125	1384	15.9	12.4	113	1571	14.1	14.1	100								
6 - 11 YEARS	14193	1682	19.3	11.9	108	2020	18.1	14.2	101								
12 - 17 YEARS	17402	2218	25.5	12.7	116	2523	22.6	14.5	103								
RESIDENCE OWNED	56398	5925	68.0	10.5	96	8035	72.0	14.2	101								
VALUE: \$50,000 OR MORE	34811	3409	39.1	9.8	89	4917	44.0	14.1	100								
VALUE: UNDER \$50,000	21587	2516	28.9	11.7	106	3119	27.9	14.4	103								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEDICATED SKIN CARE PRODUCTS: BRANDS
(MALES)

		TOTAL U.S. '000	ALL NOXZEMA				ALL VASELINE											
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	8715	100.0	11.0	100	11166	100.0	14.1	100								
MAGAZINES	QUINTILE 1	16033	1825	20.9	11.4	104	2527	22.6	15.8	112								
	QUINTILE 2	15354	1646	18.9	10.7	98	2141	19.2	13.9	99								
	QUINTILE 3	15888	1689	19.4	10.6	97	2240	20.1	14.1	100								
	QUINTILE 4	17310	1967	22.6	11.4	103	2478	22.2	14.3	102								
	QUINTILE 5	14677	1588	18.2	10.8	98	1780	15.9	12.1	86								
NEWSPAPERS	QUINTILE 1	15277	1564	17.9	10.2	93	2246	20.1	14.7	104								
	QUINTILE 2	22745	2277	26.1	10.0	91	3290	29.5	14.5	103								
	QUINTILE 3	10692	1291	14.8	12.1	110	1600	14.3	15.0	106								
	QUINTILE 4	11646	1312	15.1	11.3	102	1677	15.0	14.4	102								
	QUINTILE 5	18903	2271	26.1	12.0	109	2354	21.1	12.5	88								
OUTDOOR	QUINTILE 1	16620	1722	19.8	10.4	94	2458	22.0	14.8	105								
	QUINTILE 2	16377	1709	19.6	10.4	95	2344	21.0	14.3	102								
	QUINTILE 3	15995	1905	21.9	11.9	108	2240	20.1	14.0	99								
	QUINTILE 4	15592	1876	21.5	12.0	109	2122	19.0	13.6	97								
	QUINTILE 5	14679	1504	17.3	10.2	93	2002	17.9	13.6	97								
RADIO-DRIVE TIME	QUINTILE 1	15746	1648	18.9	10.5	95	2056	18.4	13.1	93								
	QUINTILE 2	15067	1431	16.4	9.5	86	2279	20.4	15.1	107								
	QUINTILE 3	15631	1705	19.6	10.9	99	2036	18.2	13.0	92								
	QUINTILE 4	16245	2062	23.7	12.7	115	2319	20.8	14.3	101								
	QUINTILE 5	16573	1868	21.4	11.3	103	2476	22.2	14.9	106								
RADIO-MID- DAY	TERCILE 1	21788	2073	23.8	9.5	87	2975	26.6	13.7	97								
	TERCILE 2	21151	2442	28.0	11.5	105	3105	27.8	14.7	104								
	TERCILE 3	36323	4200	48.2	11.6	105	5086	45.5	14.0	99								
RADIO-TOTAL	QUINTILE 1	15977	1529	17.5	9.6	87	2109	18.9	13.2	94								
	QUINTILE 2	15923	1927	22.1	12.1	110	2359	21.1	14.8	105								
	QUINTILE 3	14980	1455	16.7	9.7	88	1849	16.6	12.3	88								
	QUINTILE 4	17123	2043	23.4	11.9	109	2431	21.8	14.2	101								
	QUINTILE 5	15260	1761	20.2	11.5	105	2419	21.7	15.9	113								
TV-PRIME TIME	QUINTILE 1	15674	1879	21.6	12.0	109	2505	22.4	16.0	113								
	QUINTILE 2	15944	1975	22.7	12.4	113	2370	21.2	14.9	106								
	QUINTILE 3	16037	1684	19.3	10.5	96	2123	19.0	13.2	94								
	QUINTILE 4	15412	1585	18.2	10.3	94	2090	18.7	13.6	96								
	QUINTILE 5	16194	1591	18.3	9.8	89	2079	18.6	12.8	91								
TV-DAYTIME	TERCILE 1	19156	2278	26.1	11.9	108	2761	24.7	14.4	102								
	TERCILE 2	19343	2366	27.1	12.2	111	2634	23.6	13.6	97								
	TERCILE 3	40764	4071	46.7	10.0	91	5772	51.7	14.2	101								
TV-TOTAL	QUINTILE 1	15844	2243	25.7	14.2	129	2598	23.3	16.4	116								
	QUINTILE 2	15767	1517	17.4	9.6	88	2308	20.7	14.6	104								
	QUINTILE 3	15775	1728	19.8	11.0	100	2022	18.1	12.8	91								
	QUINTILE 4	15903	1610	18.5	10.1	92	2008	18.0	12.6	90								
	QUINTILE 5	15974	1618	18.6	10.1	92	2230	20.0	14.0	99								
MAGAZINES-NEWSPAPERS: DUAL		21225	2202	25.3	10.4	94	3093	27.7	14.6	103								
MAGAZINE IMPERATIVE		17728	2198	25.2	12.4	113	2743	24.6	15.5	110								
NEWSPAPER IMPERATIVE		22987	2371	27.2	10.3	94	3328	29.8	14.5	103								
MAGAZINES-OUTDOOR: DUAL		16244	1646	18.9	10.1	92	2324	20.8	14.3	102								
MAGAZINE IMPERATIVE		24016	2771	31.8	11.5	105	3427	30.7	14.3	101								
OUTDOOR IMPERATIVE		26020	2833	32.5	10.9	99	3710	33.2	14.3	101								
MAGAZINES-RADIO: DUAL		16918	1968	22.6	11.6	106	2653	23.8	15.7	111								
MAGAZINE IMPERATIVE		23456	2519	28.9	10.7	98	3373	30.2	14.4	102								
RADIO IMPERATIVE		23900	2397	27.5	10.0	91	2991	26.8	12.5	89								
MAGAZINES-TELEVISION: DUAL		15791	1887	21.7	11.9	109	2482	22.2	15.7	112								
MAGAZINE IMPERATIVE		25476	2562	29.4	10.1	91	3464	31.0	13.6	97								
TELEVISION IMPERATIVE		25744	3009	34.5	11.7	106	3727	33.4	14.5	103								
NEWSPAPERS-OUTDOOR: DUAL		17628	1834	21.0	10.4	95	2711	24.3	15.4	109								
NEWSPAPER IMPERATIVE		26414	2786	32.0	10.5	96	3719	33.3	14.1	100								
OUTDOOR IMPERATIVE		23059	2563	29.4	11.1	101	3123	28.0	13.5	96								
NEWSPAPERS-RADIO: DUAL		17996	1940	22.3	10.8	98	2373	21.3	13.2	94								
NEWSPAPER IMPERATIVE		26269	2735	31.4	10.4	95	4094	36.7	15.6	111								
RADIO IMPERATIVE		21342	2343	26.9	11.0	100	2836	25.4	13.3	94								
NEWSPAPERS-TELEVISION: DUAL		17359	1880	21.6	10.8	99	2669	23.9	15.4	109								
NEWSPAPER IMPERATIVE		26889	2662	30.5	9.9	90	3786	33.9	14.1	100								
TELEVISION IMPERATIVE		21698	2635	30.2	12.1	110	3123	28.0	14.4	102								
OUTDOOR-RADIO: DUAL		16456	1712	19.6	10.4	95	2412	21.6	14.7	104								
OUTDOOR IMPERATIVE		25870	2799	32.1	10.8	98	3726	33.4	14.4	102								
RADIO IMPERATIVE		23943	2646	30.4	11.1	101	3044	27.3	12.7	90								
OUTDOOR-TELEVISION: DUAL		15918	1836	21.1	11.5	105	2483	22.2	15.6	111								
OUTDOOR IMPERATIVE		26398	2583	29.6	9.8	89	3543	31.7	13.4	95								
TELEVISION IMPERATIVE		24851	3038	34.9	12.2	111	3655	32.7	14.7	104								
RADIO-TELEVISION: DUAL		15584	2058	23.6	13.2	120	2326	20.8	14.9	106								
RADIO IMPERATIVE		25472	2292	26.3	9.0	82	3176	28.4	12.5	89								
TELEVISION IMPERATIVE		25578	2816	32.3	11.0	100	3793	34.0	14.8	105								

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	TOTAL U.S. '000	ALL NOXZEMA				ALL VASELINE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	8715	100.0	11.0	100	11166	100.0	14.1	100								
ATLANTIC MONTHLY	452	**8	0.1	1.8	16	**67	0.6	14.8	105								
BARRON'S	1058	**31	0.4	2.9	27	*111	1.0	10.5	74								
BETTER HOMES & GARDENS	4773	622	7.1	13.0	119	842	7.5	17.6	125								
BON APPETIT	1037	**110	1.3	10.6	96	*141	1.3	13.6	97								
BUSINESS WEEK	3193	371	4.3	11.6	106	561	5.0	17.6	125								
CAR AND DRIVER	2705	*218	2.5	8.1	73	415	3.7	15.3	109								
CBS MAGAZINE NETWORK (GROSS)	5678	593	6.8	10.4	95	746	6.7	13.1	93								
CHANGING TIMES	1847	*186	2.1	10.1	92	328	2.9	17.8	126								
COLONIAL HOMES	492	**12	0.1	2.4	22	**104	0.9	21.1	150								
CONDE NAST MAG. PKG. (GROSS)	2066	*166	1.9	8.0	73	523	4.7	25.3	180								
CONSUMERS DIGEST	1719	**104	1.2	6.1	55	346	3.1	20.1	143								
COSMOPOLITAN	1762	*214	2.5	12.1	110	341	3.1	19.4	137								
COUNTRY LIVING	1110	**107	1.2	9.6	88	*134	1.2	12.1	86								
CUISINE	660	**60	0.7	9.1	83	*113	1.0	17.1	122								
CYCLE WORLD	1924	*244	2.8	12.7	115	*274	2.5	14.2	101								
DCI:CREATIVE IDEAS FOR LIV	437	**44	0.5	10.1	92	**78	0.7	17.8	127								
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	*265	3.0	10.6	97	519	4.6	20.8	148								
DISCOVER	1279	**99	1.1	7.7	70	*191	1.7	14.9	106								
EBONY	2898	545	6.3	18.8	171	454	4.1	15.7	111								
ESQUIRE	1384	*171	2.0	12.4	112	*217	1.9	15.7	111								
ESSENCE	850	*183	2.1	21.5	196	*164	1.5	19.3	137								
FAMILY CIRCLE	2430	322	3.7	13.3	121	438	3.9	18.0	128								
THE FAMILY HANDYMAN	2356	*191	2.2	8.1	74	489	4.4	20.8	147								
FAMILY WEEKLY	11533	1185	13.6	10.3	93	1633	14.6	14.2	101								
FIELD & STREAM	7444	1109	12.7	14.9	135	1156	10.4	15.5	110								
FOOD & WINE	416	**25	0.3	6.0	55	**45	0.4	10.8	77								
FORBES	1865	*126	1.4	6.8	61	266	2.4	14.3	101								
FORTUNE	1849	*96	1.1	5.2	47	*229	2.1	12.4	88								
GENTLEMEN'S QUARTERLY	2284	330	3.8	14.4	131	372	3.3	16.3	116								
GLAMOUR	538	**57	0.7	10.6	96	**121	1.1	22.5	160								
GOLF DIGEST	1649	*97	1.1	5.9	54	230	2.1	13.9	99								
GOLF DIGEST/TENNIS (GROSS)	2294	*153	1.8	6.7	61	307	2.7	13.4	95								
GOLF MAGAZINE	1577	*137	1.6	8.7	79	*170	1.5	10.8	77								
GOLF MAGAZINE/SKI (GROSS)	2487	*164	1.9	6.6	60	326	2.9	13.1	93								
GOOD HOUSEKEEPING	2569	343	3.9	13.4	121	492	4.4	19.2	136								
HARPER'S BAZAAR	431	**32	0.4	7.4	68	**105	0.9	24.4	173								
HEALTH	788	**59	0.7	7.5	68	*165	1.5	20.9	149								
HEARST MAG CORP. BUY (GROSS)	18781	2030	23.3	10.8	98	3128	28.0	16.7	118								
HEARST MAN POWER (GROSS)	9169	1031	11.8	11.2	102	1440	12.9	15.7	111								
HEARST WOMAN POWER (GROSS)	5452	708	8.1	13.0	118	1009	9.0	18.5	131								
HOUSE BEAUTIFUL	1020	**76	0.9	7.5	68	*133	1.2	13.0	93								
INC.	993	**67	0.8	6.7	61	*149	1.3	15.0	107								
JET	2808	513	5.9	18.3	166	380	3.4	13.5	96								
LADIES' HOME JOURNAL	1868	*316	3.6	16.9	154	415	3.7	22.2	158								
LMJ FAMILY GRP COMBO(GROSS)	3582	474	5.4	13.2	120	807	7.2	22.5	160								
LIFE	4817	525	6.0	10.9	99	703	6.3	14.6	104								
L.A. TIMES HOME MAGAZINE	1465	*122	1.4	8.3	76	227	2.0	15.5	110								
MADMOISELLE	460	**28	0.3	6.1	55	*164	1.5	35.7	253								
MC CALL'S	1764	*257	2.9	14.6	133	350	3.1	19.8	141								
MC CALL'S/WRK MOTHER (GROSS)	2062	*260	3.0	12.6	115	433	3.9	21.0	149								
MECHANIX ILLUSTRATED	3625	406	4.7	11.2	102	554	5.0	15.3	108								
METROPOLITAN HOME	495	**78	0.9	15.8	143	**109	1.0	22.0	156								
MONEY	3017	*225	2.6	7.5	68	482	4.3	16.0	113								
MOTHER EARTH NEWS	1203	**81	0.9	6.7	61	*254	2.3	21.1	150								
MS.	*257	**14	0.2	5.4	50	**116	1.0	45.1	320								
NATIONAL ENQUIRER	6921	891	10.2	12.9	117	954	8.5	13.8	98								
NATIONAL GEOGRAPHIC	11626	1205	13.8	10.4	94	1911	17.1	16.4	117								
NATIONAL SUNDAY MAGAZINE PKG	49424	5180	59.4	10.5	95	7038	63.0	14.2	101								
NATURAL HISTORY	753	**77	0.9	10.2	93	*159	1.4	21.1	150								
NEW WOMAN	*296	**9	0.1	3.0	28	*141	1.3	47.6	338								
NEW YORK INCLUDING CUE	541	**36	0.4	6.7	61	**43	0.4	7.9	56								
THE NEW YORKER	1078	*142	1.6	13.2	120	*189	1.7	17.5	124								
NEWSWEEK	9602	1033	11.9	10.8	98	1366	12.2	14.2	101								
THE N.Y. TIMES DAILY EDITION	1376	*128	1.5	9.3	85	*120	1.1	8.7	62								
THE N.Y. TIMES MAGAZINE	2110	*215	2.5	10.2	93	332	3.0	15.7	112								
OMNI	1927	*196	2.2	10.2	93	*272	2.4	14.1	100								
ON CABLE	911	**127	1.5	13.9	127	*108	1.0	11.9	84								
1001 HOME IDEAS	927	**100	1.1	10.8	98	*227	2.0	24.5	174								
ORGANIC GARDENING	1430	**61	0.7	4.3	39	265	2.4	18.5	132								
OUTDOOR LIFE	4064	490	5.6	12.1	110	583	5.2	14.3	102								
PARADE MAGAZINE	24538	2724	31.3	11.1	101	3558	31.9	14.5	103								

MEDICATED SKIN CARE PRODUCTS: BRANDS
(MALES)

	TOTAL U.S. '000	ALL WONZEMA				ALL VASELINE				A				A			
		'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	8715	100.0	11.0	100	11166	100.0	14.1	100								
PARENTS	1126	**101	1.2	9.0	82	*132	1.2	11.7	83								
PENTHOUSE	4157	452	5.2	10.9	99	559	5.0	13.4	95								
PEOPLE	7591	915	10.5	12.1	110	1097	9.8	14.5	103								
PLAYBOY	8379	903	10.4	10.8	98	1164	10.4	13.9	99								
POPULAR HOT RODDING	2110	*279	3.2	13.2	120	*276	2.5	13.1	93								
POPULAR MECHANICS	4850	471	5.4	9.7	88	776	6.9	16.0	114								
POPULAR SCIENCE	3397	*180	2.1	5.3	48	464	4.2	13.7	97								
PREVENTION	1720	*135	1.5	7.8	71	209	1.9	12.2	86								
PSYCHOLOGY TODAY	1344	**82	0.9	6.1	55	*207	1.9	15.4	109								
READER'S DIGEST	16016	1818	20.9	11.4	103	2692	24.1	16.8	119								
REDBOOK	1121	*151	1.7	13.5	123	*177	1.6	15.8	112								
ROAD & TRACK	2161	*129	1.5	6.0	54	*235	2.1	10.9	77								
ROLLING STONE	1948	*190	2.2	9.8	89	*182	1.6	9.3	66								
RUNNER'S WORLD	899	**74	0.8	8.2	75	**207	1.9	23.0	163								
SATURDAY EVENING POST	841	*129	1.5	15.3	140	*127	1.1	15.1	107								
SCIENCE 84	841	**95	1.1	11.3	103	**110	1.0	13.1	93								
SCIENCE DIGEST	1194	**128	1.5	10.7	98	*204	1.8	17.1	121								
SCIENTIFIC AMERICAN	1379	**99	1.1	7.2	65	*176	1.6	12.8	91								
SELF	436	**39	0.4	8.9	81	**86	0.8	19.7	140								
SEVENTEEN	614	**145	1.7	23.6	215	**164	1.5	26.7	190								
SKI	910	**28	0.3	3.1	28	*156	1.4	17.1	122								
SMITHSONIAN	2937	258	3.0	8.8	80	480	4.3	16.3	116								
SOAP OPERA DIGEST	545	**118	1.4	21.7	197	**86	0.8	15.8	112								
SOUTHERN LIVING	2054	*221	2.5	10.8	98	441	3.9	21.5	152								
SPORT	2799	382	4.4	13.6	124	524	4.7	18.7	133								
THE SPORTING NEWS	1938	*246	2.8	12.7	115	320	2.9	16.5	117								
SPORTS AFIELD	3125	431	4.9	13.8	125	461	4.1	14.8	105								
SPORTS ILLUSTRATED	11159	1233	14.1	11.0	100	1366	12.2	12.2	87								
STAR	4095	639	7.3	15.6	142	566	5.1	13.8	98								
SUNDAY	25169	2509	28.8	10.0	91	3420	30.6	13.6	96								
SUNSET	1294	**62	0.7	4.8	44	*236	2.1	18.2	129								
TV GUIDE	18508	2288	26.3	12.4	112	2783	24.9	15.0	107								
TENNIS	645	**56	0.6	8.7	79	**77	0.7	11.9	85								
TIME	12124	1088	12.5	9.0	82	1862	16.7	15.4	109								
TOWN & COUNTRY	493	**25	0.3	5.1	46	**73	0.7	14.8	105								
TRAVEL & LEISURE	1122	**111	1.3	9.9	90	*174	1.6	15.5	110								
TRUE STORY	690	**189	2.2	27.4	249	**177	1.6	25.7	182								
U.S. NEWS & WORLD REPORT	6571	706	8.1	10.7	98	1124	10.1	17.1	121								
USA TODAY	3120	313	3.6	10.0	91	488	4.4	15.6	111								
US	1315	**104	1.2	7.9	72	*148	1.3	11.3	80								
VOGUE	632	**42	0.5	6.6	60	**153	1.4	24.2	172								
WALL STREET JOURNAL	4247	335	3.8	7.9	72	649	5.8	15.3	108								
WEIGHT WATCHERS	398	**46	0.5	11.6	105	**61	0.5	15.3	109								
WOMAN'S DAY	1139	*137	1.6	12.0	109	*168	1.5	14.7	105								
WORKING MOTHER	*298	**3	0.0	1.0	9	**83	0.7	27.9	198								
WORKING WOMAN	327	**32	0.4	9.8	89	**77	0.7	23.5	167								
WORLD TENNIS	397	**42	0.5	10.6	96	**55	0.5	13.9	98								
ZIFF-DAVIS MAG NETWK (GROSS)	9635	761	8.7	7.9	72	1511	13.5	15.7	111								
BLAIR INSERTS	43762	4589	52.7	10.5	95	8244	55.9	14.3	101								
DAILY NEWSPAPERS																	
READ ANY	52459	5572	63.9	10.6	97	7781	69.7	14.8	105								
READ ONE	41891	4518	51.8	10.8	98	6302	56.4	15.0	107								
READ TWO OR MORE	10568	1054	12.1	10.0	91	1479	13.2	14.0	99								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	5484	62.9	10.6	96	7405	66.3	14.3	101								
READ ONE	44561	4683	53.7	10.5	96	6422	57.5	14.4	102								
READ TWO OR MORE	7368	801	9.2	10.9	99	983	8.8	13.3	95								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.78				28.95											
30 DAY REACH	71522	7853	90.1	11.0	100	10047	90.0	14.0	100								
50 SHWG - 30 DAY AV FREQ	15.55	14.98				15.04											
30 DAY REACH	68168	7543	86.6	11.1	101	9658	86.5	14.2	101								
25 SHWG - 30 DAY AV FREQ	8.43	8.05				8.17											
30 DAY REACH	62898	7023	80.6	11.2	102	8910	79.8	14.2	101								
CABLE TV: HOME WIRED	31664	3455	39.6	10.9	99	4169	37.3	13.2	93								
HOME NOT WIRED	47599	5260	60.4	11.1	101	6998	62.7	14.7	104								
HAVE PAY CABLE	17139	1924	22.1	11.2	102	2213	19.8	12.9	92								

	TOTAL U.S. '000	ALL NOXZEMA				ALL VASELINE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	8715	100.0	11.0	100	11166	100.0	14.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	5103	58.6	10.7	97	6641	59.5	13.9	99								
10:00 AM - 3:00 PM	29926	3126	35.9	10.4	95	4262	38.2	14.2	101								
3:00 PM - 7:00 PM	37666	3985	45.7	10.6	96	5073	45.4	13.5	96								
7:00 PM - MIDNIGHT	18909	1947	22.3	10.3	94	2492	22.3	13.2	94								
MIDNIGHT - 6:00 AM	11822	1417	16.3	12.0	109	1708	15.3	14.4	103								
6:00 AM - MIDNIGHT	63254	6964	79.9	11.0	100	8793	78.7	13.9	99								
ENTIRE DAY	64057	7049	80.9	11.0	100	8924	79.9	13.9	99								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	1771	20.3	10.7	97	2303	20.6	13.9	98								
ALL NEWS	3542	377	4.3	10.6	97	540	4.8	15.2	108								
AOR/PROGRESSIVE	7465	711	8.2	9.5	87	717	6.4	9.6	68								
BEAUTIFUL MUSIC	5061	574	6.6	11.3	103	676	6.1	13.4	95								
BLACK	1914	481	5.5	25.1	229	379	3.4	19.8	141								
CLASSICAL	2304	*192	2.2	8.3	76	393	3.5	17.1	121								
CHR/ROCK	10663	1217	14.0	11.4	104	1293	11.6	12.1	86								
COUNTRY	13919	1375	15.8	9.9	90	2014	18.0	14.5	103								
GOLDEN OLDIES	2040	295	3.4	14.5	132	353	3.2	17.3	123								
MOR/NOTALGIA	5105	628	7.2	12.3	112	818	7.3	16.0	114								
NEWS/TALK	4764	483	5.5	10.1	92	765	6.9	16.1	114								
RELIGIOUS	2164	*236	2.7	10.9	99	393	3.5	18.2	129								
SOFT ROCK	623	*93	1.1	14.9	136	*65	0.6	10.4	74								
URBAN CONTEMPORARY	1331	*119	1.4	8.9	81	*172	1.5	12.9	92								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	402	4.6	12.6	115	407	3.6	12.8	91								
ABC DIRECTION	2724	266	3.1	9.8	89	482	4.3	17.7	126								
ABC ENTERTAINMENT	5256	558	6.4	10.6	97	737	6.6	14.0	100								
ABC FM	2263	*265	3.0	11.7	107	*272	2.4	12.0	85								
ABC INFORMATION	5618	603	6.9	10.7	98	807	7.2	14.4	102								
ABC ROCK	2857	273	3.1	9.6	87	300	2.7	10.5	75								
CBS	5953	675	7.7	11.3	103	1019	9.1	17.1	122								
MUTUAL	4979	501	5.7	10.1	92	738	6.6	14.8	105								
NBC	7279	781	9.0	10.7	98	1057	9.5	14.5	103								
RADIORADIO	2389	272	3.1	11.4	104	361	3.2	15.1	107								
RKO ONE	2583	*334	3.8	12.9	118	340	3.0	13.2	93								
RKO TWO	3674	434	5.0	11.8	107	485	4.3	13.2	94								
THE SOURCE	3514	336	3.9	9.6	87	473	4.2	13.5	96								
NON-WIRED: BLAIR	9864	992	11.4	10.1	91	1501	13.4	15.2	108								
INTERNET	13522	1643	18.9	12.2	111	1909	17.1	14.1	100								
KATZ RADIO GROUP	19321	2040	23.4	10.6	96	2810	25.2	14.5	103								
SUPERNET	10739	1186	13.6	11.0	100	1262	11.3	11.8	83								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	665	7.6	13.0	118	799	7.2	15.6	111								
MKDAY 9:00 AM - 1:00 PM	5383	693	8.0	12.9	117	803	7.2	14.9	106								
MKDAY 1:00 PM - 4:30 PM	6469	814	9.3	12.6	114	927	8.3	14.3	102								
MKDAY 4:30 PM - 7:30 PM	19661	2269	26.0	11.5	105	2862	25.6	14.6	103								
MKDAY 7:30 PM - 8:00 PM	27579	3085	35.4	11.2	102	3831	34.3	13.9	99								
MKDAY 11:00 PM - 11:30 PM	22964	2812	32.3	12.2	111	3509	31.4	15.3	108								
MKDAY 11:30 PM - 1:00 AM	8158	910	10.4	11.2	101	1141	10.2	14.0	99								
M-SAT 8-11 PM-SUN 7-11 PM	30140	3461	39.7	11.5	104	4434	39.7	14.7	104								
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	271	3.1	13.2	120	343	3.1	16.7	119								
ANOTHER WORLD	N 1214	150	1.7	12.4	112	172	1.5	14.2	101								
AS THE WORLD TURNS	C 1740	172	2.0	9.9	90	183	1.6	10.5	75								
CAPITOL	C 1016	*105	1.2	10.3	94	*107	1.0	10.5	75								
CBS MORN. NEWS 1	C 1203	*94	1.1	7.8	71	224	2.0	18.6	132								
CBS MORN. NEWS 2	C 773	*72	0.8	9.3	85	116	1.0	15.0	107								
DAYS OF OUR LIVES	N 1629	225	2.6	13.8	126	245	2.2	15.0	107								
FACTS OF LIFE - DAYTIME	N 961	*100	1.1	10.4	95	167	1.5	17.4	123								
FAMILY FEUD	A 1390	195	2.2	14.0	128	332	3.0	23.9	170								
GENERAL HOSPITAL	A 1463	207	2.4	14.1	129	249	2.2	17.0	121								
GOOD MORNING, AMERICA-730 A	A 1705	227	2.6	13.3	121	235	2.1	13.8	98								
GOOD MORNING, AMERICA-830 A	A 889	*101	1.2	11.4	103	127	1.1	14.3	101								
GUIDING LIGHT	C 1754	178	2.0	10.1	92	218	2.0	12.4	88								
ONE LIFE TO LIVE	A 1100	203	2.3	18.5	168	230	2.1	20.9	148								
PRESS YOUR LUCK	C 1222	132	1.5	10.8	98	133	1.2	10.9	77								
PRICE IS RIGHT 1	C 2692	415	4.8	15.4	140	369	3.3	13.7	97								
PRICE IS RIGHT 2	C 2764	434	5.0	15.7	143	398	3.6	14.4	102								
RYAN'S HOPE	A 880	*115	1.3	13.1	119	*186	1.7	21.1	150								
SALE OF THE CENTURY	N 926	*170	2.0	18.4	167	116	1.0	12.5	89								
SEARCH FOR TOMORROW	N 359	*45	0.5	12.5	114	*64	0.6	17.8	127								
TODAY SHOW 1	N 1890	285	3.3	15.1	137	347	3.1	18.4	130								
TODAY SHOW 2	N 1344	238	2.7	17.7	161	297	2.7	22.1	157								
\$25,000 PYRAMID	C 1462	141	1.6	9.6	88	208	1.9	14.2	101								
WHEEL OF FORTUNE	N 1497	143	1.6	9.6	87	173	1.5	11.6	82								
YOUNG AND THE RESTLESS	C 1954	269	3.1	13.8	125	244	2.2	12.5	89								
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	281	3.2	10.2	93	308	2.8	11.2	79								
NBA PLAYOFF GAME -1	C 3881	524	6.0	13.5	123	586	5.2	15.1	107								
NBC MAJOR LEAGUE PRE-GAME	N 2805	352	4.0	12.5	114	444	4.0	15.8	112								
SPORTSWORLD - SUN	N 2041	281	3.2	13.8	125	385	3.4	18.9	134								
SUNDAY MORNING	C 2555	346	4.0	13.5	123	551	4.9	21.6	153								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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MEDICATED SKIN CARE PRODUCTS: BRANDS
(MALES)

	TOTAL U.S. '000	ALL NOXZEMA				ALL VASELINE				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	8715	100.0	11.0	100	11166	100.0	14.1	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	2935	33.7	12.1	110	3685	33.0	15.2	108								
NETWORK AFFILIATES - LATE	17197	2138	24.5	12.4	113	2684	24.0	15.6	111								
INDEPENDENTS - LATE	2887	414	4.8	14.3	130	425	3.8	14.7	104								
TV EVENING MTK 6 PM - 2 AM																	
A TEAM	N 11301	1405	16.1	12.4	113	1585	14.2	14.0	100								
ABC MONDAY NIGHT MOVIE	A 4379	469	5.4	10.7	97	660	5.9	15.1	107								
ABC SUNDAY NIGHT MOVIE	A 9910	1139	13.1	11.5	105	1311	11.7	13.2	94								
ABC WORLD NEWS TONIGHT	A 6212	744	8.5	12.0	109	888	8.0	14.3	101								
AFTERMASH	C 4575	594	6.8	13.0	118	841	7.5	18.4	130								
ALICE	C 6777	742	8.5	10.9	100	1062	9.5	15.7	111								
AMERICAN PARADE	C 4868	580	6.7	11.9	108	717	6.4	14.7	105								
BENSON	A 7593	1033	11.9	13.6	124	1026	9.2	13.5	96								
BLUE THUNDER	A 6036	696	8.0	11.5	105	844	7.6	14.0	99								
CAGNEY & LACEY	C 7698	865	9.9	11.2	102	1088	9.7	14.1	100								
CBS EVENING NEWS-DEAN	C 4066	358	4.1	8.8	80	560	5.0	13.8	98								
CBS EVENING NEWS-RATHER	C 8092	868	10.0	10.7	98	1190	10.7	14.7	104								
CBS SAT. NEWS-SCHIEFFER	C 4795	537	6.2	11.2	102	783	7.0	16.3	116								
CBS SATURDAY NIGHT MOVIE	C 6034	738	8.5	12.2	111	890	8.0	14.7	105								
CBS WEDNESDAY NIGHT MOVIE	C 4993	564	6.5	11.3	103	749	6.7	15.0	106								
CHEERS	N 6976	763	8.8	10.9	99	1148	10.3	16.5	117								
DALLAS	C 13575	1806	20.7	13.3	121	1979	17.7	14.6	103								
DIFF'RENT STROKES	N 3684	540	6.2	14.7	133	518	4.6	14.1	100								
DOUBLE TROUBLE	N 4462	471	5.4	10.6	96	793	7.1	17.8	126								
DUCK FACTORY	N 4810	451	5.2	9.4	85	801	7.2	16.7	118								
DUKES OF HAZZARD	C 5951	670	7.7	11.3	102	950	8.5	16.0	113								
DYNASTY	A 11325	1401	16.1	12.4	113	1761	15.8	15.5	110								
FACTS OF LIFE	N 4512	500	5.7	11.1	101	800	7.2	17.7	126								
FALCON CREST	C 9215	1167	13.4	12.7	115	1477	13.2	16.0	114								
FALL GUY	A 8604	1110	12.7	12.9	117	1272	11.4	14.8	105								
FAMILY TIES	N 4179	485	5.6	11.6	106	727	6.5	17.4	123								
FANTASY ISLAND	A 4781	513	5.9	10.7	98	623	5.6	13.0	93								
FOULUPS,BLEEPS & BLUNDERS	A 6697	576	6.6	8.6	78	875	7.8	13.1	93								
FOUR SEASONS	C 3873	424	4.9	10.9	100	745	6.7	19.2	137								
GIMME A BREAK	N 4310	586	6.7	13.6	124	781	7.0	18.1	129								
HART TO HART	A 5751	623	7.1	10.8	99	736	6.6	12.8	91								
HILL STREET BLUES	N 8568	814	9.3	9.5	86	1134	10.2	13.2	94								
HOTEL	A 8801	1090	12.5	12.4	113	1274	11.4	14.5	103								
JEFFERSONS	C 6978	732	8.4	10.5	95	1055	9.4	15.1	107								
JENNIFER SLEPT HERE	N 3021	393	4.5	13.0	118	400	3.6	13.2	94								
KATE & ALLIE	C 6811	642	7.4	9.4	86	914	8.2	13.4	95								
KNIGHT RIDER	N 5256	565	6.5	10.7	98	695	6.2	13.2	94								
LOVE BOAT	A 7174	672	7.7	9.4	85	918	8.2	12.8	91								
MAGNUM PI	C 10438	1063	12.2	10.2	93	1485	13.3	14.2	101								
MAMA'S FAMILY	N 3488	351	4.0	10.1	92	588	5.3	16.9	120								
MASTER, THE	N 4127	411	4.7	10.0	91	548	4.9	13.3	94								
MATT HOUSTON	A 5978	630	7.2	10.5	96	831	7.4	13.9	99								
NBC MONDAY NIGHT MOVIE	N 10446	1166	13.4	11.2	102	1571	14.1	15.0	107								
NBC NIGHTLY NEWS	N 5571	715	8.2	12.8	117	836	7.5	15.0	107								
NBC NIGHTLY NEWS-SAT	N 3675	523	6.0	14.2	129	551	4.9	15.0	106								
NBC NIGHTLY NEWS-SUN	N 2905	320	3.7	11.0	100	453	4.1	15.6	111								
NBC SUNDAY NIGHT MOVIE	N 8352	747	8.6	8.9	81	1339	12.0	16.0	114								
NEWMART	C 6864	711	8.2	10.4	94	984	8.8	14.3	102								
ONE DAY AT A TIME	C 3866	472	5.4	12.2	111	560	5.0	14.5	103								
PEOPLE ARE FUNNY	N 3956	512	5.9	12.9	118	592	5.3	15.0	106								
REAL PEOPLE	N 6305	656	7.5	10.4	95	1012	9.1	16.1	114								
REMINGTON STEELE	N 5884	661	7.6	11.2	102	854	7.6	14.5	103								
RIPLY'S BELIEVE IT - NOT	A 5706	541	6.2	9.5	86	732	6.6	12.8	91								
RIPTIDE	N 6202	617	7.1	9.9	90	1002	9.0	16.2	115								
SCARECROW & MRS. KING	C 6513	527	6.0	8.1	74	865	7.7	13.3	94								
SIMON & SIMON	C 8593	853	9.8	9.9	90	1178	10.5	13.7	97								
60 MINUTES	C 13342	1606	18.4	12.0	109	1988	17.8	14.9	106								
ST. ELSEWHERE	N 6029	665	7.6	11.0	100	918	8.2	15.2	108								
THREE'S COMPANY	A 8565	1011	11.6	11.8	107	1228	11.0	14.3	102								
T.J. HOOKER	A 7400	875	10.0	11.8	108	1016	9.1	13.7	97								
TONIGHT SHOW	N 2433	288	3.3	11.8	108	313	2.8	12.9	91								
TRAPPER JOHN, M.D.	C 5958	641	7.4	10.8	98	850	7.6	14.3	101								
TV BLOOPERS & PRAC. JOKES	N 9086	1161	13.3	12.8	116	1383	12.4	15.2	108								
20/20	A 8306	1046	12.0	12.6	115	1190	10.7	14.3	102								
WEBSTER	A 6788	965	11.1	14.2	129	929	8.3	13.7	97								
WORLD NEWS - SUN	A 2036	305	3.5	15.0	136	349	3.1	17.1	122								
YELLOW ROSE	N 3174	363	4.2	11.4	104	557	5.0	17.5	125								
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	1737	19.9	10.7	97	2592	23.2	15.9	113								
BASKETBALL - COLLEGE GAMES	10054	1476	16.9	14.7	134	1794	16.1	17.8	127								
BASKETBALL - PRO GAMES	8248	1344	15.4	16.3	148	1350	12.1	16.4	116								
BOWLING	5356	666	7.6	12.4	113	893	8.0	16.7	118								
BOXING	11255	1643	18.9	14.6	133	1647	14.8	14.6	104								
FOOTBALL - COLLEGE GAMES	14647	1614	18.5	11.0	100	2284	20.5	15.6	111								
FOOTBALL - PRO GAMES	23581	2568	29.5	10.9	99	3580	32.1	15.2	108								
GOLF	6145	572	6.6	9.3	85	898	8.0	14.6	104								
POST-SEASON COLL. FOOTBALL	12828	1567	18.0	12.2	111	1955	17.5	15.2	108								
POST-SEASON PRO FOOTBALL	15397	1732	19.9	11.2	102	2320	20.8	15.1	107								
TENNIS	3483	*448	5.1	12.9	117	610	5.5	17.5	124								
WRESTLING - PROFESSIONAL	6023	992	11.4	16.5	150	1089	9.8	18.1	128								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEDICATED SKIN CARE PRODUCTS

BASE = FEMALES (88464)

QUESTIONNAIRE PAGE P-3

	'000	%	UNWEIGHTED						
4A. DO YOU YOURSELF USE THEM?									
YES	45572	51.5		4932					
NO	42892	48.5		4840					
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
IF YOU DO									
4B. WHICH BRANDS DO YOU USE?									
AMBI	936	1.1	267	.3	390	.4	280	.3	118
AVON CLEAR SKIN	2337	2.6	513	.6	1435	1.6	390	.4	223
OTHER AVON	1866	2.1	502	.6	927	1.0	438	.5	206
BONNE BELL TEN-O-SIX	1671	1.9	236	.3	961	1.1	474	.5	197
CLEARASIL	4086	4.6	689	.8	2560	2.9	837	.9	394
DERMASSAGE	2033	2.3	344	.4	1242	1.4	447	.5	222
DESITIM	1612	1.8	182	.2	891	1.0	540	.6	161
DRY & CLEAR	771	.9	51	.1	515	.6	205	.2	83
ESOTERICA	1426	1.6	375	.4	856	1.0	195	.2	172
FOSTEX	498	.6	120	.1	205	.2	173	.2	56
JERGENS CLEAR COMPLEXION	916	1.0	210	.2	475	.5	232	.3	92
LISTEREX	374	.4	55	.1	202	.2	117	.1	36
MUDD	1420	1.6	106	.1	819	.9	494	.6	146
NEUTROGENA	3199	3.6	603	.7	1758	2.0	839	.9	335
NOXZEMA ANTISEPTIC SKIN CLEANSER LIQUID	2662	3.0	416	.5	1700	1.9	546	.6	293
NOXZEMA ANTISEPTIC SKIN CLEANSER PADS	1175	1.3	149	.2	821	.9	204	.2	137
NOXZEMA COMPLEXION LOTION	1393	1.6	164	.2	964	1.1	265	.3	154
NOXZEMA SKIN CREAM	14910	16.9	4705	5.3	8691	9.8	1514	1.7	1537
NOXZEMA 12-HOUR ACNE MEDICINE	451	.5	10	*	266	.3	175	.2	52
OXY5/OXY10	2220	2.5	492	.6	1226	1.4	503	.6	235
PHISODERM	2118	2.4	375	.4	965	1.1	778	.9	223
PROPA PH	367	.4	107	.1	147	.2	114	.1	34
SEA BREEZE ANTISEPTIC	5808	6.6	993	1.1	3602	4.1	1213	1.4	584
SEA BREEZE BREEZETTES	438	.5	10	*	216	.2	212	.2	46
SEA BREEZE FACIAL SCRUB	1465	1.7	114	.1	881	1.0	470	.5	146
STRI-DEX BENZOYL PEROXIDE	216	.2	28	*	121	.1	66	.1	27
STRI-DEX MEDICATED LIQUID	155	.2	31	*	82	.1	42	*	18
STRI-DEX MEDICATED PADS	1988	2.2	323	.4	808	.9	857	1.0	178
TOPEX	461	.5	86	.1	197	.2	178	.2	45
VASELINE INTENSIVE CARE	15117	17.1	4064	4.6	8069	9.1	2984	3.4	1672
VASELINE PETROLEUM JELLY	11043	12.5	1312	1.5	6574	7.4	3157	3.6	1202
OTHER BRANDS	8124	9.2	3083	3.5	2985	3.4	2056	2.3	864
DO NOT KNOW	354	.4							40

	'000	%	UNWEIGHTED
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4C. ABOUT HOW MANY TIMES DID YOU USE MEDICATED SKIN CARE PRODUCTS IN THE LAST 7 DAYS?

14 OR MORE	H	6385	7.2	496
8-13	H	4360	4.9	495
7	H	12320	13.9	1243
6	H	1651	1.9	183
4-5	H	5165	5.8	524
2-3	L	7443	8.4	838
1	L	4866	5.5	546
NONE	L	3382	3.8	407

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	45572	100.0	51.5	100	10745	100.0	12.1	100	19136	100.0	21.6	100	15691	100.0	17.7	100
FEMALE HOMEOWNERS	80986	40707	89.3	50.3	98	9520	88.6	11.8	97	16827	87.9	20.8	96	14360	91.5	17.7	100
EMPLOYED MOTHERS	18702	9933	21.8	53.1	103	2218	20.6	11.9	98	3985	20.8	21.3	99	3731	23.8	19.9	112
18 - 24	14726	8966	19.7	60.9	118	2492	23.2	16.9	139	3823	20.0	26.0	120	2652	16.9	18.0	102
25 - 34	20202	11260	24.7	55.6	108	2870	26.8	14.2	117	4599	24.0	22.8	105	3766	24.0	18.6	105
35 - 44	14781	7664	16.8	51.9	101	1668	15.5	11.3	93	2875	15.0	19.5	90	3120	19.9	21.1	119
45 - 54	11449	5335	11.7	46.6	90	1038	9.7	9.1	75	2337	12.2	20.4	94	1960	12.5	17.1	97
55 - 64	11846	5613	12.3	47.4	92	1269	11.8	10.7	88	2418	12.6	20.4	94	1926	12.3	16.3	92
65 OR OLDER	15459	6755	14.8	43.7	85	1403	13.1	9.1	75	3084	16.1	19.9	92	2268	14.5	14.7	83
18 - 34	34928	20207	44.3	57.9	112	5367	49.9	15.4	127	8422	44.0	24.1	111	6418	40.9	18.4	104
18 - 49	55154	30461	66.8	55.2	107	7604	70.8	13.8	114	12281	64.2	22.3	103	10577	67.4	19.2	108
25 - 54	46433	24239	53.2	52.2	101	5582	51.9	12.0	99	9811	51.3	21.1	98	8846	56.4	19.1	107
35 - 49	20226	10255	22.5	50.7	98	2238	20.8	11.1	91	3859	20.2	19.1	88	4159	26.5	20.6	116
50 OR OLDER	33310	15111	33.2	45.4	88	3141	29.2	9.4	78	6855	35.8	20.6	95	5115	32.6	15.4	87
GRADUATED COLLEGE	12110	6195	13.6	51.2	99	1813	16.9	15.0	123	2621	13.7	21.6	100	1760	11.2	14.5	82
ATTENDED COLLEGE	15309	7941	17.4	51.9	101	2050	19.1	13.4	110	3449	18.0	22.5	104	2442	15.6	16.0	90
GRADUATED HIGH SCHOOL	36912	19294	42.3	52.3	101	4294	40.0	11.6	96	7714	40.3	20.9	97	7286	46.4	19.7	111
DID NOT GRADUATE HIGH SCHOOL	24134	12142	26.6	50.3	98	2588	24.1	10.7	88	5352	28.0	22.2	103	4202	26.8	17.4	98
EMPLOYED FULL-TIME	35457	18812	41.3	53.1	103	4678	43.5	13.2	109	8076	42.2	22.8	105	6057	38.6	17.1	96
EMPLOYED PART-TIME	8514	4327	9.5	50.8	99	1152	10.7	13.5	111	1607	8.4	18.9	87	1569	10.0	18.4	104
NOT EMPLOYED	44494	22434	49.2	50.4	98	4915	45.7	11.0	91	9454	49.4	21.2	98	8065	51.4	18.1	102
PROFESSIONAL/MANAGER	10811	5293	11.6	49.0	95	1433	13.3	13.3	109	2214	11.6	20.5	95	1647	10.5	15.2	86
TECH/CLERICAL/SALES	19640	10380	22.8	52.9	103	2731	25.4	13.9	114	4542	23.7	23.1	107	3108	19.8	15.8	89
PRECISION/CRAFT	1023	552	1.2	54.0	105	**141	1.3	13.8	113	**120	0.6	11.7	54	*291	1.9	28.4	160
OTHER EMPLOYED	12498	6914	15.2	55.3	107	1526	14.2	12.2	101	2808	14.7	22.5	104	2580	16.4	20.6	116
SINGLE	15995	9648	21.2	60.3	117	2730	25.4	17.1	141	4198	21.9	26.2	121	2719	17.3	17.0	96
MARRIED	51689	25797	56.6	49.9	97	5563	51.8	10.8	89	10445	54.6	26.2	93	9788	62.4	18.9	107
DIVORCED/SEPARATED/WIDOWED	20780	10128	22.2	48.7	95	2452	22.8	11.8	97	4493	23.5	21.6	100	3184	20.3	15.3	86
PARENTS	33922	18177	39.9	53.6	104	4116	38.3	12.1	100	7198	37.6	21.2	98	6864	43.7	20.2	114
WHITE	76422	39101	85.8	51.2	99	9089	84.6	11.9	98	16495	86.2	21.6	100	13517	86.1	17.7	100
BLACK	10066	5333	11.7	53.0	103	1473	13.7	14.6	120	2058	10.8	20.4	95	1801	11.5	17.9	101
OTHER	1976	1139	2.5	57.6	112	**183	1.7	9.3	76	*583	3.0	29.5	136	**373	2.4	18.9	106
NORTHEAST-CENSUS	19803	9606	21.1	48.5	94	2155	20.1	10.9	90	3784	19.8	19.1	88	3668	23.4	18.5	104
NORTH CENTRAL	22181	11669	25.6	52.6	102	3005	28.0	13.5	112	4613	24.1	20.8	96	4052	25.8	18.3	103
SOUTH	30082	16062	35.2	53.4	104	3774	35.1	12.5	103	6843	35.8	22.7	105	5445	34.7	18.1	102
WEST	16398	8234	18.1	50.2	97	1812	16.9	11.1	91	3896	20.4	23.8	110	2527	16.1	15.4	87
NORTHEAST-MKTG.	20163	9866	21.6	48.9	95	2187	20.4	10.8	89	3957	20.7	19.6	91	3721	23.7	18.5	104
EAST CENTRAL	13054	7026	15.4	53.8	104	1734	16.1	13.3	109	2612	13.6	20.0	93	2680	17.1	20.5	116
WEST CENTRAL	14993	7932	17.4	52.9	103	2163	20.1	14.4	119	3238	16.9	21.6	100	2531	16.1	16.9	95
SOUTH	25785	13655	30.0	53.0	103	3173	29.5	12.3	101	5856	30.6	22.7	105	4626	29.5	17.9	101
PACIFIC	14470	7094	15.6	49.0	95	1487	13.8	10.3	85	3473	18.1	24.0	111	2134	13.6	14.7	83
COUNTY SIZE A	36705	18077	39.7	49.2	96	4264	39.7	11.6	96	7670	40.1	20.9	97	6143	39.1	16.7	94
COUNTY SIZE B	26819	13979	30.7	52.1	101	3514	32.7	13.1	108	6018	31.4	22.4	104	4447	28.3	16.6	93
COUNTY SIZE C	13597	7490	16.4	55.1	107	1795	16.7	13.2	109	3002	15.7	22.1	102	2694	17.2	19.8	112
COUNTY SIZE D	11344	6026	13.2	53.1	103	1173	10.9	10.3	85	2446	12.8	21.6	100	2408	15.3	21.2	120
METRO CENTRAL CITY	26825	13179	28.9	49.1	95	3643	33.9	13.6	112	5190	27.1	19.3	89	4346	27.7	16.2	91
METRO SUBURBAN	39912	20538	45.1	51.5	100	4580	42.6	11.5	94	9022	47.1	22.6	104	6936	44.2	17.4	98
NON METRO	21728	11856	26.0	54.6	106	2523	23.5	11.6	96	4924	25.7	22.7	105	4409	28.1	20.3	114
TOP 5 ADI'S	20847	10333	22.7	49.6	96	2000	18.6	9.6	79	4723	24.7	22.7	105	3610	23.0	17.3	98
TOP 10 ADI'S	28719	13771	30.2	48.0	93	2840	26.4	9.9	81	6135	32.1	21.4	99	4796	30.6	16.7	94
TOP 20 ADI'S	40904	20442	44.9	50.0	97	4549	42.3	11.1	92	8861	46.3	21.7	100	7032	44.8	17.2	97
MSHLD INC. \$50,000 OR MORE	7931	3771	8.3	47.5	92	809	7.5	10.2	84	1797	9.4	22.7	105	1165	7.4	14.7	83
\$40,000 OR MORE	15233	7346	16.1	48.2	94	1789	16.6	11.7	97	3227	16.9	21.2	98	2329	14.8	15.3	86
\$30,000 OR MORE	28333	13995	30.7	49.4	96	3397	31.6	12.0	99	6097	31.9	21.5	99	4501	28.7	15.9	90
\$25,000 OR MORE	36417	18586	40.8	51.0	99	4543	42.3	12.5	103	7916	41.4	21.7	100	6127	39.0	16.8	95
\$20,000 - \$24,999	9943	5039	11.1	50.7	98	1129	10.5	11.4	93	2250	11.8	22.6	105	1661	10.6	16.7	94
\$15,000 - \$19,999	9211	4720	10.4	51.2	99	1026	9.5	11.1	92	1766	9.2	19.2	89	1929	12.3	20.9	118
\$10,000 - \$14,999	13477	7172	15.7	53.2	103	1680	15.6	12.5	103	2995	15.7	22.2	103	2498	15.9	18.5	104
UNDER \$10,000	19418	10055	22.1	51.8	101	2368	22.0	12.2	100	4209	22.0	21.7	100	3477	22.2	17.9	101
HOUSEHOLD OF 1 PERSON	11987	5522	12.1	46.1	89	1342	12.5	11.2	92	2221	11.6	18.5	86	1960	12.5	16.4	92
2 PEOPLE	27046	13761	30.2	50.9	99	3272	30.5	12.1	100	5641	29.5	20.9	96	4848	30.9	17.9	101
3 OR 4 PEOPLE	34251	17862	39.2	52.2	101	4302	40.0	12.6	103	7639	39.9	22.3	103	5921	37.7	17.3	97
5 OR MORE PEOPLE	15180	8427	18.5	55.5	108	1830	17.0	12.1	99	3636	19.0	24.0	111	2962	18.9	19.5	110
NO CHILD IN MSHLD	49819	24450	53.7	49.1	95	5819	54.2	11.7	96	10606	55.4	21.3	98	8026	51.2	16.1	91
CHILD(REN) UNDER 2 YRS	6045	3064	6.7	50.7	98	629	5.9	10.4	86	1356	7.1	22.4	104	1079	6.9	17.8	101
2 - 5 YEARS	15233	8031	17.6	52.7	102	2265	21.1	14.9	122	3073	16.1	20.2	93	2694	17.2	17.7	100
6 - 11 YEARS	16260	9011	19.8	55.4	108	2064	19.2	12.7	105	3446	18.0	21.2	98	3501	22.3	21.5	121
12 - 17 YEARS	19173	10537	23.1	55.0	107	2159	20.1	11.3	93	4390	22.9	22.9	106	3988	25.4	20.8	117
RESIDENCE OWNED	61371	31136	68.3	50.7	98	7362	68.5	12.0	99	12914	67.5	21.0	97	10860	69.2	17.7	100
VALUE: \$50,000 OR MORE	35355	17222	37.8	48.7	95	4475	41.6	12.7	104	7000	36.6	19.8	92	5748	36.6	16.3	92
VALUE: UNDER \$50,000	26016	13914	30.5	53.5	104	2888	26.9	11.1	91	5914	30.9	22.7	105	5112	32.6	19.6	111

MEDICATED SKIN CARE PRODUCTS: USAGE IN LAST SEVEN DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES		88464	45572	100.0	51.5	100	10745	100.0	12.1	100	19136	100.0	21.6	100	15691	100.0	17.7	100
MAGAZINES	QUINTILE 1	17988	10209	22.4	56.8	110	2819	26.2	15.7	129	4038	21.1	22.4	104	3352	21.4	18.6	105
	QUINTILE 2	19446	9922	21.8	51.0	99	2403	22.4	12.4	102	4374	22.9	22.5	104	3145	20.0	16.2	91
	QUINTILE 3	14626	7626	16.7	52.1	101	1695	15.8	11.6	95	3160	16.5	21.6	100	2771	17.7	18.9	107
	QUINTILE 4	16014	8412	18.5	52.5	102	1838	17.1	11.3	94	3705	19.4	23.1	107	2869	18.3	17.9	101
	QUINTILE 5	20389	9404	20.6	46.1	90	1990	18.5	9.8	80	3860	20.2	18.9	88	3554	22.6	17.4	98
NEWSPAPERS	QUINTILE 1	13830	7101	15.6	51.3	100	1924	17.9	13.9	115	3082	16.1	22.3	103	2095	13.4	15.1	85
	QUINTILE 2	26350	13304	29.2	50.5	98	3097	28.8	11.8	97	5632	29.4	21.4	99	4575	29.2	17.4	98
	QUINTILE 3	12415	6441	14.1	51.9	101	1554	14.5	12.5	103	2599	13.6	20.9	97	2289	14.6	18.4	104
	QUINTILE 4	21911	11474	25.2	52.4	102	2747	25.6	12.5	103	4888	25.5	22.3	103	3840	24.5	17.5	99
	QUINTILE 5	13960	7253	15.9	52.0	101	1423	13.2	10.2	84	2937	15.3	21.0	97	2893	18.4	20.7	117
OUTDOOR	QUINTILE 1	16810	8814	19.3	52.4	102	2315	21.5	13.8	113	3843	20.1	22.9	106	2656	16.9	15.8	89
	QUINTILE 2	17101	9203	20.2	53.8	104	2024	18.8	11.8	97	3867	20.2	22.6	105	3313	21.1	19.4	109
	QUINTILE 3	17579	8713	19.1	49.6	96	1942	18.1	11.0	91	3591	18.8	20.4	94	3180	20.3	18.1	102
	QUINTILE 4	18343	9397	20.6	51.2	99	2324	21.6	12.7	104	3963	20.7	21.6	100	3110	19.8	17.0	96
	QUINTILE 5	18631	9446	20.7	50.7	98	2140	19.9	11.5	95	3873	20.2	20.8	96	3433	21.9	18.4	104
RADIO-DRIVE TIME	QUINTILE 1	17390	9061	19.9	52.1	101	2348	21.9	13.5	111	3583	18.7	20.6	95	3130	19.9	18.0	101
	QUINTILE 2	16591	9099	20.0	54.8	106	2226	20.7	13.4	110	3653	19.1	22.0	102	3221	20.5	19.4	109
	QUINTILE 3	16910	8679	19.0	51.3	100	2248	20.9	13.3	109	3687	19.3	21.8	101	2744	17.5	16.2	91
	QUINTILE 4	18002	9044	19.8	50.2	98	2077	19.3	11.5	95	3684	19.3	20.5	95	3283	20.9	18.2	103
	QUINTILE 5	19572	9689	21.3	49.5	96	1846	17.2	9.4	78	4530	23.7	23.1	107	3313	21.1	16.9	95
RADIO-MID- DAY	TERCILE 1	23248	12322	27.0	53.0	103	3125	29.1	13.4	111	4966	26.0	21.4	99	4232	27.0	18.2	103
	TERCILE 2	23667	12904	28.3	54.5	106	3052	28.4	12.9	106	5496	28.7	23.2	107	4356	27.8	18.4	104
	TERCILE 3	41549	20346	44.6	49.0	95	4568	42.5	11.0	91	8675	45.3	20.9	97	7103	45.3	17.1	96
RADIO-TOTAL	QUINTILE 1	17786	9632	21.1	54.2	105	2507	23.3	14.1	116	3895	20.4	21.9	101	3230	20.6	18.2	102
	QUINTILE 2	17316	9542	20.9	55.1	107	2453	22.8	14.2	117	3576	18.7	20.7	95	3514	22.4	20.3	114
	QUINTILE 3	18428	9155	20.1	49.7	96	2208	20.5	12.0	99	4009	21.0	21.8	101	2938	18.7	15.9	90
	QUINTILE 4	17669	8854	19.4	50.1	97	1938	18.0	11.0	90	3932	20.5	22.3	103	2984	19.0	16.9	95
	QUINTILE 5	17265	8390	18.4	48.6	94	1640	15.3	9.5	78	3724	19.5	21.6	100	3026	19.3	17.5	99
TV-PRIME TIME	QUINTILE 1	17416	9668	21.2	55.5	108	2032	18.9	11.7	96	4236	22.1	24.3	112	3399	21.7	19.5	110
	QUINTILE 2	17413	8673	19.0	49.8	97	2145	20.0	12.3	101	3639	19.0	20.9	97	2889	18.4	16.6	94
	QUINTILE 3	17943	9078	19.9	50.6	98	2158	20.1	12.0	99	3646	19.1	20.3	94	3274	20.9	18.2	103
	QUINTILE 4	18442	9566	21.0	51.9	101	2194	20.4	11.9	98	4202	22.0	22.8	105	3171	20.2	17.2	97
	QUINTILE 5	17250	8587	18.8	49.8	97	2216	20.6	12.8	106	3414	17.8	19.8	91	2958	18.9	17.1	97
TV-DAYTIME	TERCILE 1	29966	15301	33.6	51.1	99	3364	31.3	11.2	92	6493	33.9	21.7	100	5444	34.7	18.2	102
	TERCILE 2	29480	15219	33.4	51.6	100	3666	34.1	12.4	102	6294	32.9	21.4	99	5259	33.5	17.8	101
	TERCILE 3	29018	15052	33.0	51.9	101	3716	34.6	12.8	105	6349	33.2	21.9	101	4988	31.8	17.2	97
TV-TOTAL	QUINTILE 1	17740	9399	20.6	53.0	103	1953	18.2	11.0	91	4061	21.2	22.9	106	3385	21.6	19.1	108
	QUINTILE 2	17674	9312	20.4	52.7	102	2103	19.6	11.9	98	3980	20.8	22.5	104	3229	20.6	18.3	103
	QUINTILE 3	17730	9166	20.1	51.7	100	2264	21.1	12.8	105	3824	20.0	21.6	100	3079	19.6	17.4	98
	QUINTILE 4	17563	8665	19.0	49.3	96	2299	21.4	13.1	108	3524	18.4	20.1	93	2842	18.1	16.2	91
	QUINTILE 5	17757	9030	19.8	50.9	99	2126	19.8	12.0	99	3747	19.6	21.1	98	3157	20.1	17.8	100
MAGAZINES-NEWSPAPERS: DUAL		23278	12482	27.4	53.6	104	3174	29.5	13.6	112	5392	28.2	23.2	107	3917	25.0	16.8	95
MAGAZINE IMPERATIVE		21634	11849	26.0	54.8	106	2951	27.5	13.6	112	4768	24.9	22.0	102	4130	26.3	19.1	108
NEWSPAPER IMPERATIVE		23455	11114	24.4	47.4	92	2459	22.9	10.5	86	4702	24.6	20.0	93	3954	25.2	16.9	95
MAGAZINES-OUTDOOR: DUAL		17482	9615	21.1	55.0	107	2627	24.4	15.0	124	4033	21.1	23.1	107	2955	18.8	16.9	95
MAGAZINE IMPERATIVE		28830	15068	33.1	52.3	101	3666	34.1	12.7	105	6283	32.8	21.8	101	5119	32.6	17.8	100
OUTDOOR IMPERATIVE		26119	12820	28.1	49.1	95	2680	24.9	10.3	84	5313	27.8	20.3	94	4827	30.8	18.5	104
MAGAZINES-RADIO: DUAL		20162	10932	24.0	54.2	105	3057	28.5	15.2	125	4045	21.1	20.1	93	3831	24.4	19.0	107
MAGAZINE IMPERATIVE		26292	13729	30.1	52.2	101	3109	28.9	11.8	97	6220	32.5	23.7	109	4400	28.0	16.7	94
RADIO IMPERATIVE		25308	13202	29.0	52.2	101	3061	28.5	12.1	100	5476	28.6	21.6	100	4665	29.7	18.4	104
MAGAZINES-TELEVISION: DUAL		17312	9493	20.8	54.8	106	2319	21.6	13.4	110	3933	20.6	22.7	105	3240	20.6	18.7	106
MAGAZINE IMPERATIVE		29099	15029	33.0	51.6	100	3896	36.3	13.4	110	6188	32.3	21.3	98	4945	31.5	17.0	96
TELEVISION IMPERATIVE		27505	13957	30.6	50.7	99	2869	26.7	10.4	86	6068	31.7	22.1	102	5020	32.0	18.3	103
NEWSPAPERS-OUTDOOR: DUAL		18628	10038	22.0	53.9	105	2677	24.9	14.4	118	4199	21.9	22.5	104	3162	20.2	17.0	96
NEWSPAPER IMPERATIVE		29178	14448	31.7	49.5	96	3354	31.2	11.5	95	6122	32.0	21.0	97	4972	31.7	17.0	96
OUTDOOR IMPERATIVE		25260	13098	28.7	51.9	101	2846	26.5	11.3	93	5571	29.1	22.1	102	4680	29.8	18.5	104
NEWSPAPERS-RADIO: DUAL		19246	9954	21.8	51.7	100	2717	25.3	14.1	116	3864	20.2	20.1	93	3373	21.5	17.5	99
NEWSPAPER IMPERATIVE		28155	14010	30.7	49.8	97	3030	28.2	10.8	89	6444	33.7	22.9	106	4537	28.9	16.1	91
RADIO IMPERATIVE		25308	13885	30.5	54.9	107	3278	30.5	13.0	107	5643	29.5	22.3	103	4964	31.6	19.6	111
NEWSPAPERS-TELEVISION: DUAL		18615	9454	20.7	50.8	99	2090	19.5	11.2	92	4141	21.6	22.2	103	3223	20.5	17.3	98
NEWSPAPER IMPERATIVE		29207	14738	32.3	50.5	98	3862	35.9	13.2	109	6103	31.9	20.9	97	4773	30.4	16.3	92
TELEVISION IMPERATIVE		25472	13938	30.6	54.7	106	3048	28.4	12.0	99	5923	31.0	23.3	107	4967	31.7	19.5	110
OUTDOOR-RADIO: DUAL		17292	9412	20.7	54.4	106	2206	20.5	12.8	105	3943	20.6	22.8	105	3263			

MEDICATED SKIN CARE PRODUCTS: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	45572	100.0	51.5	100	10745	100.0	12.1	100	19136	100.0	21.6	100	15691	100.0	17.7	100
ATLANTIC MONTHLY	415	*196	0.4	47.2	92	**38	0.4	9.2	75	**110	0.6	26.5	123	**49	0.3	11.8	67
BARRON'S	522	*295	0.6	56.5	110	**71	0.7	13.6	112	**137	0.7	26.2	121	**87	0.6	16.7	94
BETTER HOMES & GARDENS	17429	9311	20.4	53.4	104	2340	21.8	13.4	111	3967	20.7	22.8	105	3004	19.1	17.2	97
BON APPETIT	2772	1516	3.3	54.7	106	445	4.1	15.9	131	652	3.4	23.5	109	424	2.7	15.3	86
BUSINESS WEEK	1469	827	1.8	56.3	109	*192	1.8	13.1	108	310	1.6	21.1	98	*326	2.1	22.2	125
CAR AND DRIVER	397	*221	0.5	55.7	108	**55	0.5	13.9	114	**117	0.6	29.5	136	**49	0.3	12.3	70
CBS MAGAZINE NETWORK (GROSS)	1633	935	2.1	57.3	111	356	3.3	21.8	179	*291	1.5	17.8	82	287	1.8	17.6	99
CHANGING TIMES	1554	825	1.8	53.1	103	243	2.3	15.6	129	320	1.7	20.6	95	262	1.7	16.9	95
COLONIAL HOMES	1304	775	1.7	59.4	115	*268	2.5	20.6	169	*224	1.2	17.2	79	284	1.8	21.8	123
CONDE NAST MAG. PKG. (GROSS)	17558	10247	22.5	57.4	111	3275	30.5	18.3	151	4239	22.2	23.7	110	2732	17.4	15.3	86
CONSUMERS DIGEST	1406	663	1.5	47.2	92	*193	1.8	13.7	113	*183	1.0	13.0	60	286	1.8	20.3	115
COSMOPOLITAN	8815	4770	10.5	54.1	105	1343	12.5	15.2	125	2148	11.2	24.4	113	1279	8.2	14.5	82
COUNTRY LIVING	2434	1496	3.3	56.8	110	439	4.1	16.7	137	549	2.9	20.8	96	508	3.2	19.3	109
CUISINE	1554	711	1.6	45.8	89	*170	1.6	10.9	90	*335	1.8	21.6	100	*206	1.3	13.3	75
CYCLE WORLD	469	*320	0.7	68.2	132	**82	0.8	17.5	144	**122	0.6	26.0	120	**116	0.7	24.7	139
DCI:CREATIVE IDEAS FOR LIV	2631	1443	3.2	54.8	106	379	3.5	14.4	119	603	3.2	22.9	106	461	2.9	17.5	99
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3767	8.3	53.3	104	1113	10.4	15.8	130	1517	7.9	21.5	99	1137	7.2	16.1	91
DISCOVER	998	614	1.3	61.5	119	*173	1.6	17.3	143	*205	1.1	20.5	95	*236	1.5	23.6	133
EBONY	4289	2350	5.2	54.8	106	710	6.6	16.6	136	858	4.5	20.0	92	782	5.0	18.2	103
ESQUIRE	1176	723	1.6	61.5	119	*172	1.6	14.6	120	271	1.4	23.0	107	*280	1.8	23.8	134
ESSENCE	2392	1303	2.9	54.5	106	489	4.6	20.4	168	413	2.2	17.3	80	401	2.6	16.8	95
FAMILY CIRCLE	17209	9342	20.5	54.3	105	2509	23.4	14.6	120	3785	19.4	22.0	102	3048	19.4	17.7	100
THE FAMILY HANDYMAN	1184	591	1.3	49.9	97	*155	1.4	13.1	108	*260	1.8	22.0	102	*177	1.1	14.9	84
FAMILY WEEKLY	12391	6687	14.7	54.0	105	1578	14.7	12.7	105	2809	14.7	22.7	105	2301	14.7	18.6	105
FIELD & STREAM	2438	1338	2.9	54.9	107	346	3.2	14.2	117	552	2.9	22.6	105	439	2.8	18.0	102
FOOD & WINE	614	335	0.7	54.6	106	*135	1.3	22.0	181	**104	0.5	16.9	78	**96	0.6	15.6	88
FORBES	813	391	0.9	48.1	93	**99	0.9	12.2	100	**161	0.8	19.8	92	*131	0.8	16.1	91
FORTUNE	1083	639	1.4	59.0	115	**138	1.3	12.7	105	*233	1.2	21.5	99	*267	1.7	24.7	139
GENTLEMEN'S QUARTERLY	1197	711	1.6	59.4	115	*299	2.8	25.0	206	*247	1.3	20.6	95	*165	1.1	13.8	78
GLAMOUR	6625	3972	8.7	60.0	116	1127	10.5	17.0	140	1801	9.4	27.2	126	1044	6.7	15.8	89
GOLF DIGEST	707	240	0.5	33.9	66	**86	0.8	12.2	100	**57	0.3	8.1	37	**98	0.6	13.9	78
GOLF DIGEST/TENNIS (GROSS)	1316	587	1.3	44.6	87	*168	1.6	12.8	105	**138	0.7	10.5	48	282	1.8	21.4	121
GOLF MAGAZINE	469	**145	0.3	30.9	60	**19	0.2	4.1	33	**82	0.4	17.5	81	**44	0.3	9.4	53
GOLF MAGAZINE/SKI (GROSS)	1060	447	1.0	42.2	82	**87	0.8	8.2	68	*216	1.1	20.4	94	*145	0.9	13.7	77
GOOD HOUSEKEEPING	17784	9533	20.9	53.6	104	2558	23.8	14.4	118	3758	19.6	21.1	98	3217	20.5	18.1	102
HARPER'S BAZAAR	2931	1617	3.5	55.2	107	499	4.6	17.0	140	669	3.5	22.8	106	449	2.9	15.3	86
HEALTH	2198	1075	2.4	48.9	95	325	3.0	14.8	122	476	2.5	21.6	100	*273	1.7	12.4	70
HEARST MAG CORP. BUY (GROSS)	49148	26589	58.3	54.1	105	7840	73.0	16.0	131	10426	54.5	21.2	98	8322	53.0	16.9	95
HEARST MAN POWER (GROSS)	2113	1212	2.7	57.4	111	510	4.7	24.1	199	346	1.8	16.4	76	356	2.3	16.8	95
HEARST WOMAN POWER (GROSS)	35042	18979	41.6	54.1	105	5244	48.8	15.0	123	7825	40.9	22.3	103	5911	37.7	16.9	95
HOUSE BEAUTIFUL	3845	1998	4.4	51.7	100	726	6.8	18.8	155	664	3.5	17.2	79	607	3.9	15.7	89
INC.	315	*194	0.4	61.6	120	**46	0.4	14.6	120	**85	0.4	27.0	125	**64	0.4	20.3	115
JET	3690	1887	4.1	51.1	99	558	5.2	15.1	124	733	3.8	19.9	92	596	3.8	16.2	91
LADIES' HOME JOURNAL	17930	7101	15.6	54.9	107	1747	16.3	13.5	111	2916	15.2	22.6	104	2438	15.5	18.9	106
LHJ FAMILY GRP COMBO(GROSS)	18161	9821	21.6	54.1	105	2567	23.9	14.1	116	4070	21.3	22.4	104	3183	20.3	17.5	99
LIFE	5065	2701	5.9	53.3	104	668	6.2	13.2	109	1113	5.8	22.0	102	920	5.9	18.2	102
L.A. TIMES HOME MAGAZINE	1310	712	1.6	54.4	106	*163	1.5	12.4	102	*398	2.1	30.4	140	*151	1.0	11.5	65
MADEMOISELLE	3759	2191	4.8	58.3	113	735	6.8	19.6	161	918	4.8	24.4	113	538	3.4	14.3	81
MC CALL'S	14658	7886	17.3	53.8	104	2104	19.6	14.4	118	3347	17.5	22.8	106	2434	15.5	16.6	94
MC CALL'S/WRK MOTHER (GROSS)	15857	8543	18.7	53.9	105	2282	21.2	14.4	118	3592	18.8	22.7	105	2669	17.0	16.8	95
MECHANIC ILLUSTRATED	809	435	1.0	53.8	104	**60	0.6	7.4	61	*242	1.3	29.9	138	*133	0.8	16.4	93
METROPOLITAN HOME	1009	567	1.2	56.2	109	*240	2.2	23.8	196	*178	0.9	17.6	82	*148	0.9	14.7	83
MONEY	1707	908	2.0	53.2	103	*302	2.8	17.7	146	315	1.6	18.5	85	292	1.9	17.1	96
MOTHER EARTH NEWS	1123	663	1.5	59.0	115	*176	1.6	15.7	129	*237	1.2	21.1	98	*250	1.6	22.3	126
MS.	932	569	1.2	61.1	119	*238	2.2	25.5	210	*207	1.1	22.2	103	*123	0.8	13.2	74
NATIONAL ENQUIRER	11971	6851	15.0	57.2	111	1489	13.9	12.4	102	2894	15.1	24.2	112	2469	15.7	20.6	116
NATIONAL GEOGRAPHIC	10503	5601	12.3	53.3	104	1557	14.5	14.8	122	2047	10.7	19.5	90	1997	12.7	19.0	107
NATIONAL SUNDAY MAGAZINE PKG	54325	28154	61.8	51.8	101	7028	65.4	12.9	107	11802	61.7	21.7	100	9324	59.4	17.2	97
NATURAL HISTORY	626	300	0.7	47.9	93	*114	1.1	18.2	150	**93	0.5	14.9	69	**94	0.6	15.0	85
NEW WOMAN	1992	998	2.2	50.1	97	241	2.2	12.1	100	529	2.8	26.6	123	228	1.5	11.4	65
NEW YORK INCLUDING CUE	547	259	0.6	47.3	92	**57	0.5	10.4	86	**71	0.4	13.0	60	*131	0.8	23.9	135
THE NEW YORKER	1380	720	1.6	52.2	101	*238	2.2	17.2	142	302	1.6	21.9	101	*180	1.1	13.0	74
NEWSWEEK	6925	3757	8.2	54.3	105	984	9.2	14.2	117	1620	8.5	23.4	108	1153	7.3	16.6	94
THE N.Y. TIMES DAILY EDITION	1363	587	1.3	43.1	84	*156	1.5	11.4	94	257	1.3	18.9	87	*174	1.1	12.8	72
THE N.Y. TIMES MAGAZINE	2333	1125	2.5	48.2	94	*330	3.1	14.1	116	414	2.2	17.7	82	382	2.4	16.4	92
OWN	872	534	1.2	61.2	119	*225	2.1	25.8	212	*136	0.7	15.6	72	*173	1.1	19.8	112
ON CABLE	1298	634	1.4	48.8	95	**127	1.2	9.8	81	*327	1.7	25.2	116	*180	1.1	13.9	78
1001 HOME IDEAS	3032	1645	3.6	54.3	105	495	4.6	16.3	134	678	3.5	22.4	103	472	3.0	15.6	88
ORGANIC GARDENING	1680	847	1.9	50.4	98	*223	2.1	13.3	109	290	1.5	17.3	80	334	2.1	19.9	112
OUTDOOR LIFE	960	582	1.3	60.6	118	*178	1.7	18.5	153	*177	0.9	18.4	85	*227	1.4	23.6	133
PARADE MAGAZINE	26755	13717	30.1	51.3	100	3317	30.9	12.4	102	5812	30.4	21.7	100	4588	29.2	17.1	97

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL FEMALES	88464	45572	100.0	51.5	100	10745	100.0	12.1	100	19136	100.0	21.6	100	15691	100.0	17.7	100
PARENTS	4173	2406	5.3	57.7	112	805	7.5	19.3	159	758	4.0	18.2	84	843	5.4	20.2	114
PENTHOUSE	973	605	1.3	62.2	121	**244	2.3	25.1	206	*212	1.1	21.8	101	**148	0.9	15.2	86
PEOPLE	13479	7404	16.2	54.9	107	1837	17.1	13.6	112	3247	17.0	24.1	111	2320	14.8	17.2	97
PLAYBOY	1133	1237	2.7	56.7	110	329	3.1	15.1	124	460	2.4	21.1	97	448	2.9	20.5	116
POPULAR HOT RODDING	388	*241	0.5	62.1	121	**118	1.1	30.4	250	**44	0.2	11.3	52	**79	0.5	20.4	115
POPULAR MECHANICS	1037	531	1.2	51.2	99	**209	1.9	20.2	166	*204	1.1	19.7	91	**118	0.8	11.4	64
POPULAR SCIENCE	920	507	1.1	55.1	107	*128	1.2	13.9	115	**166	0.9	18.0	83	*213	1.4	23.2	131
PREVENTION	4071	1901	4.2	46.7	91	537	5.0	13.2	109	700	3.7	17.2	79	664	4.2	16.3	92
PSYCHOLOGY TODAY	1940	951	2.1	49.0	95	271	2.5	14.0	115	306	1.6	15.8	73	374	2.4	19.3	109
READER'S DIGEST	24031	12474	27.4	51.9	101	2757	25.7	11.5	94	5501	28.7	22.9	106	4216	26.9	17.5	99
REDBOOK	8464	4676	10.3	55.2	107	1343	12.5	15.9	131	1918	10.0	22.7	105	1414	9.0	16.7	94
ROAD & TRACK	429	*237	0.5	55.2	107	**75	0.7	17.5	144	**70	0.4	16.3	75	**92	0.6	21.4	121
ROLLING STONE	1355	940	2.1	69.4	135	*264	2.5	19.5	160	453	2.4	33.4	155	*223	1.4	16.5	93
RUNNER'S WORLD	324	*159	0.3	48.3	94	*61	0.6	18.5	153	**56	0.3	17.0	79	**42	0.3	12.8	72
SATURDAY EVENING POST	1266	693	1.5	54.7	106	*158	1.5	12.5	103	250	1.3	19.7	91	284	1.8	22.4	126
SCIENCE 84	703	391	0.9	55.7	108	*111	1.0	15.8	130	**129	0.7	18.4	85	*151	1.0	21.5	121
SCIENCE DIGEST	553	310	0.7	56.1	109	**158	1.5	28.6	235	**59	0.3	10.7	49	**92	0.6	16.6	94
SCIENTIFIC AMERICAN	615	322	0.7	52.4	102	**108	1.0	17.6	145	**108	0.6	17.6	81	**107	0.7	17.4	98
SELF	2881	1648	3.6	61.4	119	574	5.3	21.4	176	636	3.3	23.7	110	438	2.8	16.3	92
SEVENTEEN	3309	2047	4.5	61.9	120	619	5.8	18.7	154	740	3.9	22.4	103	687	4.4	20.8	117
EKI	591	303	0.7	51.3	100	**68	0.6	11.5	95	**133	0.7	22.5	104	**101	0.6	17.1	96
SMITHSONIAN	3039	1506	3.3	49.6	96	445	4.1	14.6	121	628	3.3	20.7	96	432	2.8	14.2	80
SOAP OPERA DIGEST	3683	2249	4.9	61.1	119	590	5.5	16.0	132	852	4.5	23.1	107	807	5.1	21.9	124
SOUTHERN LIVING	4434	2324	5.1	52.4	102	734	6.8	16.6	136	913	4.8	20.6	95	676	4.3	15.2	86
SPORT	701	372	0.8	53.1	103	**107	1.0	15.3	126	*81	0.4	11.6	53	*184	1.2	26.2	148
THE SPORTING NEWS	516	*320	0.7	61.8	120	**206	1.9	39.8	327	**83	0.4	16.0	74	**31	0.2	6.0	34
SPORTS AFIELD	523	371	0.8	70.9	138	**142	1.3	27.2	224	**83	0.4	15.9	73	**146	0.9	27.9	157
SPORTS ILLUSTRATED	3325	1906	4.2	57.3	111	593	5.5	17.8	147	757	4.0	22.8	105	556	3.5	16.7	94
STAR	8567	4946	10.9	57.7	112	974	9.1	11.4	94	2239	11.7	26.1	121	1733	11.0	20.2	114
SUNDAY	2730	13791	30.3	49.9	97	3857	35.9	14.0	115	5628	29.4	20.4	94	4305	27.4	15.6	88
SUNSET	2219	1028	2.3	46.3	90	*250	2.3	11.3	93	432	2.3	19.5	90	345	2.2	15.5	88
TV GUIDE	24256	13084	28.7	53.9	105	2692	25.1	11.1	91	5365	28.0	22.1	102	5027	32.0	20.7	117
TENNIS	609	347	0.8	57.0	111	*82	0.8	13.5	111	*81	0.4	13.3	61	*184	1.2	30.2	170
TIME	9929	5404	11.9	54.4	106	1404	13.1	14.1	116	2218	11.6	22.3	103	1782	11.4	17.9	101
TOWN & COUNTRY	1062	434	1.0	40.9	79	*130	1.2	12.2	101	*105	0.5	9.9	46	*198	1.3	18.6	105
TRAVEL & LEISURE	1051	470	1.0	44.7	87	*182	1.7	17.3	143	*144	0.8	13.7	63	*144	0.9	13.7	77
TRUE STORY	3946	2353	5.2	59.6	116	566	5.3	14.3	118	847	4.4	21.5	99	940	6.0	23.8	134
U.S. NEWS & WORLD REPORT	3782	1997	4.4	52.8	103	498	4.6	13.2	108	837	4.4	22.1	102	661	4.2	17.5	99
USA TODAY	1874	1018	2.2	54.3	105	258	2.4	13.8	113	465	2.4	24.8	115	295	1.9	15.7	89
US	2213	1471	3.2	66.5	129	429	4.0	19.4	160	501	2.6	22.6	105	541	3.4	24.4	131
VOGUE	4792	2435	5.3	50.8	99	840	7.8	17.5	144	884	4.6	18.4	85	712	4.5	14.9	84
WALL STREET JOURNAL	2045	975	2.1	47.7	93	346	3.2	16.9	139	378	2.0	18.5	85	251	1.6	12.3	69
WEIGHT WATCHERS	2364	1247	2.7	52.7	102	281	2.6	11.9	98	544	2.8	23.0	106	422	2.7	17.9	101
WOMAN'S DAY	15182	8013	17.6	52.8	102	2238	20.8	14.7	121	3266	17.1	21.5	99	2509	16.0	16.5	93
WORKING MOTHER	1198	657	1.4	54.8	106	*178	1.7	14.9	122	*245	1.3	20.5	95	234	1.5	19.5	110
WORKING WOMAN	1523	806	1.8	52.9	103	293	2.7	19.2	158	*247	1.3	16.2	75	266	1.7	17.5	98
WORLD TENNIS	*183	**96	0.2	52.5	102	*51	0.5	27.9	229	**24	0.1	13.1	61	**20	0.1	10.9	62
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1538	3.4	55.4	108	479	4.5	17.3	142	606	3.2	21.8	101	453	2.9	16.3	92
BLAIR INSERTS	47909	24557	53.9	51.3	100	6248	58.1	13.0	107	10277	53.7	21.5	99	8032	51.2	16.8	95
DAILY NEWSPAPERS																	
READ ANY	56731	28929	63.5	51.0	99	7023	65.4	12.4	102	12159	63.5	21.4	99	9747	62.1	17.2	97
READ ONE	47696	24409	53.6	51.2	99	5787	53.9	12.1	100	10219	53.4	21.4	99	8404	53.6	17.6	99
READ TWO OR MORE	9034	4520	9.9	50.0	97	1237	11.5	13.7	113	1940	10.1	21.5	99	1343	8.6	14.9	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	29716	65.2	51.5	100	7426	69.1	12.9	106	12496	65.3	21.6	100	9794	62.4	17.0	96
READ ONE	50513	25832	56.7	51.1	99	6365	59.2	12.6	104	10808	56.5	21.4	99	8659	55.2	17.1	97
READ TWO OR MORE	7219	3884	8.5	53.8	104	1061	9.9	14.7	121	1688	8.8	23.4	108	1135	7.2	15.7	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.43				28.36				28.87				27.95			
30 DAY REACH	78184	39959	87.7	51.1	99	9620	89.5	12.3	101	16834	88.0	21.5	100	13504	86.1	17.3	97
50 SHWG - 30 DAY AV FREQ	14.80	14.86				14.82				15.13				14.56			
30 DAY REACH	74239	38271	84.0	51.6	100	9218	85.8	12.4	102	16074	84.0	21.7	100	12979	82.7	17.5	99
25 SHWG - 30 DAY AV FREQ	8.05	8.03				8.09				8.09				7.92			
30 DAY REACH	68254	35425	77.7	51.9	101	8434	78.5	12.4	102	15063	78.7	22.1	102	11928	76.0	17.5	99
CABLE TV: HOME WIRED	35215	18369	40.3	52.2	101	4376	40.7	12.4	102	8071	42.2	22.9	106	5922	37.7	16.8	95
HOME NOT WIRED	53250	27204	59.7	51.1	99	6369	59.3	12.0	98	11065	57.8	20.8	96	9769	62.3	18.3	103
HAVE PAY CABLE	17885	9609	21.1	53.7	104	2276	21.2	12.7	105	4361	22.8	24.4	113	2972	18.9	16.6	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	38464	45572	100.0	51.5	100	10745	100.0	12.1	100	19136	100.0	21.6	100	15691	100.0	17.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	25218	55.3	52.5	102	6354	59.1	13.2	109	10315	53.9	21.5	99	8550	54.5	17.8	100
10:00 AM - 3:00 PM	33674	18142	39.8	53.9	105	4450	41.4	13.2	109	7483	39.1	22.2	103	6208	39.6	18.4	104
3:00 PM - 7:00 PM	34431	18578	40.8	54.0	105	4731	44.0	13.7	113	7313	38.2	21.2	98	6534	41.6	19.0	107
7:00 PM - MIDNIGHT	17761	9432	20.7	53.1	103	2286	21.3	12.9	106	3770	19.7	21.2	98	3377	21.5	19.0	107
MIDNIGHT - 6:00 AM	10087	5446	12.0	54.0	105	1379	12.8	13.7	113	2276	11.9	22.6	104	1791	11.4	17.8	100
6:00 AM - MIDNIGHT	64318	34045	74.7	52.9	103	8341	77.6	13.0	107	14083	73.6	21.9	101	11622	74.1	18.1	102
ENTIRE DAY	65181	34507	75.7	52.9	103	8436	78.5	12.9	107	14313	74.8	22.0	102	11758	74.9	18.0	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	9200	20.2	52.8	103	2114	19.7	12.1	100	3952	20.7	22.7	105	3134	20.0	18.0	101
ALL NEWS	2520	1184	2.6	47.0	91	*184	1.7	7.3	60	557	2.9	22.1	102	442	2.8	17.5	99
AOR/PROGRESSIVE	4419	2481	5.4	56.1	109	650	6.0	14.7	121	1017	5.3	23.0	106	815	5.2	18.4	104
BEAUTIFUL MUSIC	6119	3234	7.1	52.9	103	833	7.8	13.6	112	1327	6.9	21.7	100	1073	6.8	17.5	99
BLACK	2623	1355	3.0	51.7	100	368	3.4	14.0	116	608	3.2	23.2	107	379	2.4	14.4	81
CLASSICAL	1553	788	1.7	50.7	98	*185	1.7	11.9	98	327	1.7	21.1	97	*276	1.8	17.8	100
CHR/ROCK	11282	6767	14.8	60.0	116	1860	17.3	16.5	136	2668	13.9	23.6	109	2239	14.3	19.8	112
COUNTRY	13343	7093	15.6	53.2	103	1708	15.9	12.8	105	2653	13.9	19.9	92	2732	17.4	20.5	115
GOLDEN OLDIES	1299	652	1.4	50.2	97	*177	1.6	13.6	112	326	1.7	25.1	116	*150	1.0	11.5	65
MOR/NOSTALGIA	5241	2589	5.7	49.4	96	588	5.5	11.2	92	1090	5.7	20.8	96	911	5.8	17.4	98
NEWS/TALK	4165	2061	4.5	49.5	96	467	4.3	11.2	92	843	4.4	20.2	94	751	4.8	18.0	102
RELIGIOUS	3324	1507	3.3	45.3	88	422	3.9	12.7	105	577	3.0	17.4	80	507	3.2	15.3	86
SOFT ROCK	609	343	0.8	56.3	109	**96	0.9	15.8	130	**71	0.4	11.7	54	*177	1.1	29.1	164
URBAN CONTEMPORARY	1853	1040	2.3	56.1	109	301	2.8	16.2	134	404	2.1	21.8	101	335	2.1	18.1	102
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1975	4.3	53.0	103	508	4.7	13.6	112	683	3.6	18.3	85	785	5.0	21.1	119
ABC DIRECTION	2488	1336	2.9	53.7	104	197	1.8	7.9	65	525	2.7	21.1	98	614	3.9	24.7	139
ABC ENTERTAINMENT	5129	2535	5.6	49.4	96	509	4.7	9.9	82	1002	5.2	19.5	90	1024	6.5	20.0	113
ABC FM	2498	1500	3.3	60.0	117	470	4.4	18.8	155	570	3.0	22.8	105	460	2.9	18.4	104
ABC INFORMATION	5721	2849	6.3	49.8	97	744	6.9	13.0	107	1197	6.3	20.9	97	908	5.8	15.9	89
ABC ROCK	2021	1194	2.6	59.1	115	314	2.9	15.5	128	479	2.5	23.7	110	401	2.6	19.8	112
CBS	4756	2389	5.2	90.2	98	568	5.3	11.9	98	992	5.2	20.9	96	829	5.3	17.4	98
MUTUAL	5272	2905	6.4	55.1	107	727	6.8	13.8	114	1032	5.4	19.6	90	1146	7.3	21.7	123
NBC	4964	2351	5.2	47.4	92	584	5.4	11.8	97	1001	5.2	20.2	93	766	4.9	15.4	87
RADIO RADIO	2218	1154	2.5	52.0	101	*265	2.5	11.9	98	480	2.5	21.6	100	409	2.6	18.4	104
RKO ONE	2565	1512	3.3	58.9	114	418	3.9	16.3	134	644	3.4	25.1	116	451	2.9	17.6	99
RKO TWO	3640	2064	4.5	56.7	110	477	4.4	13.1	108	813	4.2	22.3	103	774	4.9	21.3	120
THE SOURCE	2467	1468	3.2	59.5	116	328	3.1	13.3	109	592	3.1	24.0	111	548	3.5	22.2	125
NON-HIRED : BLAIR	9466	4927	10.8	52.0	101	1141	10.6	12.1	99	1933	10.1	20.4	94	1853	11.8	19.6	110
INTERNET	13616	7610	16.7	55.9	108	2003	18.6	14.7	121	3095	16.2	22.7	105	2512	16.0	18.4	104
KATZ RADIO GROUP	16998	9475	20.8	55.7	108	2476	23.0	14.6	120	3766	19.7	22.2	102	3233	20.6	19.0	107
SUPERNET	11622	5905	13.0	50.8	99	1468	13.7	12.6	104	2452	12.8	21.1	98	1986	12.7	17.1	96
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	4697	10.3	49.8	97	929	8.6	9.9	81	2045	10.7	21.7	100	1722	11.0	18.3	103
MKDAY 9:00 AM - 1:00 PM	13304	6841	15.0	51.4	100	1506	14.0	11.3	93	2869	15.0	21.6	100	2467	15.7	18.5	105
MKDAY 1:00 PM - 4:30 PM	17591	9100	20.0	51.7	100	1994	18.6	11.3	93	3857	20.2	21.9	101	3249	20.7	18.5	104
MKDAY 4:30 PM - 7:30 PM	24418	12613	27.7	51.7	100	2811	26.2	11.5	95	5514	28.8	22.6	104	4288	27.3	17.6	99
MKDAY 7:30 PM - 8:00 PM	34400	17685	38.8	51.4	100	3889	36.2	11.3	93	7613	39.8	22.1	102	6182	39.4	18.0	101
MKDAY 11:00 PM - 11:30 PM	26120	13445	29.5	51.5	100	3084	28.7	11.8	97	5623	29.4	21.5	100	4738	30.2	18.1	102
MKDAY 11:30 PM - 1:00 AM	8402	4444	9.8	52.9	103	1036	9.6	12.3	102	1813	9.5	21.6	100	1595	10.2	19.0	107
M-SAT 8-11 PM+SUN 7-11 PM	36828	19279	42.3	52.3	102	4427	41.2	12.0	99	8222	43.0	22.3	103	6630	42.3	18.0	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	4046	8.9	56.0	109	1003	9.3	13.9	114	1483	7.7	20.5	95	1559	9.9	21.6	122
ANOTHER WORLD	N 4924	2512	5.5	51.0	99	582	5.4	11.8	97	966	5.0	19.6	91	964	6.1	19.6	110
AS THE WORLD TURNS	C 5966	2941	6.5	49.3	96	562	5.2	9.4	78	1365	7.1	22.9	106	1014	6.5	17.0	96
CAPITOL	C 3672	1825	4.0	49.7	96	354	3.3	9.6	79	850	4.4	23.1	107	621	4.0	16.9	95
CBS MORN. NEWS 1	C 1590	790	1.7	49.7	96	158	1.5	9.9	82	296	1.5	18.6	86	336	2.1	21.1	119
CBS MORN. NEWS 2	C 1298	594	1.3	45.8	89	167	1.6	12.9	106	228	1.2	17.6	81	199	1.3	15.3	86
DAYS OF OUR LIVES	N 6389	3249	7.1	50.9	99	743	6.9	11.6	96	1375	7.2	21.5	99	1131	7.2	17.7	100
FACTS OF LIFE - DAYTIME	N 2526	1314	2.9	52.0	101	331	3.1	13.1	108	475	2.5	18.8	87	508	3.2	20.1	113
FAMILY FEUD	A 3427	1778	3.9	51.9	101	351	3.3	10.2	84	752	3.9	21.9	101	675	4.3	19.7	111
GENERAL HOSPITAL	A 6870	3664	8.0	53.3	104	860	8.0	12.5	103	1620	8.5	23.6	109	1184	7.5	17.2	97
GOOD MORNING, AMERICA-730	A 3767	1893	4.2	50.3	98	387	3.6	10.3	85	862	4.5	22.9	106	643	4.1	17.1	96
GOOD MORNING, AMERICA-830	A 3076	1690	3.7	54.9	107	343	3.2	11.2	92	749	3.9	24.3	113	598	3.8	19.4	110
GUIDING LIGHT	C 5789	2843	6.2	49.1	95	549	5.1	9.5	78	1309	6.8	22.6	105	985	6.3</		

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	TOTAL U.S. '000	CLEARASIL				NEUTROGENA				NOXZEMA SKIN CREAM				SEA BREEZE ANTISEPTIC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4086	100.0	4.6	100	3199	100.0	3.6	100	14910	100.0	16.9	100	5808	100.0	6.6	100
FEMALE HOMEOWNERS	80986	3251	79.6	4.0	87	2570	80.3	3.2	88	13189	88.5	16.3	97	5154	88.7	6.4	97
EMPLOYED MOTHERS	18702	1210	29.6	6.5	140	789	24.7	4.2	117	3415	22.9	18.3	108	1592	27.4	8.5	130
18 - 24	14726	1410	34.5	9.6	207	*825	25.8	5.6	155	3146	21.1	21.4	127	1603	27.6	10.9	166
25 - 34	20202	1135	27.8	5.6	122	1004	31.4	5.0	137	3477	23.3	17.2	102	1448	24.9	7.2	109
35 - 44	14781	771	18.9	5.2	113	605	18.9	4.1	113	2524	16.9	17.1	101	1112	19.1	7.5	115
45 - 54	11449	*367	9.0	3.2	69	*290	9.1	2.5	70	2014	13.5	17.6	104	*532	9.2	4.6	71
55 - 64	11846	**183	4.5	1.5	33	*172	5.4	1.5	40	1688	11.3	14.2	85	*566	9.7	4.8	73
65 OR OLDER	15459	**220	5.4	1.4	31	*302	9.4	2.0	54	2060	13.8	13.3	79	548	9.4	3.5	54
18 - 34	34928	2545	62.3	7.3	158	1830	57.2	5.2	145	6623	44.4	19.0	113	3051	52.5	8.7	133
18 - 49	55154	3534	86.5	6.4	139	2573	80.4	4.7	129	10171	68.2	18.4	109	4480	77.1	8.1	124
25 - 54	46433	2273	55.6	4.9	106	1900	59.4	4.1	113	8015	53.8	17.3	102	3091	53.2	6.7	101
35 - 49	20226	989	24.2	4.9	106	744	23.3	3.7	102	3548	23.8	17.5	104	1430	24.6	7.1	108
50 OR OLDER	33310	*552	13.5	1.7	36	626	19.6	1.9	52	4739	31.8	14.2	84	1328	22.9	4.0	61
GRADUATED COLLEGE	12110	645	15.8	5.3	115	651	20.4	5.4	149	1381	9.3	11.4	68	567	9.8	4.7	71
ATTENDED COLLEGE	15309	1069	26.2	7.0	151	919	28.7	6.0	166	2374	15.9	15.5	92	1119	19.3	7.3	111
GRADUATED HIGH SCHOOL	36912	1596	39.1	4.3	94	1056	33.0	2.9	79	6729	45.1	18.2	108	3084	53.1	8.4	127
DID NOT GRADUATE HIGH SCHOOL	24134	776	19.0	3.2	70	*574	17.9	2.4	66	4426	29.7	18.3	109	1037	17.9	4.3	65
EMPLOYED FULL-TIME	35457	1910	46.7	5.4	117	1537	48.0	4.3	120	5808	39.0	16.4	97	2661	45.8	7.5	114
EMPLOYED PART-TIME	8514	*501	12.3	5.9	127	*226	7.1	2.7	73	1467	9.8	17.2	102	*517	8.9	6.1	92
NOT EMPLOYED	44494	1675	41.0	3.8	82	1437	44.9	3.2	89	7635	51.2	17.2	102	2630	45.3	5.9	90
PROFESSIONAL/MANAGER	10811	*489	12.0	4.5	98	*520	16.3	4.8	133	1356	9.1	12.5	74	*598	10.3	5.5	84
TECH/CLERICAL/SALES	19640	1153	28.2	5.9	127	894	27.9	4.6	126	3127	21.0	15.9	94	1618	27.9	8.2	125
PRECISION/CRAFT	1023	**149	3.6	14.6	315	*225	0.8	2.4	68	*170	1.1	16.6	99	*449	0.8	4.8	73
OTHER EMPLOYED	12498	621	15.2	5.0	108	*325	10.2	2.6	72	2622	17.6	21.0	124	913	15.7	7.3	111
SINGLE	15995	1334	32.6	8.3	181	959	30.0	6.0	166	3024	20.3	18.9	112	1297	22.3	8.1	124
MARRIED	51689	2297	56.2	4.4	96	1632	51.0	3.2	87	8756	58.7	16.9	101	3378	58.2	6.5	100
DIVORCED/SEPARATED/WIDOWED	20780	455	11.1	2.2	47	608	19.0	2.9	81	3129	21.0	15.1	89	1133	19.5	5.5	83
PARENTS	33922	1962	48.0	5.8	125	1221	38.2	3.6	100	6500	43.6	19.2	114	2734	47.1	8.1	123
WHITE	76422	3618	88.5	4.7	102	2814	88.0	3.7	102	12762	85.6	16.7	99	5299	91.2	6.9	106
BLACK	10066	*311	7.6	3.1	67	*332	10.4	3.3	91	1942	13.0	19.3	114	*422	7.3	4.2	64
OTHER	1976	**157	3.8	7.9	172	*553	1.7	2.7	74	*206	1.4	10.4	62	*888	1.5	4.5	68
NORTHEAST-CENSUS	19803	1007	24.6	5.1	110	545	17.0	2.8	76	3312	22.2	16.7	99	1004	17.3	5.1	77
NORTH CENTRAL	22181	1010	24.7	4.6	99	673	21.0	3.0	84	4327	29.0	19.5	116	1131	19.5	5.1	78
SOUTH	30082	1186	29.0	3.9	85	946	29.6	3.1	87	5474	36.7	18.2	108	2328	40.1	7.7	118
WEST	16398	883	21.6	5.4	117	1035	32.4	6.3	175	1797	12.1	11.0	65	1346	23.2	8.2	125
NORTHEAST-MKTG.	20163	1062	26.0	5.3	114	609	19.0	3.0	84	3249	21.8	16.1	96	987	17.0	4.9	75
EAST CENTRAL	13054	571	14.0	4.4	95	*413	12.9	3.2	87	2470	16.6	18.9	112	652	11.2	5.0	76
WEST CENTRAL	14993	704	17.2	4.7	102	538	16.8	3.6	99	2914	19.5	19.4	115	877	15.1	5.8	89
SOUTH	25785	989	24.2	3.8	83	759	23.7	2.9	81	4799	32.2	18.6	110	2112	36.4	8.2	125
PACIFIC	14470	761	18.6	5.3	114	880	27.5	6.1	168	1479	9.9	10.2	61	1180	20.3	8.2	124
COUNTY SIZE A	36705	1801	44.1	4.9	106	1577	49.3	4.3	119	5610	37.6	15.3	91	2052	35.3	5.6	85
COUNTY SIZE B	26819	1187	29.1	4.4	96	921	28.8	3.4	95	4661	31.3	17.4	103	1822	31.4	6.8	103
COUNTY SIZE C	13597	633	15.5	4.7	101	*462	14.4	3.4	94	2627	17.6	19.3	115	1230	21.2	9.0	138
COUNTY SIZE D	11344	*464	11.4	4.1	89	*239	7.5	2.1	58	2012	13.5	17.7	105	705	12.1	6.2	95
METRO CENTRAL CITY	26825	1437	35.2	5.4	116	967	30.2	3.6	100	4078	27.4	15.2	90	1643	28.3	6.1	93
METRO SUBURBAN	39912	1687	41.3	4.2	92	1677	52.4	4.2	116	6610	44.3	16.6	98	2667	45.9	6.7	102
NON METRO	21728	961	23.5	4.4	96	555	17.3	2.6	71	4222	28.3	19.4	115	1498	25.8	6.9	105
TOP 5 ADI'S	20847	1187	29.1	5.7	123	919	28.7	4.4	122	3328	22.3	16.0	95	1137	19.6	5.5	83
TOP 10 ADI'S	28719	1410	34.5	4.9	106	1226	38.3	4.3	118	4352	29.2	15.2	90	1592	27.4	5.5	84
TOP 20 ADI'S	40904	1985	48.6	4.9	105	1775	55.5	4.3	120	6093	40.9	14.9	88	2501	43.1	6.1	93
HSKLD INC. \$50,000 OR MORE	7931	*437	10.7	5.5	119	*226	7.1	2.8	79	1157	7.8	14.6	87	*403	6.9	5.1	77
\$40,000 OR MORE	15233	986	24.1	6.5	140	*768	24.0	5.0	139	2176	14.6	14.3	85	875	15.1	5.7	87
\$30,000 OR MORE	28333	1735	42.5	6.1	133	1293	40.4	4.6	126	4183	28.1	14.8	88	1852	31.9	6.5	100
\$25,000 OR MORE	36417	2180	53.4	6.0	130	1562	48.8	4.3	119	6048	40.6	16.6	99	2733	47.1	7.5	114
\$20,000 - \$24,999	9943	*446	10.9	4.5	97	*297	9.3	3.0	83	1688	11.3	17.0	101	*552	9.5	5.6	85
\$15,000 - \$19,999	9211	*516	12.6	5.6	121	*341	10.7	3.7	102	1461	9.8	15.9	94	617	10.6	6.7	102
\$10,000 - \$14,999	13477	*448	11.0	3.3	72	*510	15.9	3.8	105	2293	15.4	17.0	101	1017	17.5	7.5	115
UNDER \$10,000	19418	497	12.2	2.6	55	490	15.3	2.5	70	3419	22.9	17.6	104	888	15.3	4.6	70
HOUSEHOLD OF 1 PERSON	11987	*254	6.2	2.1	46	350	10.9	2.9	81	1432	9.6	11.9	71	436	7.5	3.6	55
2 PEOPLE	27046	888	21.7	3.3	71	977	30.5	3.6	100	4135	27.7	15.3	91	1508	26.0	5.6	85
3 OR 4 PEOPLE	34251	2120	51.9	6.2	134	1226	38.3	3.6	99	6144	41.2	17.9	106	2633	45.3	7.7	117
5 OR MORE PEOPLE	15180	824	20.2	5.4	118	*647	20.2	4.3	118	3199	21.5	21.1	125	1231	21.2	8.1	124
NO CHILD IN HSKLD	49819	1600	39.2	3.2	70	1749	54.7	3.5	97	7627	49.8	14.9	88	2651	45.6	5.3	81
CHILD(REN) UNDER 2 YRS	6045	*350	8.6	5.8	125	*174	5.4	2.9	80	1034	6.9	17.1	101	*502	8.6	8.3	126
2 - 5 YEARS	15233	583	14.3	3.8	83	*434	13.6	2.8	79	3015	20.2	19.8	117	1147	19.7	7.5	115
6 - 11 YEARS	16260	805	19.7	5.0	107	*539	16.8	3.3	92	3032	20.3	18.6	111	1194	20.6	7.3	112
12 - 17 YEARS	19173	1506	36.9	7.9	170	878	27.4	4.6	127	4029	27.0	21.0	125	1488	25.6	7.8	118
RESIDENCE OWNED	61371	2595	63.5	4.2	92	2037	63.7	3.3	92	10196	68.4	16.6	99	3902	67.2	6.4	97
VALUE: \$50,000 OR MORE	35355	1542	37.7	4.4	94	1368	42.8	3.9	107	5254	35.2	14.9	88	2166	37.3	6.1	93
VALUE: UNDER \$50,000	26016	1053	25.8	4.0	88	669	20.9	2.6	71	4943	33.2	19.0	113	1736	29.9	6.7	102

MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

		TOTAL U.S. '000	CLEARASIL				NEUTROGENA				NOXZEMA SKIN CREAM				SEA BREEZE ANTISEPTIC			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	4086	100.0	4.6	100	3199	100.0	3.6	100	14910	100.0	16.9	100	5808	100.0	6.6	100
MAGAZINES	QUINTILE 1	17988	919	22.5	5.1	111	953	29.8	5.3	147	3632	24.4	20.2	120	1546	26.6	8.6	131
	QUINTILE 2	19446	901	22.1	4.6	100	735	23.0	3.8	105	3260	21.9	16.8	99	1364	23.5	7.0	107
	QUINTILE 3	14626	776	19.0	5.3	115	*582	18.2	4.0	110	2266	15.2	15.5	92	969	16.7	6.6	101
	QUINTILE 4	16014	812	19.9	5.1	110	*550	17.2	3.4	95	2585	17.3	16.1	96	1094	18.8	6.8	104
	QUINTILE 5	20389	678	16.6	3.3	72	*380	11.9	1.9	52	3166	21.2	15.5	92	835	14.4	4.1	62
NEWSPAPERS	QUINTILE 1	13830	*663	16.2	4.8	104	*495	15.5	3.6	99	2168	14.5	15.7	93	766	13.2	5.5	84
	QUINTILE 2	26350	1031	25.2	3.9	85	893	27.9	3.4	94	4397	29.5	16.7	99	1751	30.1	6.6	101
	QUINTILE 3	12415	666	16.3	5.4	116	*400	12.5	3.2	89	2054	13.8	16.5	98	1014	17.5	8.2	124
	QUINTILE 4	21911	1196	29.3	5.5	118	972	30.4	4.4	123	3586	24.1	16.4	97	1320	22.7	6.0	92
	QUINTILE 5	13960	*531	13.0	3.8	82	*439	13.7	3.1	87	2706	18.1	19.4	115	957	16.5	6.9	104
OUTDOOR	QUINTILE 1	16810	779	19.1	4.6	100	683	21.4	4.1	112	2896	19.4	17.2	102	1344	23.1	8.0	122
	QUINTILE 2	17101	823	20.1	4.8	104	813	25.4	4.8	131	3015	20.2	17.6	105	1128	19.4	6.6	100
	QUINTILE 3	17579	839	20.5	4.8	103	615	19.2	3.5	97	2793	18.7	15.9	94	1167	20.1	6.6	101
	QUINTILE 4	18343	839	20.5	4.6	99	*534	16.7	2.9	81	2992	20.1	16.3	97	1180	20.3	6.4	98
	QUINTILE 5	18631	807	19.8	4.3	94	*555	17.3	3.0	82	3214	21.6	17.3	102	989	17.0	5.3	81
RADIO-DRIVE TIME	QUINTILE 1	17390	756	18.5	4.3	94	712	22.3	4.1	113	3062	20.5	17.6	104	1094	18.8	6.3	96
	QUINTILE 2	16591	875	21.4	5.3	114	638	19.9	3.8	106	2916	19.6	17.6	104	1112	19.1	6.7	102
	QUINTILE 3	16910	704	17.2	4.2	90	*588	18.4	3.5	96	2894	19.4	17.1	102	1412	24.3	8.4	127
	QUINTILE 4	18002	1033	25.3	5.7	124	681	21.3	3.8	105	2941	19.7	16.3	97	1215	20.9	6.7	103
	QUINTILE 5	19572	718	17.6	3.7	79	*581	18.2	3.0	82	3097	20.8	15.8	94	977	16.8	5.0	76
RADIO-MID- DAY	TERCILE 1	23248	1216	29.8	5.2	113	872	27.3	3.8	104	3979	26.7	17.1	102	1523	26.2	6.6	100
	TERCILE 2	23667	1205	29.5	5.1	110	798	24.9	3.4	93	4330	29.0	18.3	109	1637	28.2	6.9	105
	TERCILE 3	41549	1665	40.7	4.0	87	1529	47.8	3.7	102	6601	44.3	15.9	94	2648	45.6	6.4	97
RADIO-TOTAL	QUINTILE 1	17786	826	20.2	4.6	101	669	20.9	3.8	104	3139	21.1	17.6	105	1094	18.8	6.2	94
	QUINTILE 2	17316	1010	24.7	5.8	126	745	23.3	4.3	119	3256	21.8	18.8	112	1291	22.2	7.5	114
	QUINTILE 3	18428	861	21.1	4.7	101	691	21.6	3.7	104	3092	20.7	16.8	100	1349	23.2	7.3	111
	QUINTILE 4	17669	850	20.8	4.8	104	*579	18.1	3.3	91	2716	18.2	15.4	91	1093	18.8	6.2	94
	QUINTILE 5	17265	539	13.2	3.1	68	*515	16.1	3.0	82	2706	18.1	15.7	93	981	16.9	5.7	87
TV-PRIME TIME	QUINTILE 1	17416	963	23.6	5.5	120	599	18.7	3.4	95	3572	24.0	20.5	122	1152	19.8	6.6	101
	QUINTILE 2	17413	*546	13.4	3.1	68	586	18.3	3.4	93	3057	20.5	17.6	104	1125	19.4	6.5	98
	QUINTILE 3	17943	852	20.9	4.7	103	582	18.2	3.2	90	2961	19.9	16.5	98	1207	20.8	6.7	102
	QUINTILE 4	18442	987	24.2	5.4	116	607	19.0	3.3	91	2919	19.6	15.8	94	1389	23.9	7.5	115
	QUINTILE 5	17250	738	18.1	4.3	93	825	25.8	4.8	132	2401	16.1	13.9	83	935	16.1	5.4	83
TV-DAYTIME	TERCILE 1	29966	1156	28.3	3.9	84	783	24.5	2.6	72	5407	36.3	18.0	107	1861	32.0	6.2	95
	TERCILE 2	29480	1393	34.1	4.7	102	1076	33.6	3.6	101	5349	35.9	18.1	108	1976	34.0	6.7	102
	TERCILE 3	29018	1537	37.6	5.3	115	1341	41.9	4.6	128	4154	27.9	14.3	85	1971	33.9	6.8	103
TV-TOTAL	QUINTILE 1	17740	772	18.9	4.4	94	*480	15.0	2.7	75	3533	23.7	19.9	118	1041	17.9	5.9	89
	QUINTILE 2	17674	*786	19.2	4.4	96	512	16.0	2.9	80	3247	21.8	18.4	109	1174	20.2	6.6	101
	QUINTILE 3	17730	731	17.9	4.1	89	682	21.3	3.8	106	2848	19.1	16.1	95	1311	22.6	7.4	113
	QUINTILE 4	17563	818	20.0	4.7	101	699	21.9	4.0	110	2773	18.6	15.8	94	1140	19.6	6.5	99
	QUINTILE 5	17757	979	24.0	5.5	119	827	25.9	4.7	129	2509	16.8	14.1	84	1142	19.7	6.4	98
MAGAZINES-NEWSPAPERS: DUAL		23278	981	24.0	4.2	91	935	29.2	4.0	111	4312	28.9	18.5	110	1621	27.9	7.0	106
MAGAZINE IMPERATIVE		21634	1319	32.3	6.1	132	1116	34.9	5.2	143	3976	26.7	18.4	109	1815	31.3	8.4	128
NEWSPAPER IMPERATIVE		23455	1016	24.9	4.3	94	651	20.4	2.8	77	3203	21.5	13.7	81	1389	23.9	5.9	90
MAGAZINES-OUTDOOR: DUAL		17482	895	21.9	5.1	111	928	29.0	5.3	147	3229	21.7	18.5	110	1407	24.2	8.0	123
MAGAZINE IMPERATIVE		28830	1445	35.4	5.0	109	1030	32.2	3.6	99	4986	33.4	17.3	103	2004	34.5	7.0	106
OUTDOOR IMPERATIVE		26119	1163	28.5	4.5	96	858	26.8	3.3	91	4047	27.1	15.5	92	1531	26.4	5.9	89
MAGAZINES-RADIO: DUAL		20162	1020	25.0	5.1	110	1012	31.6	5.0	139	3698	24.8	18.3	109	1530	26.3	7.6	116
MAGAZINE IMPERATIVE		26292	1182	28.9	4.5	97	1031	32.2	3.9	108	4439	29.8	16.9	100	2049	35.3	7.8	119
RADIO IMPERATIVE		25308	1341	32.8	5.3	115	737	23.0	2.9	81	4198	28.2	16.6	98	1536	26.4	6.1	92
MAGAZINES-TELEVISION: DUAL		17312	812	19.9	4.7	102	559	17.5	3.2	89	3649	24.5	21.1	125	1406	24.2	8.1	124
MAGAZINE IMPERATIVE		29099	1495	36.6	5.1	111	1494	46.7	5.1	142	4488	30.1	15.4	92	2158	37.2	7.4	113
TELEVISION IMPERATIVE		27505	1082	26.5	3.9	85	692	21.6	2.5	70	4654	31.2	16.9	100	1430	24.6	5.2	79
NEWSPAPERS-OUTDOOR: DUAL		18628	846	20.7	4.5	98	638	19.9	3.4	95	3410	22.9	18.3	109	1468	25.3	7.9	120
NEWSPAPER IMPERATIVE		29178	1270	31.1	4.4	94	906	28.3	3.1	86	4441	29.8	15.2	90	1724	29.7	5.9	90
OUTDOOR IMPERATIVE		25260	1301	31.8	5.2	112	1260	39.4	5.0	138	4166	27.9	16.5	98	1739	29.9	6.9	105
NEWSPAPERS-RADIO: DUAL		19246	842	20.6	4.4	95	644	20.1	3.3	93	3021	20.3	15.7	93	1213	20.9	6.3	96
NEWSPAPER IMPERATIVE		28155	1161	28.4	4.1	89	1000	31.3	3.6	98	4548	30.5	16.2	96	1837	31.6	6.5	99
RADIO IMPERATIVE		25308	1477	36.1	5.8	126	1107	34.6	4.4	121	4950	33.2	19.6	116	1959	33.7	7.7	118
NEWSPAPERS-TELEVISION: DUAL		18615	805	19.7	4.3	94	514	16.1	2.8	76	3358	22.5	18.0	107	1166	20.1	6.3	95
NEWSPAPER IMPERATIVE		29207	1339	32.8	4.6	99	1140	35.6	3.9	108	4310	28.9	14.8	88	1949	33.6	6.7	102
TELEVISION IMPERATIVE		25472	1172	28.7	4.6	100	852	26.6	3.3	92	4909	32.9	19.3	114	1760	30.3	6.9	105
OUTDOOR-RADIO: DUAL		17292	834	20.4	4.8	104	810	25.3	4.7	130	2826	19.0	16.3	97	1347	23.2	7.8	119
OUTDOOR IMPERATIVE		26915	1166	28.5	4.3	94	1040	32.5	3.9	107	4467	30.0	16.6	98	1761	30.3	6.5	100
RADIO IMPERATIVE		28938	1509	36.9	5.2	113	964	30.1	3.3	92	5364	36.0	18.5	110	1764	30.4	6.1	93
OUTDOOR-TELEVISION: DUAL		16112	749	18.3	4.6	101	515	16.1	3.2	88	3021							

	TOTAL U.S. '000	CLEARASIL				NEUTROGENA				NOXZEMA SKIN CREAM				SEA BREEZE ANTISEPTIC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	4086	100.0	4.6	100	3199	100.0	3.6	100	14910	100.0	16.9	100	5808	100.0	6.6	100
ATLANTIC MONTHLY	415	**16	0.4	3.9	83	**14	0.4	3.4	93	**27	0.2	6.5	39	**8	0.1	1.9	29
BARRON'S	522	**59	1.4	11.3	245	**5	0.2	1.0	26	**67	0.4	12.8	76	**31	0.5	5.9	90
BETTER HOMES & GARDENS	17429	645	15.8	3.7	80	677	21.2	3.9	107	3355	22.5	19.2	114	1734	23.7	7.9	120
BON APPETIT	2772	**106	2.6	3.8	83	**132	4.1	4.8	132	422	2.8	15.2	90	**168	2.9	6.1	92
BUSINESS WEEK	1469	**57	1.4	3.9	84	**51	1.6	3.5	96	**314	2.1	21.4	127	**31	0.5	2.1	32
CAR AND DRIVER	397	**23	0.6	5.8	125	**12	0.4	3.0	84	**100	0.7	25.2	149	**18	0.3	4.5	69
CBS MAGAZINE NETWORK (GROSS)	1633	**101	2.5	6.2	134	**91	2.8	5.6	154	358	2.4	21.9	130	**113	1.9	6.9	105
CHANGING TIMES	1554	**96	2.3	6.2	134	**89	2.8	5.7	158	328	2.2	21.1	125	**113	1.9	7.3	111
COLONIAL HOMES	1304	**93	2.3	7.1	154	**84	2.6	6.4	178	325	2.2	24.9	148	**138	2.4	10.6	161
CONDE NAST MAG. PKG. (GROSS)	17858	1175	28.8	6.6	142	1107	34.6	6.2	171	3459	23.2	19.4	115	1814	31.2	10.2	155
CONSUMERS DIGEST	1406	**31	0.8	2.2	48	**41	1.3	2.9	81	**183	1.2	13.0	77	**96	1.7	6.8	104
COSMOPOLITAN	8815	441	10.8	5.0	108	539	16.8	6.1	169	1691	11.3	19.2	114	739	12.7	8.4	128
COUNTRY LIVING	2636	**154	3.8	5.8	126	**153	4.8	5.8	161	404	2.7	15.3	91	**188	3.2	7.1	109
CUISINE	1554	**23	0.6	1.5	32	**72	2.3	4.6	128	**240	1.6	15.4	92	**76	1.3	4.9	74
CYCLE WORLD	469	**0	0.0	0.0	0	**29	0.9	6.2	171	**111	0.7	23.7	140	**36	0.6	7.7	117
DCI:CREATIVE IDEAS FOR LIV	2631	*147	3.6	5.6	121	**131	4.1	5.0	138	415	2.8	15.8	94	333	5.7	12.7	193
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	362	8.9	5.1	111	304	9.5	4.3	119	1116	7.5	15.8	94	718	12.4	10.2	155
DISCOVER	998	**53	1.3	5.3	115	**36	1.1	3.6	100	**188	1.3	18.8	112	**45	0.8	4.5	69
EBONY	4289	*149	3.6	3.5	75	**185	5.8	4.3	119	788	5.3	18.4	109	**153	2.6	3.6	54
ESQUIRE	1176	**54	1.3	4.6	99	**50	1.6	4.3	118	**270	1.8	23.0	136	**103	1.8	8.8	133
ESSENCE	2392	**87	2.1	3.6	79	**80	2.5	3.3	92	463	3.1	19.4	115	**162	2.8	6.8	103
FAMILY CIRCLE	17209	779	19.1	4.5	98	680	21.3	4.0	109	3312	22.2	19.2	114	1395	24.0	8.1	123
THE FAMILY HANDYMAN	1184	**69	1.7	5.8	126	**32	1.0	2.7	75	**177	1.2	14.9	89	**124	2.1	10.5	160
FAMILY WEEKLY	12391	542	13.3	4.4	95	437	13.7	3.5	98	2138	14.3	17.3	102	951	16.4	7.7	117
FIELD & STREAM	2438	*219	5.4	9.0	194	**45	1.4	1.8	51	442	3.0	18.1	108	**235	4.0	9.6	147
FOOD & WINE	614	**34	0.8	5.5	120	**35	1.1	5.7	158	**120	0.8	19.5	116	**28	0.5	4.6	69
FORBES	813	**13	0.3	1.6	35	**45	1.4	5.5	153	**89	0.6	10.9	65	**24	0.4	3.0	45
FORTUNE	1083	**39	1.0	3.6	78	**31	1.0	2.9	79	**174	1.2	16.1	95	**79	1.4	7.3	111
GENTLEMEN'S QUARTERLY	1197	**48	1.2	4.0	87	**82	2.6	6.9	189	**250	1.7	20.9	124	**185	3.2	15.5	235
GLAMOUR	6625	445	10.9	6.7	145	355	11.1	5.4	148	1343	9.0	20.3	120	664	11.4	10.0	153
GOLF DIGEST	707	**29	0.7	4.1	89	**26	0.8	3.7	102	**58	0.4	8.2	49	**22	0.4	3.1	47
GOLF DIGEST/TENNIS (GROSS)	1316	**59	1.4	4.5	97	**53	1.7	4.0	111	**145	1.0	11.0	65	**35	0.6	2.7	41
GOLF MAGAZINE	469	**23	0.6	4.9	106	**1	0.0	0.2	6	**39	0.3	8.3	49	**3	0.1	0.6	10
GOLF MAGAZINE/SKI (GROSS)	1060	**63	1.5	5.9	129	**30	0.9	2.8	78	**88	0.6	8.3	49	**93	1.6	8.8	134
GOOD HOUSEKEEPING	17784	829	20.3	4.7	101	540	16.9	3.0	84	3355	22.5	18.9	112	1448	24.9	8.1	124
HARPER'S BAZAAR	2931	*194	4.7	6.6	143	*130	4.1	4.4	123	568	3.8	19.4	115	*300	5.2	10.2	156
HEALTH	2199	**115	2.8	5.2	113	**142	4.4	6.5	179	411	2.8	18.7	111	**112	1.9	5.1	78
HEARST MAG CORP. BUY (GROSS)	49148	2626	64.3	5.3	116	2062	64.5	4.2	116	9212	61.8	18.7	111	4011	69.1	8.2	124
HEARST MAN POWER (GROSS)	2113	**141	3.5	6.7	144	**81	2.5	3.8	106	391	2.6	18.5	110	**153	2.6	7.2	110
HEARST WOMAN POWER (GROSS)	35062	1791	43.8	5.1	111	1352	42.3	3.9	107	6714	45.0	19.1	114	2915	50.2	8.3	127
HOUSE BEAUTIFUL	3865	*207	5.1	5.4	116	*206	6.4	5.3	147	648	4.3	16.8	99	*236	4.1	6.1	93
INC.	315	**18	0.4	5.7	124	**11	0.3	3.5	97	**66	0.4	21.0	124	**4	0.1	1.3	19
JET	3690	*112	2.7	3.0	66	*139	4.3	3.8	104	683	4.6	18.5	110	*128	2.2	3.5	53
LADIES' HOME JOURNAL	12930	730	17.9	5.6	122	526	16.4	4.1	112	2374	15.9	18.4	109	1092	18.8	8.4	129
LHJ FAMILY GRP COMBO(GROSS)	18161	1053	25.8	5.8	126	840	26.3	4.6	128	3303	22.2	18.2	108	1441	24.8	7.9	121
LIFE	5065	*230	5.6	4.5	98	246	7.7	4.9	134	939	6.3	18.5	110	331	5.7	6.5	100
L.A. TIMES HOME MAGAZINE	1310	**100	2.4	7.6	165	**154	4.8	11.8	325	**69	0.5	5.3	31	**144	2.5	11.0	167
MADEMOISELLE	3759	*214	5.2	5.7	123	*232	7.3	6.2	171	796	5.3	21.2	126	392	6.7	10.4	159
MC CALL'S	14658	657	16.1	4.5	97	563	17.6	3.8	106	2829	19.0	19.3	115	1281	22.1	8.7	133
MC CALL'S/WRK MOTHER (GROSS)	15857	785	19.2	5.0	107	578	18.1	3.6	101	3054	20.5	19.3	114	1395	24.0	8.8	134
METANIX ILLUSTRATED	809	**13	0.3	1.6	35	**12	0.4	1.5	41	*134	0.9	16.6	98	**36	0.6	4.4	68
METROPOLITAN HOME	1009	**38	0.9	3.8	82	**66	2.1	6.5	181	*233	1.6	23.1	137	**54	0.9	5.4	82
MONEY	1707	**94	2.3	5.5	119	**70	2.2	4.1	113	320	2.1	18.7	111	**37	0.6	2.2	33
MOTHER EARTH NEWS	1123	**60	1.5	5.3	116	**129	4.0	11.5	318	*281	1.9	25.0	148	**115	2.0	10.2	156
MS.	932	**84	2.1	9.0	195	**21	0.7	2.3	62	273	1.8	29.3	174	**102	1.8	10.9	167
NATIONAL ENQUIRER	11971	581	14.2	4.9	105	508	15.9	4.2	117	2658	17.8	22.2	132	1120	19.3	9.4	143
NATIONAL GEOGRAPHIC	10503	497	12.2	4.7	102	584	18.3	5.6	154	1607	10.8	15.3	91	717	12.3	6.8	104
NATIONAL SUNDAY MAGAZINE PKG	54325	2664	65.2	4.9	106	2070	64.7	3.8	105	9019	60.5	16.6	99	3580	61.6	6.6	100
NATURAL HISTORY	626	**11	0.3	1.8	38	**34	1.1	5.4	150	**60	0.4	9.6	57	**24	0.4	3.8	58
NEW WOMAN	1992	**63	1.5	3.2	68	**60	1.9	3.0	83	436	2.9	21.9	130	*124	2.1	6.2	95
NEW YORK INCLUDING CUE	547	**30	0.7	5.5	119	**12	0.4	2.2	61	**82	0.5	15.0	89	**11	0.2	2.0	31
THE NEW YORKER	1380	**59	1.4	4.3	93	**47	1.5	3.4	94	*222	1.5	16.1	95	**29	0.5	2.1	32
NEWSWEEK	6925	463	11.3	6.7	145	300	9.4	4.3	120	1180	7.9	17.0	101	434	7.5	6.3	95
THE N.Y. TIMES DAILY EDITION	1363	**69	1.7	5.1	110	**27	0.8	2.0	55	*138	0.9	10.1	60	**31	0.5	2.3	35
THE N.Y. TIMES MAGAZINE	2333	**111	2.7	4.8	103	**94	2.9	4.0	111	*276	1.9	11.8	70	**51	0.9	2.2	33
OMNI	872	**41	1.0	4.7	102	**85	2.7	9.7	270	**171	1.1	19.6	116	**100	1.7	11.5	175
ON CABLE	1298	**40	1.0	3.1	67	**27	0.8	2.1	58	*176	1.2	13.6	80	**80	1.4	6.2	94
1001 HOME IDEAS	3032	*208	5.1	6.9	149	*172	5.4	5.7	157	518	3.5	17.1	101	*236	4.1	7.8	119
ORGANIC GARDENING	1680	**56	1.4	3.3	72	**37	1.2	2.2	61	*295	2.0	17.6	104	**111	1.9	6.6	101
OUTDOOR LIFE	960	**46	1.1	4.8	104	**38	1.2	4.0	109	*159	1.1	16.6	98	*104	1.8	10.8	165
PARADE MAGAZINE	26755	1283	31.4	4.8	104	1040	32.5	3.9	107	4539	30.4	17.0	101	1715	29.5	6.4	98

	TOTAL U.S. '000	CLEARASIL				NEUTROGENA				NOXZEMA SKIN CREAM				SEA BREEZE ANTISEPTIC			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	4086	100.0	4.6	100	3199	100.0	3.6	100	14910	100.0	16.9	100	5808	100.0	6.6	100
PARENTS	4173	**281	6.9	6.7	146	*145	4.5	3.5	96	905	6.1	21.7	129	463	8.0	11.1	169
PENTHOUSE	973	**79	1.9	8.1	176	**21	0.7	2.2	60	*227	1.5	23.3	138	**68	1.2	7.0	106
PEOPLE	13479	821	20.1	6.1	132	748	23.4	5.5	153	2520	16.9	18.7	111	1193	20.5	8.9	135
PLAYBOY	2183	**70	1.7	3.2	69	**84	2.6	3.8	106	430	2.9	19.7	117	*164	2.8	7.5	114
POPULAR HOT RODDING	388	**39	1.0	10.1	218	**4	0.1	1.0	29	**101	0.7	26.0	154	**85	1.5	21.9	334
POPULAR MECHANICS	1037	**33	0.8	3.2	69	**32	1.0	3.1	85	*174	1.2	16.8	100	**53	0.9	5.1	78
POPULAR SCIENCE	920	**12	0.3	1.3	28	**42	1.3	4.6	126	**136	0.9	14.8	88	**50	0.9	5.4	83
PREVENTION	4071	*174	4.3	4.3	93	*138	4.3	3.4	94	577	3.9	14.2	84	*194	3.3	4.8	73
PSYCHOLOGY TODAY	1940	**48	1.2	2.5	54	**58	1.8	3.0	83	313	2.1	16.1	96	*159	2.7	8.2	125
READER'S DIGEST	24031	969	23.7	4.0	87	981	30.7	4.1	113	4215	28.3	17.5	104	1838	31.6	7.6	116
REDBOOK	8464	521	12.8	6.2	133	274	8.6	3.2	90	1668	11.2	19.7	117	728	12.5	8.6	131
ROAD & TRACK	429	**24	0.6	5.6	121	**9	0.3	2.1	58	**92	0.6	21.4	127	**36	0.6	8.4	128
ROLLING STONE	1355	**134	3.3	9.9	214	**51	1.6	3.8	104	*384	2.6	28.3	168	**185	3.2	13.7	208
RUNNER'S WORLD	329	**26	0.6	7.9	171	**2	0.1	0.6	17	**35	0.2	10.6	63	**21	0.4	6.4	97
SATURDAY EVENING POST	1268	**44	1.1	3.5	75	**50	1.6	3.9	109	*199	1.3	15.7	93	**69	1.2	5.4	83
SCIENCE 84	702	**40	1.0	5.7	123	**18	0.6	2.6	71	**62	0.4	8.8	52	**22	0.4	3.1	48
SCIENCE DIGEST	553	**61	1.5	11.0	239	**33	1.0	6.0	165	**136	0.5	14.8	88	**31	0.5	5.6	85
SCIENTIFIC AMERICAN	615	**9	0.2	1.5	32	**11	0.3	1.8	49	**93	0.6	15.1	90	**37	0.6	6.0	92
SELF	2683	**293	7.2	10.9	236	*213	6.7	7.9	220	558	3.7	20.8	123	311	5.4	11.6	177
SEVENTEEN	3309	*244	6.0	7.4	160	*208	6.5	6.3	174	775	5.2	23.4	139	381	6.6	11.5	175
SKI	591	**40	1.0	6.8	147	**29	0.9	4.9	136	**50	0.3	8.5	50	**90	1.5	15.2	232
SMITHSONIAN	3039	**87	2.1	2.9	62	**135	4.2	4.4	123	511	3.4	16.8	100	*212	3.7	7.0	106
SOAP OPERA DIGEST	3683	307	7.5	8.3	180	**120	3.8	3.3	90	811	5.4	22.0	131	332	5.7	9.0	137
SOUTHERN LIVING	4434	*215	5.3	4.8	105	*173	5.4	3.9	108	701	4.7	15.8	94	385	6.6	8.7	132
SPORT	701	**45	1.1	6.4	139	**19	0.6	2.7	75	*141	0.9	20.1	119	**108	1.9	15.4	235
THE SPORTING NEWS	518	**16	0.4	3.1	67	**45	1.4	8.7	240	**134	0.9	25.9	153	**112	1.9	21.6	329
SPORTS AFIELD	523	**47	1.2	9.0	195	**16	0.5	3.1	85	**135	0.9	25.8	153	**69	1.2	13.2	201
SPORTS ILLUSTRATED	3325	*214	5.2	6.4	139	**147	4.6	4.4	122	762	5.1	22.9	136	*299	5.1	9.0	137
STAR	8567	407	10.0	4.8	103	361	11.3	4.2	117	1841	12.3	21.5	128	779	13.4	9.1	138
SUNDAY	27630	1418	34.7	5.1	111	1103	34.5	4.0	110	4276	28.7	15.5	92	1600	27.5	5.8	88
SUNSET	2219	**128	3.1	5.8	125	*224	7.0	10.1	279	*198	1.3	8.9	53	**93	1.6	4.2	64
TV GUIDE	24258	1422	34.8	5.9	127	938	29.3	3.9	107	4597	30.8	19.0	112	1745	30.0	7.2	110
TENNIS	609	**31	0.8	5.1	110	**28	0.9	4.6	127	**87	0.6	14.3	85	**13	0.2	2.1	33
TIME	9929	520	12.7	5.2	113	509	15.9	5.1	142	1648	11.1	16.6	98	716	12.3	7.2	110
TOWN & COUNTRY	1062	**22	0.5	2.1	45	**44	1.4	4.1	115	*138	0.9	13.0	77	**52	0.9	4.9	75
TRAVEL & LEISURE	1051	**28	0.7	2.7	58	**39	1.2	3.7	103	*132	0.9	12.6	75	**32	0.6	3.0	46
TRUE STORY	3946	*210	5.1	5.3	115	**110	3.4	2.8	77	1133	7.6	28.7	170	370	6.4	9.4	143
U.S. NEWS & WORLD REPORT	3782	*147	3.6	3.9	84	**122	3.8	3.2	89	717	4.8	19.0	112	*264	4.5	7.0	106
USA TODAY	1874	**91	2.2	4.9	105	**81	2.5	4.3	120	278	1.9	14.8	88	*171	2.9	9.1	139
US	2213	*234	5.7	10.6	229	**146	4.6	6.6	182	644	4.3	29.1	173	*249	4.3	11.3	171
VOGUE	4792	*222	5.4	4.6	100	308	9.6	6.4	178	763	5.1	15.9	94	447	7.7	9.3	142
MALL STREET JOURNAL	2045	**57	1.4	2.8	60	**51	1.6	2.5	69	368	2.5	18.0	107	**144	2.5	7.0	107
WEIGHT WATCHERS	2364	*137	3.4	5.8	125	**101	3.2	4.3	118	514	3.4	21.7	129	*162	2.8	6.9	104
WOMAN'S DAY	15182	774	18.9	5.1	110	465	14.5	3.1	85	3050	20.5	20.1	119	1270	21.9	8.4	127
WORKING MOTHER	1198	**128	3.1	10.7	231	**14	0.4	1.2	32	*225	1.5	18.8	111	**114	2.0	9.5	145
WORKING WOMAN	1523	**32	0.8	2.1	45	**73	2.3	4.8	133	231	1.5	15.2	90	**62	1.1	4.1	62
WORLD TENNIS	*183	**17	0.4	9.3	201	**15	0.5	8.2	227	*30	0.2	16.4	97	**12	0.2	6.6	100
ZIFF-DAVIS MAG NETWK (GROSS)	2776	**79	1.9	2.8	62	*195	6.1	7.0	194	520	3.5	18.7	111	*175	3.0	6.3	96
BLAIR INSERTS	47909	2384	58.3	5.0	108	1864	58.3	3.9	108	7857	52.7	16.4	97	2951	50.8	6.2	94
DAILY NEWSPAPERS																	
READ ANY	56731	2533	62.0	4.5	97	1895	59.2	3.3	92	9288	62.3	16.4	97	3694	63.6	6.5	99
READ ONE	47696	2132	52.2	4.5	97	1607	50.2	3.4	93	7975	53.5	16.7	99	3194	55.0	6.7	102
READ TWO OR MORE	9034	401	9.8	4.4	96	*288	9.0	3.2	88	1313	8.8	14.5	86	500	8.6	5.5	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	2803	68.6	4.9	105	2182	68.2	3.8	105	9545	64.0	16.5	98	3784	65.2	6.6	100
READ ONE	50513	2412	59.0	4.8	103	1853	57.9	3.7	101	8409	56.4	16.6	99	3314	57.1	6.6	100
READ TWO OR MORE	7219	*391	9.6	5.4	117	329	10.3	4.6	126	1136	7.6	15.7	93	469	8.1	6.5	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.03				31.77				28.62				28.63			
30 DAY REACH	78184	3502	85.7	4.5	97	2863	89.5	3.7	101	12934	86.7	16.5	98	5267	90.7	6.7	103
50 SHWG - 30 DAY AV FREQ	14.80	15.16				16.42				14.91				14.81			
30 DAY REACH	74239	3362	82.3	4.5	98	2769	86.6	3.7	103	12413	83.3	16.7	99	5128	88.3	6.9	105
25 SHWG - 30 DAY AV FREQ	8.05	7.93				8.72				8.08				8.06			
30 DAY REACH	68254	3220	78.8	4.7	102	2627	82.1	3.8	106	11498	77.1	16.8	100	4713	81.1	6.9	105
CABLE TV: HOME WIRED	35215	1793	43.9	5.1	110	1479	46.2	4.2	116	6328	42.4	18.0	107	2706	46.6	7.7	117
HOME NOT WIRED	53250	2293	56.1	4.3	93	1720	53.8	3.2	89	8582	57.6	16.1	96	3102	53.4	5.8	89
HAVE PAY CABLE	17885	1070	26.2	6.0	130	714	22.3	4.0	110	3322	22.3	18.6	110	1500	25.8	8.4	128

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALES	88464	4086	100.0	4.6	100	3199	100.0	3.6	100	14910	100.0	16.9	100	5808	100.0	6.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2157	52.8	4.5	97	1872	58.5	3.9	108	8307	55.7	17.3	103	3249	55.9	6.8	103
10:00 AM - 3:00 PM	33674	1788	43.8	5.3	115	1242	38.8	3.7	102	6081	40.8	18.1	107	2234	38.5	6.6	101
3:00 PM - 7:00 PM	34431	1733	42.4	5.0	109	1552	48.5	4.5	125	6131	41.1	17.8	106	2519	43.4	7.3	111
7:00 PM - MIDNIGHT	17761	942	23.1	5.3	115	754	23.6	4.2	117	3074	20.6	17.3	103	1060	18.3	6.0	91
MIDNIGHT - 6:00 AM	10087	396	9.7	3.9	85	380	11.9	3.8	104	1580	10.6	15.7	93	674	11.6	6.7	102
6:00 AM - MIDNIGHT	64318	3264	79.9	5.1	110	2537	79.3	3.9	109	11328	76.0	17.6	104	4408	75.9	6.9	104
ENTIRE DAY	65181	3304	80.9	5.1	110	2560	80.0	3.9	109	11517	77.2	17.7	105	4445	76.5	6.8	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1030	25.2	5.9	128	583	18.2	3.3	93	3181	21.3	18.3	108	1172	20.2	6.7	103
ALL NEWS	2520	**87	2.1	3.5	75	**72	2.3	2.9	79	206	1.4	8.2	49	**146	2.5	5.8	88
AOR/PROGRESSIVE	4419	452	11.1	10.2	221	*235	7.3	5.3	147	591	4.0	13.4	79	440	7.6	10.0	152
BEAUTIFUL MUSIC	6119	*233	5.7	3.8	82	*197	6.2	3.2	89	1131	7.6	18.5	110	420	7.2	6.9	105
BLACK	2623	**115	2.8	4.4	95	**43	1.3	1.6	45	538	3.6	20.5	122	*180	3.1	6.9	105
CLASSICAL	1553	**76	1.9	4.9	106	**71	2.2	4.6	126	*179	1.2	11.5	68	**89	1.5	5.7	87
CHR/ROCK	11282	935	22.9	8.3	179	705	22.0	6.2	173	2146	14.4	19.0	113	813	14.0	7.2	110
COUNTRY	13343	534	13.1	4.0	87	472	14.8	3.5	98	2530	17.0	19.0	113	1038	17.9	7.8	118
GOLDEN OLDIES	1299	**64	1.6	4.9	107	**58	1.8	4.5	123	*326	2.2	25.1	149	**73	1.3	5.6	86
MOR/NOSTALGIA	5241	*182	4.5	3.5	75	*198	6.2	3.8	104	742	5.0	14.2	84	330	5.7	6.3	96
NEWS/TALK	4165	**216	5.3	5.2	112	*177	5.5	4.2	118	600	4.0	14.4	85	*126	2.2	3.0	46
RELIGIOUS	3324	**97	2.4	2.9	63	**115	3.6	3.5	96	508	3.4	15.3	91	*240	4.1	7.2	110
SOFT ROCK	609	**53	1.3	8.7	188	**31	1.0	5.1	141	**90	0.6	14.8	88	**11	0.2	1.8	28
URBAN CONTEMPORARY	1853	**61	1.5	3.3	71	**103	3.2	5.6	154	364	2.4	19.6	117	**50	0.9	2.7	41
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*169	4.1	4.5	98	*188	5.9	5.0	140	632	4.2	17.0	101	*152	2.6	4.1	62
ABC DIRECTION	2488	**103	2.5	4.1	90	**96	3.0	3.9	107	474	3.2	19.1	113	*202	3.5	8.1	124
ABC ENTERTAINMENT	5129	*187	4.6	3.6	79	*161	5.0	3.1	87	724	4.9	14.1	84	*285	4.9	5.6	85
ABC FM	2498	*198	4.8	7.9	172	**95	3.0	3.8	105	496	3.3	19.9	118	*211	3.6	8.4	129
ABC INFORMATION	5721	*241	5.9	4.2	91	*275	8.6	4.8	133	917	6.2	16.0	95	*237	4.1	4.1	63
ABC ROCK	2021	**196	4.8	9.7	210	**79	2.5	3.9	108	*273	1.8	13.5	80	*281	4.8	13.9	212
CBS	4756	*210	5.1	4.4	96	*117	3.7	2.5	68	586	3.9	12.3	73	*282	4.9	5.9	90
MUTUAL	5272	*327	8.0	6.2	134	*183	5.7	3.5	96	890	6.0	16.9	100	268	4.6	5.1	77
NBC	4964	*231	5.7	4.7	101	**125	3.9	2.5	70	770	5.2	15.5	92	259	4.5	5.2	79
RADIORADIO	2218	**111	2.7	5.0	108	**123	3.8	5.5	153	442	3.0	19.9	118	**136	2.3	6.1	93
RKO ONE	2565	**181	4.4	7.1	153	**143	4.5	5.6	154	383	2.6	14.9	89	*148	2.5	5.8	88
RKO TWO	3640	*181	4.4	5.0	108	**144	4.5	4.0	109	721	4.8	19.8	118	*253	4.4	7.0	106
THE SOURCE	2467	*242	5.9	9.8	212	**76	2.4	3.1	85	425	2.9	17.2	102	*207	3.6	8.4	128
NON-WIRED : BLAIR	9466	401	9.8	4.2	92	426	13.3	4.5	124	1476	9.9	15.6	93	613	10.6	6.5	99
INTERNET	13616	799	19.6	5.9	127	687	21.5	5.0	140	2663	17.9	19.6	116	966	16.6	7.1	108
KATZ RADIO GROUP	16998	1079	26.4	6.3	137	713	22.3	4.2	116	2892	19.4	17.0	101	998	17.2	5.9	89
SUPERNET	11622	597	14.6	5.1	111	414	12.9	3.6	99	1933	13.0	16.6	99	837	14.4	7.2	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	336	8.2	3.6	77	240	7.5	2.5	70	1626	10.9	17.3	102	589	10.1	6.2	95
MKDAY 9:00 AM - 1:00 PM	13304	575	14.1	4.3	94	373	11.7	2.8	78	2477	16.6	18.6	110	848	14.6	6.4	97
MKDAY 1:00 PM - 4:30 PM	17591	742	18.2	4.2	91	509	15.9	2.9	80	3227	21.6	18.3	109	1113	19.2	6.3	96
MKDAY 4:30 PM - 7:30 PM	24418	1020	25.0	4.2	90	717	22.4	2.9	81	4260	28.6	17.4	104	1511	26.0	6.2	94
MKDAY 7:30 PM - 8:00 PM	34400	1458	35.7	4.2	92	974	30.4	2.8	78	6042	40.5	17.6	104	2072	35.7	6.0	92
MKDAY 11:00 PM - 11:30 PM	26120	1061	26.0	4.1	88	896	28.0	3.4	95	4874	32.7	18.7	111	1766	30.4	6.8	103
MKDAY 11:30 PM - 1:00 AM	8402	395	9.7	4.7	102	258	8.1	3.1	85	1591	10.7	18.9	112	529	9.1	6.3	96
M-SAT 8-11 PM-SUN 7-11 PM	36828	1705	41.7	4.6	100	1256	39.3	3.4	94	6681	44.8	18.1	108	2445	42.1	6.6	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	325	8.0	4.5	97	247	7.7	3.4	95	1419	9.5	19.7	117	518	8.9	7.2	109
ANOTHER WORLD	N 4924	186	4.6	3.8	82	*126	3.9	2.6	71	872	5.8	17.7	105	397	6.8	8.1	123
AS THE WORLD TURNS	C 5966	256	6.3	4.3	93	*188	5.9	3.2	87	1006	6.7	16.9	100	350	6.0	5.9	89
CAPITOL	C 3672	150	3.7	4.1	88	*98	3.1	2.7	74	647	4.3	17.6	105	225	3.9	6.1	93
CBS MORN. NEWS 1	C 1590	**57	1.4	3.6	78	**51	1.6	3.2	79	266	1.8	16.7	99	*103	1.8	6.5	99
CBS MORN. NEWS 2	C 1298	**41	1.0	3.2	68	**18	0.6	1.4	38	187	1.3	14.4	85	*99	1.7	7.6	116
DAYS OF OUR LIVES	N 6389	276	6.8	4.3	94	211	6.6	3.3	91	1114	7.5	17.4	103	376	6.5	5.9	90
FACTS OF LIFE - DAYTIME	N 2526	*103	2.5	4.1	88	*86	2.7	3.4	94	502	3.4	19.9	118	122	2.1	4.8	74
FAMILY FEUD	A 3427	*152	3.7	4.4	96	*68	2.1	2.0	55	706	4.7	20.6	122	223	3.8	6.5	99
GENERAL HOSPITAL	A 6870	400	9.8	5.8	126	267	8.3	3.9	107	1355	9.1	19.7	117	453	7.8	6.6	100
GOOD MORNING, AMERICA-730	A 3767	130	3.2	3.5	75	*89	2.8	2.4	65	723	4.8	19.2	114	220	3.8	5.8	89
GOOD MORNING, AMERICA-830	A 3076	158	3.9	5.1	111	*89	2.8	2.9	80	623	4.2	20.3	120	209	3.6	6.8	103
GUIDING LIGHT	C 5789	201	4.9	3.5	75	*187	5.8	3.2	89	979	6.6	16.9	100	399	6.9	6.9	105
ONE LIFE TO LIVE	A 4918	235	5.8	4.8	103	200	6.3	4.1	112	944	6.3	19.2	114	279	4.8	5.7	86
PRESS YOUR LUCK	C 2367	*129	3.2	5.4	118	*33	1.0	1.4	39	455	3.1	19.2	114	*93	1.6	3.9	60
PRICE IS RIGHT 1	C 4727	204	5.0	4.3	93	*113	3.5	2.4	66	946	6.3	20.0	119	272	4.7	5.8	88
PRICE IS RIGHT 2	C 5511	203	5.0	3.7	80	*129	4.0	2.3	65	1033							

		TOTAL U.S. '000	CLEARASIL				NEUTROGENA				NOXZEMA SKIN CREAM				SEA BREEZE ANTISEPTIC			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES																		
88464 4086 100.0 4.6 100 3199 100.0 3.6 100 14910 100.0 16.9 100 5808 100.0 6.6 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1050	25.7	3.8	81	795	24.9	2.8	79	4804	32.2	17.2	102	1655	28.5	5.9	90
NETWORK AFFILIATES - LATE		21966	875	21.4	4.0	86	737	23.0	3.4	93	4065	27.3	18.5	110	1474	25.4	6.7	102
INDEPENDENTS - LATE		2247	*91	2.2	4.0	88	*76	2.4	3.4	94	381	2.6	17.0	101	124	2.1	5.5	84
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	636	15.6	5.5	119	298	9.3	2.6	72	2432	16.3	21.1	125	847	14.6	7.3	112
ABC MONDAY NIGHT MOVIE	A	6879	302	7.4	4.4	95	*219	6.8	3.2	88	1119	7.5	16.3	97	516	8.9	7.5	114
ABC SUNDAY NIGHT MOVIE	A	13690	611	15.0	4.5	97	480	15.0	3.5	97	2531	17.0	18.5	110	877	15.1	6.4	98
ABC WORLD NEWS TONIGHT	A	6589	307	7.5	4.7	101	139	4.3	2.1	58	1016	6.8	15.4	91	317	5.5	4.8	73
AFTERMASH	C	6391	*211	5.2	3.3	71	*189	5.9	3.0	82	1129	7.6	17.7	105	*321	5.5	5.0	77
ALICE	C	10273	385	9.4	3.7	81	335	10.5	3.3	90	1781	11.9	17.3	103	602	10.4	5.9	89
AMERICAN PARADE	C	7130	*257	6.3	3.6	78	193	6.0	2.7	75	1102	7.4	15.5	92	457	7.9	6.4	98
BENSON	A	11665	570	14.0	4.9	106	379	11.8	3.2	90	2059	13.8	17.7	105	700	12.1	6.0	91
BLUE THUNDER	A	5442	*318	7.8	5.8	127	*192	6.0	3.5	98	944	6.3	17.3	103	*251	4.3	4.6	70
CAGNEY & LACEY	C	10565	493	12.1	4.7	101	416	13.0	3.9	109	1926	12.9	18.2	108	563	9.7	5.3	81
CBS EVENING NEWS-DEAN	C	3668	*84	2.1	2.3	50	*87	2.7	2.4	66	653	4.4	17.8	106	*171	2.9	4.7	71
CBS EVENING NEWS-RATHER	C	7561	255	6.2	3.4	73	291	9.1	3.8	106	1274	8.5	16.8	100	427	7.4	5.6	86
CBS SAT. NEWS-SCHIEFFER	C	3948	*166	4.1	4.2	91	166	5.2	4.2	116	677	4.5	17.1	102	274	4.7	6.9	106
CBS SATURDAY NIGHT MOVIE	C	5966	240	5.9	4.0	87	285	8.9	4.8	132	1063	7.1	17.8	106	411	7.1	6.9	105
CBS WEDNESDAY NIGHT MOVIE	C	6529	291	7.1	4.5	96	161	5.0	2.5	68	1248	8.4	19.1	113	445	7.7	6.8	104
CHEERS	N	9842	499	12.2	5.1	110	429	13.4	4.4	121	1929	12.9	19.6	116	672	11.6	6.8	104
DALLAS	C	23935	936	22.9	3.9	85	923	28.9	3.9	107	4205	28.2	17.6	104	1612	27.8	6.7	103
DIFF'RENT STROKES	N	7574	451	11.0	6.0	129	*223	7.0	2.9	81	1628	10.9	21.5	128	541	9.3	7.1	109
DOUBLE TROUBLE	N	7786	439	10.7	5.6	122	339	10.6	4.4	120	1556	10.4	20.0	119	712	12.3	9.1	139
DUCK FACTORY	N	6290	356	8.7	5.7	123	*254	7.9	4.0	112	1323	8.9	21.0	125	441	7.6	7.0	107
DUKES OF HAZZARD	C	6402	*216	5.3	3.4	73	*195	6.1	3.0	84	1334	8.9	20.8	124	429	7.4	6.7	102
DYNASTY	A	21955	1024	25.1	4.7	101	651	20.4	3.0	82	3939	26.4	17.9	106	1524	26.2	6.9	106
FACTS OF LIFE	N	8898	492	12.0	5.5	120	394	12.3	4.4	122	1649	11.1	18.5	110	619	10.7	7.0	106
FALCON CREST	C	21877	777	19.0	3.6	77	908	28.4	4.2	115	3684	24.7	16.8	100	1586	27.3	7.2	110
FALL GUY	A	10045	610	14.9	6.1	131	358	11.2	3.6	99	1953	13.1	19.4	115	571	9.8	5.7	87
FAMILY TIES	N	8922	467	11.4	5.2	113	*333	10.4	3.7	103	1775	11.9	19.9	118	702	12.1	7.9	120
FANTASY ISLAND	A	8288	391	9.6	4.7	102	239	7.5	2.9	80	1531	10.3	18.5	110	513	8.8	6.2	94
FOULUPS,BLEEPS & BLUNDERS	A	9891	468	11.5	4.7	102	318	9.9	3.2	89	1652	11.1	16.7	99	598	10.3	6.0	92
FOUR SEASONS	C	5429	*174	4.3	3.2	69	*180	5.6	3.3	92	959	6.4	17.7	105	*310	5.3	5.7	87
GIMME A BREAK	N	9646	536	13.1	5.6	120	*268	8.4	2.8	77	1865	12.5	19.3	115	667	11.5	6.9	105
HART TO HART	A	9983	315	7.7	3.2	68	443	13.8	4.4	123	1861	12.5	18.6	111	661	11.4	6.6	101
HILL STREET BLUES	N	9688	512	12.5	5.3	114	462	14.4	4.8	132	1629	10.9	16.8	100	760	13.1	7.8	119
HOTEL	A	15435	564	13.8	3.7	79	525	16.4	3.4	94	2833	19.0	18.4	109	1065	18.3	6.9	105
JEFFERSONS	C	10031	351	8.6	3.5	76	360	11.3	3.6	99	1937	13.0	19.3	115	597	10.3	6.0	91
JENNIFER SLEPT HERE	N	6376	361	8.8	5.7	123	*187	5.8	2.9	81	1269	8.5	19.9	118	507	8.7	8.0	121
KATE & ALLIE	C	9951	476	11.6	4.8	104	383	12.0	3.8	106	1835	12.3	18.4	109	613	10.6	6.2	94
KNIGHT RIDER	N	7908	489	12.0	6.2	134	*254	7.9	3.2	89	1612	10.8	20.4	121	634	10.9	8.0	122
LOVE BOAT	A	13226	612	15.0	4.6	100	372	11.6	2.8	78	2367	15.9	17.9	106	825	14.2	6.2	95
MAGNUM PI	C	12105	493	12.1	4.1	88	365	11.4	3.0	83	2060	13.8	17.0	101	845	14.5	7.0	106
MAMA'S FAMILY	N	6364	*203	5.0	3.2	69	*202	6.3	3.2	88	1129	7.6	17.7	105	603	10.4	9.5	144
MASTER, THE	N	3955	*175	4.3	4.4	96	*118	3.7	3.0	83	654	4.4	16.5	98	*276	4.8	7.0	106
MATT HOUSTON	A	6903	412	10.1	6.0	129	*245	7.7	3.5	98	1412	9.5	20.5	121	425	7.3	6.2	94
NBC MONDAY NIGHT MOVIE	N	13443	755	18.5	5.6	122	602	18.8	4.5	124	2536	17.0	18.9	112	1021	17.6	7.6	116
NBC NIGHTLY NEWS	N	5585	166	4.1	3.0	64	125	3.9	2.2	62	813	5.5	14.6	86	328	5.6	5.9	89
NBC NIGHTLY NEWS-SAT	N	3688	*99	2.4	2.7	58	*80	2.5	2.2	60	677	4.5	18.4	109	*213	3.7	5.8	88
NBC NIGHTLY NEWS-SUN	N	3310	*128	3.1	3.9	84	*99	3.1	3.0	83	477	3.2	14.4	86	*188	3.2	5.7	87
NBC SUNDAY NIGHT MOVIE	N	9238	612	15.0	6.6	143	*381	11.9	4.1	114	1880	12.6	20.4	121	595	10.2	6.4	98
NEWHART	C	9876	543	13.3	5.5	119	397	12.4	4.0	111	1888	12.7	19.1	113	627	10.8	6.3	97
ONE DAY AT A TIME	C	7954	330	8.1	4.1	90	*330	10.3	4.1	115	1313	8.8	16.5	98	475	8.2	6.0	91
PEOPLE ARE FUNNY	N	5182	*178	4.4	3.4	74	*159	5.0	3.1	85	906	6.1	17.5	104	482	8.3	9.3	142
REAL PEOPLE	N	9674	389	9.5	4.0	87	320	10.0	3.3	91	1784	12.0	18.4	109	568	9.8	5.9	89
REMINGTON STEELE	N	8511	557	13.6	6.5	142	263	8.2	3.1	85	1497	10.0	17.6	104	659	11.3	7.7	118
RIPLEY'S BELIEVE IT - NOT	A	5656	*297	7.3	5.3	114	*244	7.6	4.3	119	866	5.8	15.3	91	468	8.1	8.3	126
RIPIDE	N	7718	375	9.2	4.9	105	*220	6.9	2.9	79	1638	11.0	21.2	126	568	9.8	7.4	112
SCARECROW & MRS. KING	C	11058	410	10.0	3.7	80	411	12.8	3.7	103	1950	13.1	17.6	105	800	13.8	7.2	110
SIMON & SIMON	C	11615	413	10.1	3.6	77	428	13.4	3.7	102	2015	13.5	17.3	103	694	11.9	6.0	91
60 MINUTES	C	14326	386	9.4	2.7	58	375	11.7	2.6	72	2313	15.5	16.1	96	800	13.8	5.6	85
ST. ELSEWHERE	N	7670	516	12.6	6.7	146	389	12.2	5.1	140	1357	9.1	17.7	105	608	10.5	7.9	121
THREE'S COMPANY	A	12068	610	14.9	5.1	109	514	16.1	4.3	118	2151	14.4	17.8	106	743	12.8	6.2	94
T.J. HOOKER	A</																	

	TOTAL U.S. '000	VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX												
TOTAL FEMALES	88464	15117	100.0	17.1	100	11043	100.0	12.5	100												
FEMALE HOMEMAkers	80986	14072	93.1	17.4	102	9946	90.1	12.3	98												
EMPLOYED MOTHERS	18702	2896	19.2	15.5	91	2307	20.9	12.3	99												
18 - 24	14726	1887	12.5	12.8	75	2210	20.0	15.0	120												
25 - 34	20202	3359	22.2	16.6	97	2353	21.3	11.6	93												
35 - 44	14781	2245	14.9	15.2	89	1828	16.6	12.4	99												
45 - 54	11449	2092	13.8	18.3	107	1568	14.2	13.7	110												
55 - 64	11846	2244	14.8	18.9	111	1397	12.7	11.8	94												
65 OR OLDER	15459	3290	21.8	21.3	125	1687	15.3	10.9	87												
18 - 34	34928	5246	34.7	15.0	88	4563	41.3	13.1	105												
18 - 49	55154	8563	56.6	15.5	91	7320	66.3	13.3	106												
25 - 54	46433	7696	50.9	16.6	97	5749	52.1	12.4	99												
35 - 49	20226	3317	21.9	16.4	96	2757	25.0	13.6	109												
50 OR OLDER	33310	6554	43.4	19.7	115	3724	33.7	11.2	90												
GRADUATED COLLEGE	12110	2064	13.7	17.0	100	1678	15.2	13.9	111												
ATTENDED COLLEGE	15309	2266	15.0	14.8	87	1864	16.9	12.2	98												
GRADUATED HIGH SCHOOL	36912	6349	42.0	17.2	101	4669	42.3	12.6	101												
DID NOT GRADUATE HIGH SCHOOL	24134	4439	29.4	18.4	108	2833	25.7	11.7	94												
EMPLOYED FULL-TIME	35457	5525	36.5	15.6	91	4157	37.6	11.7	94												
EMPLOYED PART-TIME	8514	1447	9.6	17.0	99	1198	10.8	14.1	113												
NOT EMPLOYED	44494	8146	53.9	18.3	107	5688	51.5	12.8	102												
PROFESSIONAL/MANAGER	10811	1945	12.9	18.0	105	1538	13.9	14.2	114												
TECH/CLERICAL/SALES	19640	2829	18.7	14.4	84	2162	19.6	11.0	88												
PRECISION/CRAFT	1023	**142	0.9	13.9	81	**101	0.9	9.9	79												
OTHER EMPLOYED	12498	2055	13.6	16.4	96	1555	14.1	12.4	100												
SINGLE	15995	2494	16.5	15.6	91	2396	21.7	15.0	120												
MARRIED	51689	8920	59.0	17.3	101	6208	56.2	12.0	96												
DIVORCED/SEPARATED/WIDOWED	20780	3703	24.5	17.8	104	2440	22.1	11.7	94												
PARENTS	33922	5348	35.4	15.8	92	4364	39.5	12.9	103												
WHITE	76422	13187	87.2	17.3	101	9298	84.2	12.2	97												
BLACK	10066	1713	11.3	17.0	100	1434	13.0	14.2	114												
OTHER	1976	**218	1.4	11.0	65	**312	2.8	15.8	126												
NORTHEAST-CENSUS	19803	3191	21.1	16.1	94	2569	23.3	13.0	104												
NORTH CENTRAL	22181	4369	28.9	19.7	115	3124	28.3	14.1	113												
SOUTH	30082	5259	34.8	17.5	102	3466	31.4	11.5	92												
WEST	16398	2298	15.2	14.0	82	1885	17.1	11.5	92												
NORTHEAST-MKTG.	20163	2963	19.6	14.7	86	2365	21.4	11.7	94												
EAST CENTRAL	13054	2402	15.9	18.4	108	1773	16.1	13.6	109												
WEST CENTRAL	14993	3038	20.1	20.3	119	2174	19.7	14.5	116												
SOUTH	25785	4680	31.0	18.2	106	3116	28.2	12.1	97												
PACIFIC	14470	2034	13.5	14.1	82	1616	14.6	11.2	89												
COUNTY SIZE A	36705	5941	39.3	16.2	95	4413	40.0	12.0	96												
COUNTY SIZE B	26819	4620	30.6	17.2	101	3493	31.6	13.0	104												
COUNTY SIZE C	13597	2503	16.6	18.4	108	1599	14.5	11.8	94												
COUNTY SIZE D	11344	2054	13.6	18.1	106	1539	13.9	13.6	109												
METRO CENTRAL CITY	26825	4534	30.0	16.9	99	3510	31.8	13.1	105												
METRO SUBURBAN	39912	6606	43.7	16.6	97	4668	42.3	11.7	94												
NON METRO	21728	3976	26.3	18.3	107	2866	26.0	13.2	106												
TOP 5 ADI'S	20847	3427	22.7	16.4	96	2863	25.9	13.7	110												
TOP 10 ADI'S	28719	4334	28.7	15.1	88	3535	32.0	12.3	99												
TOP 20 ADI'S	40904	6574	43.5	16.1	94	4982	45.1	12.2	98												
HSHLD INC. \$50,000 OR MORE	7931	1163	7.7	14.7	86	*774	7.0	9.8	78												
\$40,000 OR MORE	15233	2269	15.0	14.9	87	1820	16.5	11.9	96												
\$30,000 OR MORE	28333	4370	28.9	15.4	90	3394	30.7	12.0	96												
\$25,000 OR MORE	36417	5694	37.7	15.6	91	4622	41.9	12.7	102												
\$20,000 - \$24,999	9943	1620	10.7	16.3	95	1271	11.5	12.8	102												
\$15,000 - \$19,999	9211	1518	10.0	16.5	96	1048	9.5	11.4	91												
\$10,000 - \$14,999	13477	2412	16.0	17.9	105	1635	14.8	12.1	97												
UNDER \$10,000	19418	3873	25.6	19.9	117	2467	22.3	12.7	102												
HOUSEHOLD OF 1 PERSON	11987	2203	14.6	18.4	108	1547	14.0	12.9	103												
2 PEOPLE	27046	5274	34.9	19.5	114	3103	28.1	11.5	92												
3 OR 4 PEOPLE	34251	5266	34.8	15.4	90	4348	39.4	12.7	102												
5 OR MORE PEOPLE	15180	2373	15.7	15.6	91	2046	18.5	13.5	108												
NO CHILD IN HSHLD	49819	8960	59.3	18.0	105	6049	54.8	12.1	97												
CHILD(REN) UNDER 2 YRS	6045	842	5.6	13.9	82	767	6.9	12.7	102												
2 - 5 YEARS	15233	2297	15.2	15.1	88	1781	16.1	11.7	94												
6 - 11 YEARS	16260	2820	18.7	17.3	101	2114	19.1	13.0	104												
12 - 17 YEARS	19173	3000	19.8	15.6	92	2488	22.5	13.0	104												
RESIDENCE OWNED	61371	11061	73.2	18.0	105	7904	71.6	12.9	103												
VALUE: \$50,000 OR MORE	35355	5652	37.4	16.0	94	4330	39.2	12.2	98												
VALUE: UNDER \$50,000	26016	5409	35.8	20.8	122	3574	32.4	13.7	110												

MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

		TOTAL U.S. '000	VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY													
			A	B	C	D	A	B	C	D										
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX		
TOTAL FEMALES		88464	15117	100.0	17.1	100	11043	100.0	12.5	100										
MAGAZINES	QUINTILE 1	17988	3252	21.5	18.1	106	2678	24.3	14.9	119										
	QUINTILE 2	19446	3219	21.3	16.6	97	2316	21.0	11.9	95										
	QUINTILE 3	14626	2372	15.7	16.2	95	1702	15.4	11.6	93										
	QUINTILE 4	16014	3071	20.3	19.2	112	1923	17.4	12.0	96										
	QUINTILE 5	20389	3203	21.2	15.7	92	2424	22.0	11.9	95										
NEWSPAPERS	QUINTILE 1	13830	2408	15.9	17.4	102	1789	16.2	12.9	104										
	QUINTILE 2	26350	4707	31.1	17.9	105	3141	28.4	11.9	95										
	QUINTILE 3	12415	2131	14.1	17.2	100	1615	14.6	13.0	104										
	QUINTILE 4	21911	3691	24.4	16.8	99	2485	22.5	11.3	91										
	QUINTILE 5	13960	2179	14.4	15.6	91	2013	18.2	14.4	116										
OUTDOOR	QUINTILE 1	16810	2731	18.1	16.2	95	2171	19.7	12.9	103										
	QUINTILE 2	17101	3164	20.9	18.5	108	2122	19.2	12.4	99										
	QUINTILE 3	17579	2971	19.7	16.9	99	2353	21.3	13.4	107										
	QUINTILE 4	18343	3146	20.8	17.2	100	2330	21.1	12.7	102										
	QUINTILE 5	18631	3105	20.5	16.7	98	2068	18.7	11.1	89										
RADIO-DRIVE TIME	QUINTILE 1	17390	3020	20.0	17.4	102	2079	18.8	12.0	96										
	QUINTILE 2	16591	3014	19.9	18.2	106	2233	20.2	13.5	108										
	QUINTILE 3	16910	2860	18.9	16.9	99	2094	19.0	12.4	99										
	QUINTILE 4	18002	3018	20.0	16.8	98	2334	21.1	13.0	104										
	QUINTILE 5	19572	3206	21.2	16.4	96	2304	20.9	11.8	94										
RADIO-MID- DAY	TERCILE 1	23248	4096	27.1	17.6	103	2821	25.5	12.1	97										
	TERCILE 2	23667	4263	28.2	18.0	105	3254	29.5	13.7	110										
	TERCILE 3	41549	6758	44.7	16.3	95	4968	45.0	12.0	96										
RADIO-TOTAL	QUINTILE 1	17786	3256	21.5	18.3	107	2287	20.7	12.9	103										
	QUINTILE 2	17316	2836	18.8	16.4	96	2030	18.4	11.7	94										
	QUINTILE 3	18428	3064	20.3	16.6	97	2332	21.1	12.7	101										
	QUINTILE 4	17669	3168	21.0	17.9	105	2462	22.3	13.9	112										
	QUINTILE 5	17265	2793	18.5	16.2	95	1933	17.5	11.2	90										
TV-PRIME TIME	QUINTILE 1	17416	3388	22.4	19.5	114	2382	21.6	13.7	110										
	QUINTILE 2	17413	3050	20.2	17.5	103	2064	18.7	11.9	95										
	QUINTILE 3	17943	2973	19.7	16.6	97	2265	20.5	12.6	101										
	QUINTILE 4	18442	2939	19.4	15.9	93	2175	19.7	11.8	94										
	QUINTILE 5	17250	2768	18.3	16.0	94	2158	19.5	12.5	100										
TV-DAYTIME	TERCILE 1	29966	5217	34.5	17.4	102	3800	34.4	12.7	102										
	TERCILE 2	29480	4973	32.9	16.9	99	3690	33.4	12.5	100										
	TERCILE 3	29018	4927	32.6	17.0	99	3553	32.2	12.2	98										
TV-TOTAL	QUINTILE 1	17740	3354	22.2	18.9	111	2418	21.9	13.6	109										
	QUINTILE 2	17674	3053	20.2	17.3	101	2310	20.9	13.1	105										
	QUINTILE 3	17730	3281	21.7	18.5	108	2118	19.2	11.9	96										
	QUINTILE 4	17563	2569	17.0	14.6	86	1965	17.8	11.2	90										
	QUINTILE 5	17757	2860	18.9	16.1	94	2233	20.2	12.6	101										
MAGAZINES-NEWSPAPERS: DUAL		23278	4069	26.9	17.5	102	2990	27.1	12.8	103										
MAGAZINE IMPERATIVE		21634	3604	23.8	16.7	97	2944	26.7	13.6	109										
NEWSPAPER IMPERATIVE		23455	4097	27.1	17.5	102	2757	25.0	11.8	94										
MAGAZINES-OUTDOOR: DUAL		17482	3003	19.9	17.2	101	2324	21.0	13.3	106										
MAGAZINE IMPERATIVE		28830	4950	32.7	17.2	100	3688	33.4	12.8	102										
OUTDOOR IMPERATIVE		26119	4357	28.8	16.7	98	3079	27.9	11.8	94										
MAGAZINES-RADIO: DUAL		20162	3225	21.3	16.0	94	2442	22.1	12.1	97										
MAGAZINE IMPERATIVE		26292	4743	31.4	18.0	106	3625	32.8	13.8	110										
RADIO IMPERATIVE		25308	4526	29.9	17.9	105	3096	28.0	12.2	98										
MAGAZINES-TELEVISION: DUAL		17312	3141	20.8	18.1	106	2475	22.4	14.3	115										
MAGAZINE IMPERATIVE		29099	4570	30.2	15.7	92	3463	31.4	11.9	95										
TELEVISION IMPERATIVE		27505	5001	33.1	18.2	106	3285	29.7	11.9	96										
NEWSPAPERS-OUTDOOR: DUAL		18628	3523	23.3	18.9	111	2606	23.6	14.0	112										
NEWSPAPER IMPERATIVE		29178	5036	33.3	17.3	101	3391	30.7	11.6	93										
OUTDOOR IMPERATIVE		25260	4072	26.9	16.1	94	3176	28.8	12.6	101										
NEWSPAPERS-RADIO: DUAL		19246	3367	22.3	17.5	102	2382	21.6	12.4	99										
NEWSPAPER IMPERATIVE		28155	4992	33.0	17.7	104	3491	31.6	12.4	99										
RADIO IMPERATIVE		25308	4233	28.0	16.7	98	3225	29.2	12.7	102										
NEWSPAPERS-TELEVISION: DUAL		18615	3436	22.7	18.5	108	2434	22.0	13.1	105										
NEWSPAPER IMPERATIVE		29207	4867	32.2	16.7	98	3442	31.2	11.8	94										
TELEVISION IMPERATIVE		25472	4581	30.3	18.0	105	3345	30.3	13.1	105										
OUTDOOR-RADIO: DUAL		17292	2909	19.2	16.8	98	2121	19.2	12.3	98										
OUTDOOR IMPERATIVE		26915	4674	30.9	17.4	102	3555	32.2	13.2	106										
RADIO IMPERATIVE		28938	4904	32.4	16.9	99	3495	31.6	12.1	97										
OUTDOOR-TELEVISION: DUAL		16112	2956	19.6	18.3	107	2095	19.0	13.0	104										
OUTDOOR IMPERATIVE		28228	4692	31.0	16.6	97	3409	30.9	12.1	97										
TELEVISION IMPERATIVE		30024	5538	36.6	18.4	108	3964	35.9	13.2	106										
RADIO-TELEVISION: DUAL		17803	3129	20.7	17.6	103	2209	20.0	12.4	99										
RADIO IMPERATIVE		28338	4572	30.2	16.1	94	3330	30.2	11.8	94										
TELEVISION IMPERATIVE		28445	5199	34.4	18.3	107	3805	34.5	13.4	107										

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	15117	100.0	17.1	100	11043	100.0	12.5	100								
ATLANTIC MONTHLY	415	**88	0.6	21.2	124	**55	0.5	13.3	106								
BARRON'S	522	**119	0.8	22.8	133	**104	0.9	19.9	160								
BETTER HOMES & GARDENS	17429	3065	20.3	17.6	103	2261	20.5	13.0	104								
BOM APPETIT	2772	481	3.2	17.4	102	406	3.1	14.6	117								
BUSINESS WEEK	1469	*271	1.8	18.4	108	*294	2.7	20.0	160								
CAR AND DRIVER	397	**90	0.6	22.7	133	**111	1.0	28.0	224								
CBS MAGAZINE NETWORK (GROSS)	1633	389	2.6	23.8	139	*264	2.4	16.2	130								
CHANGING TIMES	1554	328	2.2	21.1	124	290	2.6	18.7	149								
COLONIAL HOMES	1304	293	1.9	22.5	131	*196	1.8	15.0	120								
CONDE NAST MAG. PKG. (GROSS)	17858	2819	18.6	15.8	92	2478	22.4	13.9	111								
CONSUMERS DIGEST	1406	244	1.6	17.4	102	*233	2.1	16.6	133								
COSMOPOLITAN	8815	1226	8.1	13.9	81	1097	9.9	12.4	100								
COUNTRY LIVING	2636	439	2.9	16.7	97	349	3.2	13.2	106								
CUISINE	1554	*195	1.3	12.5	73	*186	1.7	12.0	96								
CYCLE WORLD	469	**188	1.2	40.1	235	**87	0.8	18.6	149								
DCI:CREATIVE IDEAS FOR LIV	2631	507	3.4	19.3	113	269	2.4	10.2	82								
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1385	9.2	19.6	115	858	7.8	12.1	97								
DISCOVER	998	*244	1.6	24.4	143	*181	1.6	18.1	145								
EBONY	4289	788	5.2	18.4	108	615	5.6	14.3	115								
ESQUIRE	1176	*252	1.7	21.4	125	*162	1.5	13.8	110								
ESSENCE	2392	476	3.1	19.9	116	389	3.5	16.3	130								
FAMILY CIRCLE	17209	2995	19.8	17.4	102	2301	20.8	13.4	107								
THE FAMILY HANDYMAN	1184	*183	1.2	15.5	90	*121	1.1	10.2	82								
FAMILY WEEKLY	12391	2230	14.8	18.0	105	1635	14.8	13.2	106								
FIELD & STREAM	2438	444	2.9	18.2	107	365	3.3	15.0	120								
FOOD & WINE	614	**100	0.7	16.3	95	**91	0.8	14.8	119								
FORBES	813	**141	0.9	17.3	101	*128	1.2	15.7	126								
FORTUNE	1083	*223	1.5	20.6	120	*242	2.2	22.3	179								
GENTLEMEN'S QUARTERLY	1197	*148	1.0	12.4	72	*190	1.7	15.9	127								
GLAMOUR	6625	1029	6.8	15.5	91	1029	9.3	15.5	124								
GOLF DIGEST	707	**93	0.6	13.2	77	**53	0.5	7.5	60								
GOLF DIGEST/TENNIS (GROSS)	1316	*231	1.5	17.6	103	*159	1.4	12.1	97								
GOLF MAGAZINE	469	**80	0.5	17.1	100	**43	0.4	9.2	73								
GOLF MAGAZINE/SKI (GROSS)	1060	**177	1.2	16.7	98	**136	1.2	12.8	103								
GOOD HOUSEKEEPING	17784	3252	21.5	18.3	107	2297	20.8	12.9	103								
HARPER'S BAZAAR	2931	421	2.8	14.4	84	352	3.2	12.0	96								
HEALTH	2199	319	2.1	14.5	85	*251	2.3	11.4	91								
HEARST MAG CORP. BUY (GROSS)	49148	8562	56.6	17.4	102	6394	57.9	13.0	104								
HEARST MAN POWER (GROSS)	2113	470	3.1	22.2	130	*291	2.6	13.8	110								
HEARST WOMAN POWER (GROSS)	35062	6013	39.8	17.1	100	4633	42.0	13.2	106								
HOUSE BEAUTIFUL	3865	692	4.6	17.9	105	441	4.0	11.4	91								
INC.	315	**59	0.4	18.7	110	**16	0.1	5.1	41								
JET	3690	605	4.0	16.4	96	500	4.5	13.6	109								
LADIES' HOME JOURNAL	12930	2409	15.9	18.6	109	1922	17.4	14.9	119								
LHMJ FAMILY GRP COMBO(GROSS)	18161	3234	21.4	17.8	104	2538	23.0	14.0	112								
LIFE	5065	734	4.9	14.5	85	557	5.0	11.0	88								
L.A. TIMES HOME MAGAZINE	1310	**152	1.0	11.6	68	**140	1.3	10.7	86								
MADemoiselle	3759	623	4.1	16.6	97	466	4.2	12.4	99								
MC CALL'S	14658	2849	18.8	19.4	114	2274	20.6	15.5	124								
MC CALL'S/WRK MOTHER (GROSS)	15857	3024	20.0	19.1	112	2402	21.8	15.1	121								
MECHANIX ILLUSTRATED	809	**135	0.9	16.7	98	**89	0.8	11.0	88								
METROPOLITAN HOME	1009	*183	1.2	18.1	106	*118	1.1	11.7	94								
MONEY	1707	318	2.1	18.6	109	*219	2.0	12.8	103								
MOTHER EARTH NEWS	1123	*162	1.1	14.4	84	**113	1.0	10.1	81								
MS.	932	*181	1.2	19.4	114	*133	1.2	14.3	114								
NATIONAL ENQUIRER	11971	2267	15.0	18.9	111	1583	14.3	13.2	106								
NATIONAL GEOGRAPHIC	10503	1855	12.3	17.7	103	1534	13.9	14.6	117								
NATIONAL SUNDAY MAGAZINE PKG	54325	9518	63.0	17.5	103	6793	61.5	12.5	100								
NATURAL HISTORY	626	**133	0.9	21.2	124	**70	0.6	11.2	90								
NEW WOMAN	1992	236	1.6	11.8	69	*158	1.4	7.9	64								
NEW YORK INCLUDING CUE	547	**67	0.4	12.2	72	**68	0.6	12.4	100								
THE NEW YORKER	1380	*249	1.6	18.0	106	*169	1.5	12.2	98								
NEWSWEEK	6925	1207	8.0	17.4	102	979	8.9	14.1	113								
THE N.Y. TIMES DAILY EDITION	1363	*273	1.8	20.0	117	*211	1.9	15.5	124								
THE N.Y. TIMES MAGAZINE	2333	392	2.6	16.8	98	461	4.2	19.8	158								
OMNI	872	*217	1.4	24.9	146	*200	1.8	22.9	184								
ON CABLE	1298	*172	1.1	13.3	78	**90	0.8	6.9	56								
1001 HOME IDEAS	3032	506	3.3	16.7	98	366	3.3	12.1	97								
ORGANIC GARDENING	1680	397	2.6	23.6	138	*237	2.1	14.1	113								
OUTDOOR LIFE	960	*232	1.5	24.2	141	**115	1.0	12.0	96								
PARADE MAGAZINE	26755	4649	30.8	17.4	102	3444	31.2	12.9	103								

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MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	15117	100.0	17.1	100	11043	100.0	12.5	100								
PARENTS	4173	740	4.9	17.7	104	614	5.6	14.7	118								
PENTHOUSE	973	*175	1.2	18.0	105	**107	1.0	11.0	88								
PEOPLE	13479	2138	14.1	15.9	93	1759	15.9	13.0	105								
PLAYBOY	2183	392	2.6	18.0	105	303	2.7	13.9	111								
POPULAR HOT RODDING	388	**63	0.4	16.2	95	**58	0.5	14.9	120								
POPULAR MECHANICS	1037	*237	1.6	22.9	134	**114	1.0	11.0	88								
POPULAR SCIENCE	920	*188	1.2	20.4	120	**125	1.1	13.6	109								
PREVENTION	4071	757	5.0	18.6	109	569	5.2	14.0	112								
PSYCHOLOGY TODAY	1940	318	2.1	16.4	96	268	2.4	13.8	111								
READER'S DIGEST	24031	4405	29.1	18.3	107	3003	27.2	12.5	100								
REDBOOK	8464	1535	10.2	18.1	106	1239	11.2	14.6	117								
ROAD & TRACK	429	**75	0.5	17.5	102	**60	0.5	14.0	112								
ROLLING STONE	1355	*212	1.4	15.6	92	*203	1.8	15.0	120								
RUNNER'S WORLD	329	**68	0.4	20.7	121	**62	0.6	18.8	151								
SATURDAY EVENING POST	1268	220	1.5	17.4	102	*224	2.0	17.7	142								
SCIENCE 84	702	**103	0.7	14.7	86	**89	0.6	9.8	79								
SCIENCE DIGEST	553	**102	0.7	18.4	108	**108	1.0	19.5	156								
SCIENTIFIC AMERICAN	615	**100	0.7	16.3	95	**30	0.3	4.9	39								
SELF	2883	388	2.6	14.5	85	383	3.5	14.3	114								
SEVENTEEN	3304	571	3.8	17.3	101	480	4.3	14.5	116								
SKI	591	**97	0.6	16.4	96	**93	0.8	15.7	126								
SMITHSONIAN	3039	422	2.8	13.9	81	256	2.3	8.4	67								
SOAP OPERA DIGEST	3683	763	5.0	20.7	121	517	4.7	14.0	112								
SOUTHERN LIVING	4434	878	5.8	19.8	116	588	5.3	13.3	106								
SPORT	701	*158	1.0	22.5	132	**108	1.0	15.4	123								
THE SPORTING NEWS	518	**104	0.7	20.1	117	**72	0.7	13.9	111								
SPORTS AFIELD	523	**131	0.9	25.0	147	**69	0.6	13.2	106								
SPORTS ILLUSTRATED	3325	613	4.1	18.4	108	477	4.3	14.3	115								
STAR	8567	1717	11.4	20.0	117	1186	10.7	13.8	111								
SUNDAY	27630	*422	30.6	16.7	98	3310	30.0	12.0	96								
SUNSET	2219	282	1.9	12.7	74	*261	2.4	11.8	94								
TV GUIDE	24258	4094	27.1	16.9	99	3019	27.3	12.4	100								
TENNIS	609	**138	0.9	22.7	133	**106	1.0	17.4	139								
TIME	9829	1708	11.3	17.2	101	1209	10.9	12.2	98								
TOWN & COUNTRY	1062	*206	1.4	19.4	114	**120	1.1	11.3	91								
TRAVEL & LEISURE	1051	*152	1.0	14.5	85	*110	1.0	10.5	84								
TRUE STORY	3946	863	5.7	21.9	128	559	5.1	14.2	113								
U.S. NEWS & WORLD REPORT	3782	695	4.6	18.4	108	483	4.4	12.8	102								
USA TODAY	1874	335	2.2	17.9	105	320	2.9	17.1	137								
US	2213	406	2.7	18.3	107	417	3.8	18.8	151								
VOGUE	4792	778	5.1	16.2	95	599	5.4	12.5	100								
WALL STREET JOURNAL	2045	353	2.3	17.3	101	310	2.8	15.2	121								
WEIGHT WATCHERS	2364	418	2.8	17.7	103	376	3.4	15.9	127								
WOMAN'S DAY	15182	2630	17.4	17.3	101	1902	17.2	12.5	100								
WORKING MOTHER	1198	*175	1.2	14.6	85	*128	1.2	10.7	86								
WORKING WOMAN	1523	241	1.6	15.8	93	*147	1.3	9.7	77								
WORLD TENNIS	*183	**56	0.4	30.6	179	**45	0.4	24.6	197								
ZIFF-DAVIS MAG NETWK (GROSS)	2776	536	3.5	19.3	113	342	3.1	12.3	99								
BLAIR INSERTS	47909	8258	54.6	17.2	101	6024	54.6	12.6	101								
DAILY NEWSPAPERS																	
READ ANY	56731	10019	66.3	17.7	103	6949	62.9	12.2	98								
READ ONE	47696	8451	55.9	17.7	104	5784	52.4	12.1	97								
READ TWO OR MORE	9034	1569	10.4	17.4	102	1165	10.5	12.9	103								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	10034	66.4	17.4	102	7108	64.4	12.3	99								
READ ONE	50513	8741	57.8	17.3	101	6102	55.3	12.1	97								
READ TWO OR MORE	7219	1293	8.6	17.9	105	1006	9.1	13.9	112								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.16				29.17											
30 DAY REACH	78184	13511	89.4	17.3	101	9899	89.6	12.7	101								
50 SHWG - 30 DAY AV FREQ	14.80	14.70				15.27											
30 DAY REACH	74239	12960	85.7	17.5	102	9466	85.7	12.8	102								
25 SHWG - 30 DAY AV FREQ	8.05	8.10				8.19											
30 DAY REACH	68254	11758	77.8	17.2	101	8867	80.3	13.0	104								
CABLE TV: HOME WIRED	35215	5832	38.6	16.6	97	4529	41.0	12.9	103								
HOME NOT WIRED	53250	9285	61.4	17.4	102	6514	59.0	12.2	98								
HAVE PAY CABLE	17885	2866	19.0	16.0	94	2198	19.9	12.3	98								

	TOTAL U.S. '000	VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALES	88464	15117	100.0	17.1	100	11043	100.0	12.5	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	8472	56.0	17.7	103	6113	55.4	12.7	102								
10:00 AM - 3:00 PM	33674	6049	40.0	18.0	105	4446	40.3	13.2	106								
3:00 PM - 7:00 PM	34431	5790	38.3	16.8	98	4193	38.0	12.2	98								
7:00 PM - MIDNIGHT	17761	2864	18.9	16.1	94	2222	20.1	12.5	100								
MIDNIGHT - 6:00 AM	10087	1908	12.6	18.9	111	1203	10.9	11.9	96								
6:00 AM - MIDNIGHT	64318	11168	73.9	17.4	102	8254	74.7	12.8	103								
ENTIRE DAY	65181	11359	75.1	17.4	102	8396	76.0	12.9	103								
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	17411	3217	21.3	18.5	108	2058	18.6	11.8	95								
ALL NEWS	2520	356	2.4	14.1	83	269	2.4	10.7	86								
AOR/PROGRESSIVE	4419	558	3.7	12.6	74	662	6.0	15.0	120								
BEAUTIFUL MUSIC	6119	1196	7.9	19.5	114	759	6.9	12.4	99								
BLACK	2623	530	3.5	20.2	118	403	3.6	15.4	123								
CLASSICAL	1553	*246	1.6	15.8	93	*203	1.8	13.1	105								
CHR/ROCK	11282	1909	12.6	16.9	99	1559	14.1	13.8	111								
COUNTRY	13343	2371	15.7	17.8	104	1666	15.1	12.5	100								
GOLDEN OLDIES	1299	*157	1.0	12.1	71	*111	1.0	8.5	68								
MOR/NOSTALGIA	5241	902	6.0	17.2	101	694	6.3	13.2	106								
NEWS/TALK	4165	635	4.2	15.2	89	517	4.7	12.4	99								
RELIGIOUS	3324	578	3.8	17.4	102	475	4.3	14.3	114								
SOFT ROCK	609	*121	0.8	19.9	116	*104	0.9	17.1	137								
URBAN CONTEMPORARY	1853	382	2.5	20.6	121	282	2.6	15.2	122								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	692	4.6	18.6	109	606	5.5	16.3	130								
ABC DIRECTION	2488	379	2.5	15.2	89	303	2.7	12.2	98								
ABC ENTERTAINMENT	5129	881	5.8	17.2	101	553	5.0	10.8	86								
ABC FM	2498	478	3.2	19.1	112	300	2.7	12.0	96								
ABC INFORMATION	5721	1081	7.2	18.9	111	713	6.5	12.5	100								
ABC ROCK	2021	280	1.9	13.9	81	*292	2.6	14.4	116								
CBS	4756	848	5.6	17.8	104	641	5.8	13.5	108								
MUTUAL	5272	838	5.5	15.9	93	582	5.3	11.0	88								
NBC	4964	950	6.3	19.1	112	478	4.3	9.6	77								
RADIORADIO	2218	359	2.4	16.2	95	348	3.2	15.7	126								
RKO ONE	2565	432	2.9	16.8	99	246	2.2	9.6	77								
RKO TWO	3640	565	3.7	15.5	91	488	4.4	13.4	107								
THE SOURCE	2467	419	2.8	17.0	99	332	3.0	13.5	108								
NON-WIRED : BLAIR	9466	1804	11.9	19.1	112	1357	12.3	14.3	115								
INTERNET	13616	2312	15.3	17.0	99	1877	17.0	13.8	110								
KATZ RADIO GROUP	16998	3034	20.1	17.8	104	1814	16.4	10.7	85								
SUPERNET	11622	1876	12.4	16.1	94	1346	12.2	11.6	93								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	1729	11.4	18.3	107	1215	11.0	12.9	103								
MKDAY 9:00 AM - 1:00 PM	13304	2294	15.2	17.2	101	1702	15.4	12.8	102								
MKDAY 1:00 PM - 4:30 PM	17591	3134	20.7	17.8	104	2290	20.7	13.0	104								
MKDAY 4:30 PM - 7:30 PM	24418	4407	29.2	18.0	106	3190	28.9	13.1	105								
MKDAY 7:30 PM - 8:00 PM	34400	6056	40.1	17.6	103	4068	36.8	11.8	95								
MKDAY 11:00 PM - 11:30 PM	26120	4433	29.3	17.0	99	3283	29.7	12.6	101								
MKDAY 11:30 PM - 1:00 AM	8402	1468	9.7	17.5	102	1133	10.3	13.5	108								
M-SAT 8-11 PM+SUN 7-11 PM	36828	6567	43.4	17.8	104	4620	41.8	12.5	100								
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1320	8.7	18.3	107	872	7.9	12.1	97								
ANOTHER WORLD N	4924	1027	6.8	20.9	122	664	6.0	13.5	108								
AS THE WORLD TURNS C	5966	939	6.2	15.7	92	724	6.6	12.1	97								
CAPITOL C	3672	630	4.2	17.2	100	458	4.1	12.5	100								
CBS MORN. NEWS 1 C	1590	364	2.4	22.9	134	204	1.8	12.8	103								
CBS MORN. NEWS 2 C	1298	287	1.9	22.1	129	179	1.6	13.8	110								
DAYS OF OUR LIVES N	6389	1189	7.9	18.6	109	821	7.4	12.9	103								
FACTS OF LIFE - DAYTIME N	2526	409	2.7	16.2	95	338	3.1	13.4	107								
FAMILY FEUD A	3427	613	4.1	17.9	105	347	3.1	10.1	81								
GENERAL HOSPITAL A	6870	1251	8.3	18.2	107	1035	9.4	15.1	121								
GOOD MORNING, AMERICA-730 A	3767	701	4.6	18.6	109	385	3.5	10.2	82								
GOOD MORNING, AMERICA-830 A	3076	649	4.3	21.1	123	341	3.1	11.1	89								
GUIDING LIGHT C	5789	921	6.1	15.9	93	629	5.7	10.9	87								
ONE LIFE TO LIVE A	4918	877	5.8	17.8	104	653	5.9	13.3	106								
PRESS YOUR LUCK C	2367	384	2.5	16.2	95	303	2.7	12.8	103								
PRICE IS RIGHT 1 C	4727	758	5.0	16.0	94	556	5.0	11.8	94								
PRICE IS RIGHT 2 C	5511	900	6.0	16.3	96	611	5.5	11.1	89								
RYAN'S HOPE A	3479	671	4.4	19.3	113	387	3.5	11.1	89								
SALE OF THE CENTURY N	2823	557	3.7	19.7	115	439	4.0	15.6	125								
SEARCH FOR TOMORROW N	2525	457	3.0	18.1	106	360	3.3	14.3	114								
TODAY SHOW 1 N	2979	506	3.3	17.0	99	404	3.7	13.6	109								
TODAY SHOW 2 N	2792	469	3.1	16.8	98	389	3.5	13.9	112								
\$25,000 PYRAMID C	2899	484	3.2	16.7	98	299	2.7	10.3	83								
WHEEL OF FORTUNE N	4689	904	6.0	19.3	113	621	5.6	13.2	106								
YOUNG AND THE RESTLESS C	6231	1064	7.0	17.1	100	860	7.8	13.8	111								
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	310	2.1	15.7	92	207	1.9	10.5	84								
NBA PLAYOFF GAME -1 C	1246	258	1.7	20.7	121	154	1.4	12.4	99								
NBC MAJOR LEAGUE PRE-GAME N	1140	*263	1.7	23.1	135	*137	1.2	12.0	96								
SPORTSWORLD - SUN N	1328	235	1.6	17.7	104	*213	1.9	16.0	128								
SUNDAY MORNING C	1645	349	2.3	21.2	124	215	1.9	13.1	105								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	VASELINE INTENSIVE CARE				VASELINE PETROLEUM JELLY											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	15117	100.0	17.1	100	11043	100.0	12.5	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	5209	34.5	18.6	109	3593	32.5	12.8	103								
NETWORK AFFILIATES - LATE	21966	3700	24.5	16.8	99	2778	25.2	12.6	101								
INDEPENDENTS - LATE	2247	413	2.7	18.4	103	296	2.7	13.2	106								
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11524	1893	12.5	16.4	96	1427	12.9	12.4	99								
ABC MONDAY NIGHT MOVIE	A 6879	1084	7.2	15.8	92	880	8.0	12.8	102								
ABC SUNDAY NIGHT MOVIE	A 13690	2450	16.2	17.9	105	1717	15.5	12.5	100								
ABC WORLD NEWS TONIGHT	A 6589	1242	8.2	18.8	110	860	7.8	13.1	105								
AFTERMASH	C 6391	1168	7.7	18.3	107	830	7.5	13.0	104								
ALICE	C 10273	1872	12.4	18.2	107	1353	12.3	13.2	106								
AMERICAN PARADE	C 7130	1324	8.8	18.6	109	809	7.3	11.3	91								
BENSON	A 11665	2066	13.7	17.7	104	1333	12.1	11.4	92								
BLUE THUNDER	A 5442	844	5.6	15.5	91	603	5.5	11.1	89								
CAGNEY & LACEY	A 10565	2071	13.7	19.6	115	1356	12.3	12.8	103								
CBS EVENING NEWS-DEAN	C 3668	769	5.1	21.0	123	433	3.9	11.8	95								
CBS EVENING NEWS-RATHER	C 7561	1637	10.8	21.7	127	1040	9.4	13.8	110								
CBS SAT. NEWS-SCHIEFFER	C 3948	918	6.1	23.3	136	719	6.5	18.2	146								
CBS SATURDAY NIGHT MOVIE	C 5966	1002	6.6	16.8	98	714	6.5	12.0	96								
CBS WEDNESDAY NIGHT MOVIE	C 6529	1059	7.0	16.2	95	846	7.7	13.0	104								
CHEERS	N 9842	1735	11.5	17.6	103	1093	9.9	11.1	89								
DALLAS	C 23935	4249	28.1	17.8	104	2959	26.8	12.4	99								
DIFF'RENT STROKES	N 7574	1485	9.8	19.6	115	1040	9.4	13.7	110								
DOUBLE TROUBLE	N 7786	1388	9.2	17.8	104	947	8.6	12.2	97								
DUCK FACTORY	N 6290	1149	7.6	18.3	107	683	6.2	10.9	87								
DUKES OF HAZZARD	C 6402	1171	7.7	18.3	107	863	7.8	13.5	108								
DYNASTY	A 21955	3814	25.2	17.4	102	2706	24.5	12.3	99								
FACTS OF LIFE	N 8898	1571	10.4	17.7	103	1152	10.4	12.9	104								
FALCON CREST	C 21877	4116	27.2	18.8	110	2774	25.1	12.7	102								
FALL GUY	A 10045	1867	12.4	18.6	109	1294	11.7	12.9	103								
FAMILY TIES	N 8922	1520	10.1	17.0	100	1085	9.8	12.2	97								
FANTASY ISLAND	A 8288	1456	9.6	17.6	103	1035	9.4	12.5	100								
FOULUPS, BLEEPES & BLUNDERS	A 9891	1613	10.7	16.3	95	1257	11.4	12.7	102								
FOUR SEASONS	C 5429	980	6.5	18.1	106	739	6.7	13.6	109								
GIMME A BREAK	N 9646	1606	10.6	16.6	97	1286	11.6	13.3	107								
HART TO HART	A 9983	1761	11.6	17.6	103	1262	11.4	12.6	101								
HILL STREET BLUES	N 9688	1450	9.6	15.0	88	1170	10.6	12.1	97								
HOTEL	A 15435	2753	18.2	17.8	104	1890	17.1	12.2	98								
JEFFERSONS	C 10031	1806	11.9	18.0	105	1321	12.0	13.2	105								
JENNIFER SLEPT HERE	N 6376	1201	7.9	18.8	110	777	7.0	12.2	98								
KATE & ALLIE	C 9951	1979	13.1	19.9	116	1158	10.5	11.6	93								
KNIGHT RIDER	N 7908	1497	9.9	18.9	111	1157	10.5	14.6	117								
LOVE BOAT	A 13226	2396	15.8	18.1	106	1518	13.7	11.5	92								
MAGNUM PI	C 12105	2172	14.4	17.9	105	1363	12.3	11.3	90								
MAMA'S FAMILY	N 6364	1316	8.7	20.7	121	986	8.9	15.5	124								
MASTER, THE	N 3955	723	4.8	18.3	107	577	5.2	14.6	117								
MATT HOUSTON	A 6903	1189	7.9	17.2	101	925	8.4	13.4	107								
NBC MONDAY NIGHT MOVIE	N 13443	2143	14.2	15.9	93	1666	15.1	12.4	99								
NBC NIGHTLY NEWS	N 5585	946	6.3	16.9	99	671	6.1	12.0	96								
NBC NIGHTLY NEWS-SAT	N 3688	719	4.8	19.5	114	623	5.6	16.9	135								
NBC NIGHTLY NEWS-SUN	N 3310	632	4.2	19.1	112	563	5.1	17.0	136								
NBC SUNDAY NIGHT MOVIE	N 9238	1592	10.5	17.2	101	1210	11.0	13.1	105								
NEWHART	C 9876	1937	12.8	19.6	115	1240	11.2	12.6	101								
ONE DAY AT A TIME	C 7954	1203	8.0	15.1	89	907	8.2	11.4	91								
PEOPLE ARE FUNNY	N 5182	1065	7.0	20.6	120	760	6.9	14.7	117								
REAL PEOPLE	N 9674	1814	12.0	18.8	110	1193	10.8	12.3	99								
REMINGTON STEELE	N 8511	1358	9.0	16.0	93	1185	10.7	13.9	112								
RIPLEY'S BELIEVE IT - NOT	A 5656	1027	6.8	18.2	106	654	5.9	11.6	93								
RIPTIDE	N 7718	1276	8.4	16.5	97	1056	9.6	13.7	110								
SCARECROW & MRS. KING	C 11058	1933	12.8	17.5	102	1293	11.7	11.7	94								
SIMON & SIMON	C 11615	2115	14.0	18.2	107	1457	13.2	12.5	100								
60 MINUTES	C 14326	2717	18.0	19.0	111	1782	16.1	12.4	100								
ST. ELSEWHERE	N 7670	1256	8.3	16.4	96	904	8.2	11.8	94								
THREE'S COMPANY	A 12068	1968	13.0	16.3	95	1259	11.4	10.4	84								
T.J. HOOKER	A 9735	1645	10.9	16.9	99	1173	10.6	12.0	97								
TONIGHT SHOW	N 2531	397	2.6	15.7	92	280	2.5	11.1	89								
TRAPPER JOHN, M.D.	C 10374	1840	12.2	17.7	104	1300	11.8	12.5	100								
TV BLOOPERS & PRAC. JOKES	N 9795	1654	10.9	16.9	99	1230	11.1	12.6	101								
20/20	A 10009	1766	11.7	17.6	103	1233	11.2	12.3	99								
WEBSTER	A 11934	2063	13.6	17.3	101	1396	12.6	11.7	94								
WORLD NEWS - SUN	A 3291	710	4.7	21.6	126	450	4.1	13.7	110								
YELLOW ROSE	N 5196	1056	7.0	20.3	119	691	6.3	13.3	107								
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	2000	13.2	20.9	123	1304	11.8	13.7	109								
BASKETBALL - COLLEGE GAMES	4414	1083	7.2	24.5	144	918	8.3	20.8	167								
BASKETBALL - PRO GAMES	3876	867	5.7	22.4	131	705	6.4	18.2	146								
BOWLING	4056	1142	7.6	28.2	165	651	5.9	16.1	129								
BOXING	4154	1149	7.6	27.7	162	868	7.9	20.9	167								
FOOTBALL - COLLEGE GAMES	6754	1509	10.0	22.3	131	1156	10.5	17.1	137								
FOOTBALL - PRO GAMES	12364	2454	16.2	19.8	116	1949	17.6	15.8	126								
GOLF	3615	699	4.6	19.3	113	*547	5.0	15.1	121								
POST-SEASON COLL. FOOTBALL	5296	1265	8.4	23.9	140	830	7.5	15.7	126								
POST-SEASON PRO FOOTBALL	6693	1262	8.3	18.9	110	837	7.6	12.5	100								
TENNIS	3281	754	5.0	23.0	134	*515	4.7	15.7	126								
WRESTLING - PROFESSIONAL	3672	879	5.8	23.9	140	783	7.1	21.3	171								

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	TOTAL U.S. '000	ALL AVON				ALL NOXZEMA				ALL SEA BREEZE				ALL VASELINE			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	3980	100.0	4.5	100	17814	100.0	20.1	100	6571	100.0	7.4	100	20470	100.0	23.1	100
FEMALE HOMEMAERS	80986	3571	89.7	4.4	98	15851	89.0	19.6	97	5870	89.3	7.2	98	18874	92.2	23.3	101
EMPLOYED MOTHERS	18702	1197	30.1	6.4	142	3889	21.8	20.8	103	1833	27.9	9.8	132	3878	18.9	20.7	90
18 - 24	14726	*679	17.1	4.6	102	3898	21.9	26.5	131	1770	26.9	12.0	162	3199	15.6	21.7	94
25 - 34	20202	994	25.0	4.9	109	4278	24.0	21.2	105	1600	24.3	7.9	107	4419	21.6	21.9	95
35 - 44	14781	884	22.2	6.0	133	2893	16.2	19.6	97	1272	19.4	8.6	116	3116	15.2	21.1	91
45 - 54	11449	*495	12.4	4.3	96	2239	12.6	19.6	97	592	9.0	5.2	70	2761	13.5	24.1	104
55 - 64	11846	*366	9.2	3.1	69	1960	11.0	16.5	82	726	11.0	6.1	83	3008	14.7	25.4	110
65 OR OLDER	15459	562	14.1	3.6	81	2548	14.3	16.5	82	611	9.3	4.0	53	3969	19.4	25.7	111
18 - 34	34928	1673	42.0	4.8	106	8176	45.9	23.4	116	3370	51.3	9.6	130	7617	37.2	21.8	94
18 - 49	55154	2870	72.1	5.2	116	12232	68.7	22.2	110	4998	76.1	9.1	122	12202	59.6	22.1	96
25 - 54	46433	2372	59.6	5.1	114	9410	52.8	20.3	101	3464	52.7	7.5	100	10295	50.3	22.2	96
35 - 49	20226	1198	30.1	5.9	132	4055	22.8	20.0	100	1628	24.8	8.0	108	4585	22.4	22.7	98
50 OR OLDER	33310	1110	27.9	3.3	74	5583	31.3	16.8	83	1573	23.9	4.7	64	8269	40.4	24.8	107
GRADUATED COLLEGE	12110	*403	10.1	3.3	74	1737	9.8	14.3	71	632	9.6	5.2	70	2897	14.2	23.9	103
ATTENDED COLLEGE	15309	668	16.8	4.4	97	2904	16.3	19.0	94	1225	18.6	8.0	108	3206	15.7	20.9	91
GRADUATED HIGH SCHOOL	36912	1808	45.4	4.9	109	8039	45.1	21.8	108	3493	53.2	9.5	127	8618	42.1	23.3	101
DID NOT GRADUATE HIGH SCHOOL	24134	1101	27.7	4.6	101	5134	28.8	21.3	106	1221	18.6	5.1	68	5750	28.1	23.8	103
EMPLOYED FULL-TIME	35457	1818	45.7	5.1	114	7071	39.7	19.9	99	3101	47.2	8.7	118	7682	37.5	21.7	94
EMPLOYED PART-TIME	8514	*414	10.4	4.9	108	1631	9.2	19.2	95	594	9.0	7.0	94	1945	9.5	22.8	99
NOT EMPLOYED	44494	1748	43.9	3.9	87	9112	51.2	20.5	102	2875	43.8	6.5	87	10843	53.0	24.4	105
PROFESSIONAL/MANAGER	10811	*426	10.7	3.9	88	1687	9.5	15.6	77	714	10.9	6.6	89	2646	12.9	24.5	106
TECH/CLERICAL/SALES	19640	923	23.2	4.7	104	3770	21.2	19.2	95	1888	28.7	9.6	129	3932	19.2	20.0	87
PRECISION/CRAFT	1023	*87	2.2	8.5	189	*187	1.0	18.3	91	*49	0.7	4.8	64	*189	0.9	18.5	80
OTHER EMPLOYED	12498	796	20.0	6.4	142	3059	17.2	24.5	122	1045	15.9	8.4	113	2861	14.0	22.9	99
SINGLE	15995	*715	18.0	4.5	99	3799	21.3	23.8	118	1445	22.0	9.0	122	3730	18.2	23.3	101
MARRIED	51689	2261	56.8	4.4	97	10108	56.7	19.6	97	3847	58.5	7.4	100	11857	57.9	22.9	99
DIVORCED/SEPARATED/WIDOWED	20780	1004	25.2	4.8	107	3907	21.9	18.8	93	1279	19.5	6.2	83	4884	23.9	23.5	102
PARENTS	33922	2009	50.5	5.9	132	7619	42.8	22.5	112	3112	47.4	9.2	124	7313	35.7	21.6	93
WHITE	76422	3503	88.0	4.6	102	15236	85.5	19.9	99	5928	90.2	7.8	104	17718	86.6	23.2	100
BLACK	10066	*311	7.8	3.1	69	2322	13.0	23.1	115	532	8.1	5.3	71	2342	11.4	23.3	101
OTHER	1976	*166	4.2	8.4	187	*257	1.4	13.0	65	*111	1.7	5.6	76	*410	2.0	20.7	90
NORTHEAST-CENSUS	19803	762	19.1	3.8	86	3849	21.6	19.4	97	1224	18.6	6.2	83	4527	22.1	22.9	99
NORTH CENTRAL	22181	1253	31.5	5.6	126	5016	28.2	22.6	112	1255	19.1	5.7	76	5746	28.1	25.9	112
SOUTH	30082	1278	32.1	4.2	94	6603	37.1	21.9	109	2686	40.9	8.9	120	6913	33.8	23.0	99
WEST	16398	686	17.2	4.2	93	2347	13.2	14.3	71	1405	21.4	8.6	115	3284	16.0	20.0	87
NORTHEAST-MKTG.	20163	729	18.3	3.6	80	3908	21.9	19.4	96	1201	18.3	6.0	80	4213	20.6	20.9	90
EAST CENTRAL	13054	696	17.5	5.3	119	2949	16.6	22.6	112	733	11.2	5.6	76	3344	16.3	25.6	111
WEST CENTRAL	14993	867	21.8	5.8	129	3301	18.5	22.0	109	1004	15.3	6.7	90	3932	19.2	26.2	113
SOUTH	25785	1100	27.6	4.3	95	5702	32.0	22.1	110	2411	36.7	9.4	126	6106	29.8	23.7	102
PACIFIC	14470	*588	14.8	4.1	90	1956	11.0	13.5	67	1222	18.6	8.4	114	2875	14.0	19.9	86
COUNTY SIZE A	36705	1280	32.2	3.5	78	6853	38.5	18.7	93	2341	35.6	6.4	86	8001	39.1	21.8	94
COUNTY SIZE B	26819	1220	30.7	4.5	101	5529	31.0	20.6	102	2122	32.3	7.9	107	6318	30.9	23.6	102
COUNTY SIZE C	13597	545	13.7	4.0	89	3057	17.2	22.5	112	1297	19.7	9.5	128	3314	16.2	24.4	105
COUNTY SIZE D	11344	934	23.5	8.2	183	2375	13.3	20.9	104	811	12.3	7.1	96	2839	13.9	25.0	108
METRO CENTRAL CITY	26825	1073	27.0	4.0	89	4965	27.9	18.5	92	1934	29.4	7.2	97	6126	29.9	22.8	99
METRO SUBURBAN	39912	1665	41.8	4.2	93	7995	44.9	20.0	99	2959	45.0	7.4	100	8924	43.6	22.4	97
NON METRO	21728	1242	31.2	5.7	127	4854	27.2	22.3	111	1677	25.5	7.7	104	5420	26.5	24.9	108
TOP 5 ADI'S	20847	860	21.6	4.1	92	3946	22.2	18.9	94	1264	19.2	6.1	82	4660	22.8	22.4	97
TOP 10 ADI'S	28719	1001	25.2	3.5	77	5279	29.6	18.4	91	1796	27.3	6.3	84	5978	29.2	20.8	90
TOP 20 ADI'S	40904	1495	37.6	3.7	81	7595	42.6	18.6	92	2790	42.5	6.8	92	8991	43.9	22.0	95
HSHLD INC. \$50,000 OR MORE	7931	*315	7.9	4.0	88	1316	7.4	16.6	82	*457	7.0	5.8	78	1484	7.2	18.7	81
\$40,000 OR MORE	15233	*544	13.7	3.6	79	2530	14.2	16.6	82	1045	15.9	6.9	92	3111	15.2	20.4	88
\$30,000 OR MORE	28333	1088	27.3	3.8	85	4823	27.1	17.0	85	2097	31.9	7.4	100	5937	29.0	21.0	91
\$25,000 OR MORE	36417	1480	37.2	4.1	90	6991	39.2	19.2	95	3086	47.0	8.5	114	7908	38.6	21.7	94
\$20,000 - \$24,999	9943	*436	11.0	4.4	97	1907	10.7	19.2	95	*603	9.2	6.1	82	2362	11.5	23.8	103
\$15,000 - \$19,999	9211	611	15.4	6.6	147	1776	10.0	19.3	96	744	11.3	8.1	109	2113	10.3	22.9	99
\$10,000 - \$14,999	13477	565	14.2	4.2	93	2951	16.6	21.9	109	1112	16.9	8.3	111	3219	15.7	23.9	103
UNDER \$10,000	19418	888	22.3	4.6	102	4189	23.5	21.6	107	1026	15.6	5.3	71	4869	23.8	25.1	108
HOUSEHOLD OF 1 PERSON	11987	482	12.1	4.0	89	1905	10.7	15.9	79	503	7.7	4.2	56	3016	14.7	25.2	109
2 PEOPLE	27046	954	24.0	3.5	78	5083	28.5	18.8	93	1750	26.6	6.5	87	6779	33.1	25.1	108
3 OR 4 PEOPLE	34251	1595	40.1	4.7	104	7176	40.3	21.0	104	2934	44.7	8.6	115	7400	36.2	21.6	93
5 OR MORE PEOPLE	15180	948	23.8	6.2	139	3651	20.5	24.1	119	1384	21.1	9.1	123	3275	16.0	21.6	93
NO CHILD IN HSHLD	49819	1789	*4.9	3.6	80	9045	50.8	18.2	90	2951	44.9	5.9	80	12018	58.7	24.1	104
CHILD(REN) UNDER 2 YRS	6045	*265	6.7	4.4	97	1194	6.7	19.8	98	*549	8.4	9.1	122	1166	5.7	19.3	83
2 - 5 YEARS	15233	621	15.6	4.1	91	3620	20.3	23.8	118	1284	19.5	8.4	113	3110	15.2	20.4	88
6 - 11 YEARS	16260	894	22.5	5.5	122	3554	20.0	21.9	109	1396	21.2	8.6	116	3696	18.1	22.7	98
12 - 17 YEARS	19173	1313	33.0	6.8	152	4603	25.8	24.0	119	1736	26.4	9.1	122	4191	20.5	21.9	94
RESIDENCE OWNED	61371	2910	73.1	4.7	105	11962	67.1	19.5	97	4419	67.3	7.2	97	14805	72.3	24.1	104
VALUE: \$50,000 OR MORE	35355	1499	37.7	4.2	94	6230	35.0	17.6	88	2389	36.4	6.8	91	7793	38.1	22.0	95
VALUE: UNDER \$50,000	26016	1411	35.5	5.4	121	5732	32.2	22.0	109	2030	30.9	7.8	105	7012	34.3	27.0	116

MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

		TOTAL U.S. '000	ALL AVON				ALL NOXZEMA				ALL SEA BREEZE				ALL VASELINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES		22444	3980	100.0	4.5	100	17814	100.0	20.1	100	6571	100.0	7.4	100	20470	100.0	23.1	100
MAGAZINES	QUINTILE 1	17988	1021	25.7	5.7	126	4390	24.6	24.4	121	1739	26.5	9.7	130	4395	21.5	24.4	106
	QUINTILE 2	19446	780	19.6	4.0	89	3744	21.0	19.3	96	1562	23.8	8.0	108	4273	20.9	22.0	95
	QUINTILE 3	14626	651	16.4	4.5	99	2849	16.0	19.5	97	1126	17.1	7.7	104	3257	15.9	22.3	96
	QUINTILE 4	16014	849	21.3	5.3	118	3115	17.5	19.5	97	1257	19.1	7.8	106	4090	20.0	25.5	110
	QUINTILE 5	20389	679	17.1	3.3	74	3717	20.9	18.2	91	887	13.5	4.4	59	4456	21.8	21.9	94
NEWSPAPERS	QUINTILE 1	13830	677	17.0	4.9	109	2573	14.4	18.6	92	868	13.2	6.3	84	3298	16.1	23.8	103
	QUINTILE 2	26350	1133	28.5	4.3	96	5189	29.1	19.7	98	2000	30.4	7.6	102	6062	29.6	23.0	99
	QUINTILE 3	12415	*361	9.1	2.9	65	2549	14.3	20.5	102	1076	16.4	8.7	117	2869	14.0	23.1	100
	QUINTILE 4	21911	995	25.0	4.5	101	4344	24.4	19.8	98	1583	24.1	7.2	97	5053	24.7	23.1	100
	QUINTILE 5	13960	814	20.5	5.8	130	3159	17.7	22.6	112	1044	15.9	7.5	101	3188	15.6	22.8	99
OUTDOOR	QUINTILE 1	16810	783	19.7	4.7	104	3524	19.8	21.0	104	1508	22.9	9.0	121	3874	18.9	23.0	100
	QUINTILE 2	17101	787	19.8	4.6	102	3650	20.5	21.3	106	1272	19.4	7.4	100	4065	19.9	23.8	103
	QUINTILE 3	17579	613	15.4	3.5	78	3437	19.3	19.6	97	1308	19.9	7.4	100	4101	20.0	23.3	101
	QUINTILE 4	18343	1042	26.2	5.7	126	3499	19.6	19.1	95	1388	21.1	7.6	102	4311	21.1	23.5	102
	QUINTILE 5	18631	755	19.0	4.1	90	3705	20.8	19.9	99	1094	16.6	5.9	79	4118	20.1	22.1	96
RADIO-DRIVE TIME	QUINTILE 1	17390	890	22.4	5.1	114	3600	20.2	20.7	103	1271	19.3	7.3	98	4022	19.6	23.1	100
	QUINTILE 2	16591	753	18.9	4.5	101	3461	19.4	20.9	104	1304	19.8	7.9	106	4135	20.2	24.9	108
	QUINTILE 3	16910	630	15.8	3.7	83	3482	19.5	20.6	102	1540	23.4	9.1	123	3795	18.5	22.4	97
	QUINTILE 4	18002	945	23.8	5.3	117	3604	20.2	20.0	99	1346	20.5	7.5	101	4142	20.2	23.0	99
	QUINTILE 5	19572	759	19.1	3.9	86	3488	20.6	18.7	93	1111	16.9	5.7	76	3378	21.4	22.4	97
RADIO-MID- DAY	TERCILE 1	23248	1062	26.7	4.6	102	4648	26.1	20.0	99	1651	25.1	7.1	96	5495	26.8	23.6	102
	TERCILE 2	23667	1331	33.4	5.6	125	5316	29.8	22.5	112	1891	28.8	8.0	108	5800	28.3	24.5	106
	TERCILE 3	41549	1587	39.9	3.8	85	7850	44.1	18.9	94	3028	46.1	7.3	98	9176	44.8	22.1	95
RADIO-TOTAL	QUINTILE 1	17786	807	20.3	4.5	101	3702	20.8	20.8	103	1217	18.5	6.8	92	4236	21.2	24.4	105
	QUINTILE 2	17316	757	19.0	4.4	97	3912	22.0	22.6	112	1571	23.9	9.1	122	3942	19.3	22.8	98
	QUINTILE 3	18428	808	20.3	4.4	97	3815	21.4	20.7	103	1489	22.7	8.1	109	4099	20.0	22.2	96
	QUINTILE 4	17669	884	22.2	5.0	111	3189	17.9	18.0	90	1238	18.8	7.0	94	4295	21.0	24.3	105
	QUINTILE 5	17265	724	18.2	4.2	93	3197	17.9	18.5	92	1055	16.1	6.1	82	3798	18.6	22.0	95
TV-PRIME TIME	QUINTILE 1	17416	782	19.6	4.5	100	4024	22.6	23.1	115	1284	19.5	7.4	99	4437	21.7	25.5	110
	QUINTILE 2	17413	625	15.7	3.6	80	3573	20.1	20.5	102	1259	19.2	7.2	97	3944	19.3	22.6	98
	QUINTILE 3	17943	921	23.1	5.1	114	3549	20.0	19.9	99	1454	22.1	8.1	109	4070	19.9	22.7	98
	QUINTILE 4	18442	881	22.1	4.8	106	3546	19.9	19.2	95	1522	23.2	8.3	111	4095	20.0	22.2	96
	QUINTILE 5	17250	770	19.3	4.5	99	3102	17.4	18.0	89	1052	16.0	6.1	82	3923	19.2	22.7	98
TV-DAYTIME	TERCILE 1	29966	1370	34.4	4.6	102	6145	36.0	21.4	106	2051	31.2	6.8	92	6954	34.0	23.2	100
	TERCILE 2	29480	1342	33.7	4.6	101	6341	35.6	21.5	107	2174	33.1	7.4	99	6840	33.4	23.2	100
	TERCILE 3	29018	1268	31.9	4.4	97	5058	28.4	17.4	87	2346	35.7	8.1	109	6677	32.6	23.0	99
TV-TOTAL	QUINTILE 1	17740	812	20.4	4.6	102	4175	23.4	23.5	117	1203	18.3	6.8	91	4370	21.3	24.6	106
	QUINTILE 2	17674	949	23.8	5.4	119	3680	20.5	20.7	103	1246	19.0	7.0	95	4258	20.8	24.1	104
	QUINTILE 3	17730	638	16.0	3.6	80	3379	19.0	19.1	95	1478	22.5	8.3	112	4214	20.6	23.8	103
	QUINTILE 4	17563	796	20.0	4.5	101	3344	18.8	19.0	95	1372	20.9	7.8	105	3550	17.3	20.2	87
	QUINTILE 5	17757	784	19.7	4.4	98	3256	18.3	18.3	91	1272	19.4	7.2	96	4079	19.9	23.0	99
MAGAZINES-NEWSPAPERS: DUAL		22278	1132	28.4	4.9	108	5080	28.5	21.8	108	1840	28.0	7.9	106	5406	26.4	23.2	100
MAGAZINE IMPERATIVE		21634	1106	27.8	5.1	114	4784	26.9	22.1	110	2074	31.6	9.6	129	4999	24.4	23.1	100
NEWSPAPER IMPERATIVE		23455	835	21.0	3.6	79	3897	21.9	16.6	83	1539	23.4	6.6	88	5420	26.5	23.1	100
MAGAZINES-OUTDOOR: DUAL		17482	870	21.9	5.0	111	3776	21.2	21.6	107	1557	23.7	8.9	120	4108	20.1	23.5	102
MAGAZINE IMPERATIVE		28530	1310	32.9	4.5	101	5964	33.5	20.7	103	2313	35.2	8.0	108	6504	31.8	22.6	97
OUTDOOR IMPERATIVE		26119	1019	25.6	3.9	87	5097	28.6	19.5	97	1756	26.7	6.7	91	5887	28.8	22.5	97
MAGAZINES-RADIO: DUAL		20162	942	23.7	4.7	104	4417	24.8	21.9	109	1757	26.7	8.7	117	4430	21.6	22.0	95
MAGAZINE IMPERATIVE		26292	1225	30.8	4.7	104	5329	29.9	20.3	101	2284	34.8	8.7	117	6288	30.7	23.9	103
RADIO IMPERATIVE		25308	1091	27.4	4.3	96	5132	28.8	20.3	101	1752	26.7	6.9	93	6088	29.7	24.1	104
MAGAZINES-TELEVISION: DUAL		17312	876	22.0	5.1	112	4271	24.0	24.7	123	1606	24.4	9.3	125	4244	20.7	24.5	106
MAGAZINE IMPERATIVE		29099	1261	31.7	4.3	96	5544	31.1	19.1	95	2492	37.9	8.6	115	6204	30.3	21.3	92
TELEVISION IMPERATIVE		27505	1233	31.0	4.5	100	5380	30.2	19.6	97	1534	23.3	5.6	75	6608	32.3	24.0	104
NEWSPAPERS-OUTDOOR: DUAL		18628	785	19.7	4.2	94	4054	22.8	21.8	108	1624	24.7	8.7	117	4667	22.8	25.1	108
NEWSPAPER IMPERATIVE		29178	1270	31.9	4.4	97	5301	29.8	18.2	90	1963	29.9	6.7	91	6555	32.0	22.5	97
OUTDOOR IMPERATIVE		25260	1144	28.7	4.5	101	5192	29.1	20.6	102	2004	30.5	7.9	107	5743	28.1	22.7	98
NEWSPAPERS-RADIO: DUAL		19246	829	20.8	4.3	96	3589	20.1	18.6	93	1416	21.5	7.4	99	4544	22.2	23.6	102
NEWSPAPER IMPERATIVE		28159	1255	31.5	4.5	99	5449	30.6	19.4	96	2030	30.9	7.2	97	6497	31.7	23.1	100
RADIO IMPERATIVE		25308	1141	28.7	4.5	100	5950	33.4	23.5	117	2229	33.9	8.8	119	5849	28.6	23.1	100
NEWSPAPERS-TELEVISION: DUAL		18615	801	20.1	4.3	96	3774	21.2	20.3	101	1264	19.2	6.8	91	4520	22.1	24.3	105
NEWSPAPER IMPERATIVE		29207	1188	29.8	4.1	90	5399	30.3	18.5	92	2230	33.9	7.6	103	6487	31.7	22.2	96
TELEVISION IMPERATIVE		25472	1248	31.4	4.9	109	5821	32.7	22.9	113	1951	29.7	7.7	103	6193	30.3	24.3	105
OUTDOOR-RADIO: DUAL		17292	822	20.7	4.8	106	3522	19.8	20.4	101	1533	23.3	8.9	119	4045	19.8	23.4	101
OUTDOOR IMPERATIVE		26915	1076	27.0	4.0	89	5415	30.4	20.1	100	1962	29.9	7.3	98	6252	30.5	23.2	100
RADIO IMPERATIVE		28938	1220	30.7	4.2	94	6262	35.2	21.6	107	2054	31.						

	TOTAL U.S. '000	ALL AVON				ALL NOXZEMA				ALL SEA BREEZE				ALL VASELINE			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	3980	100.0	4.5	100	17814	100.0	20.1	100	6571	100.0	7.4	100	20470	100.0	23.1	100
ATLANTIC MONTHLY	415	**2	0.1	0.5	11	**58	0.3	14.0	69	**8	0.1	1.9	26	**100	0.5	24.1	104
BARRON'S	522	**60	1.5	11.5	255	**106	0.6	20.3	101	**40	0.6	7.7	103	**128	0.6	24.5	106
BETTER HOMES & GARDENS	17429	970	24.4	5.6	124	3861	21.7	22.2	101	1518	23.1	8.7	117	4087	20.0	23.4	101
BON APPETIT	2772	**86	2.2	3.1	69	535	3.0	19.3	96	*173	2.6	6.2	84	643	3.1	23.2	100
BUSINESS WEEK	1469	**77	1.9	5.2	117	361	2.0	24.6	122	**50	0.8	3.4	46	383	1.9	26.1	113
CAR AND DRIVER	397	**14	0.4	3.5	78	**118	0.7	29.7	148	**21	0.3	5.3	71	**147	0.7	37.0	160
CBS MAGAZINE NETWORK (GROSS)	1633	**113	2.8	6.9	154	418	2.3	25.6	127	*119	1.8	7.3	98	509	2.5	31.2	135
CHANGING TIMES	1554	**49	1.2	3.2	70	382	2.1	24.6	122	*133	2.0	8.6	115	447	2.2	28.8	124
COLONIAL HOMES	1304	**54	1.4	4.1	92	403	2.3	30.9	153	**157	2.4	12.0	162	351	1.7	26.9	116
CONDE NAST MAG. PKG. (GROSS)	17858	849	21.3	4.8	106	4154	23.3	23.3	116	2098	31.9	11.7	158	4057	19.8	22.7	98
CONSUMERS DIGEST	1406	**89	2.2	6.3	141	253	1.4	18.0	89	**104	1.6	7.4	100	360	1.8	25.6	111
COSMOPOLITAN	8815	299	7.5	3.4	75	1996	11.2	22.6	112	819	12.5	9.3	125	1782	8.7	20.2	87
COUNTRY LIVING	2636	**113	2.8	4.3	95	481	2.7	18.2	91	*207	3.2	7.9	106	576	2.8	21.9	94
CUISINE	1554	**42	1.1	2.7	60	*277	1.6	17.8	89	**117	1.8	7.5	101	297	1.5	19.1	83
CYCLE WORLD	469	**51	1.3	10.9	242	**118	0.7	25.2	125	**36	0.5	7.7	103	**222	1.1	47.3	205
DCI:CREATIVE IDEAS FOR LIV	2631	*134	3.4	5.1	113	491	2.8	18.7	93	353	5.4	13.4	181	611	3.0	23.2	100
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	299	7.5	4.2	94	1358	7.6	19.2	95	788	12.0	11.2	150	1780	8.7	25.2	109
DISCOVER	998	**31	0.8	3.1	69	*254	1.4	25.5	126	**52	0.8	5.2	70	321	1.6	32.2	139
EBONY	4289	*85	2.1	2.0	44	1004	5.6	23.4	116	215	3.3	5.0	67	1018	5.0	23.7	103
ESQUIRE	1176	**45	1.1	3.8	85	294	1.7	25.0	124	*114	1.7	9.7	131	308	1.5	26.2	113
ESSENCE	2392	**51	1.3	2.1	47	555	3.1	23.2	115	*171	2.6	7.1	96	580	2.8	24.2	105
FAMILY CIRCLE	17209	880	22.1	5.1	114	3889	21.8	22.6	112	1616	24.6	9.4	126	4018	19.6	23.3	101
THE FAMILY HANDYMAN	1184	**59	1.5	5.0	111	*210	1.2	17.7	88	**127	1.9	10.7	144	245	1.2	20.7	89
FAMILY WEEKLY	12391	482	12.1	3.9	86	2598	14.6	21.0	104	1046	15.9	8.4	114	3036	14.8	24.5	106
FIELD & STREAM	2438	**151	3.8	6.2	138	588	3.3	24.1	120	*244	3.7	10.0	135	627	3.1	25.7	111
FOOD & WINE	614	**30	0.8	4.9	109	*146	0.8	23.8	118	**31	0.5	5.0	68	*146	0.7	23.8	103
FOREVER	813	**68	1.7	8.4	186	**124	0.7	15.3	76	**24	0.4	3.0	40	*181	0.9	22.3	96
FORTUNE	1083	**111	2.8	10.2	228	*250	1.4	23.1	115	**91	1.4	8.4	113	352	1.7	32.5	140
GENTLEMEN'S QUARTERLY	1197	**78	2.0	6.5	145	*288	1.6	24.1	119	*185	2.8	15.5	208	*258	1.3	21.6	93
GLANDUW	6625	327	8.2	4.9	110	1620	9.1	24.5	121	778	11.8	11.7	158	1533	7.5	23.1	100
GOLF DIGEST	707	**5	0.1	0.7	16	**85	0.5	12.0	60	**29	0.4	4.1	55	**114	0.6	16.1	70
GOLF DIGEST/TENNIS (GROSS)	1316	**39	1.0	3.0	66	*228	1.3	17.3	86	**45	0.7	3.4	46	303	1.5	23.0	100
GOLF MAGAZINE	469	**0	0.0	0.0	0	*64	0.4	13.6	68	*14	0.2	3.0	40	**81	0.4	17.3	75
GOLF MAGAZINE/SKI (GROSS)	1060	**25	0.6	2.4	52	*169	0.9	15.9	79	*106	1.6	10.0	135	*245	1.2	23.1	100
GOOD HOUSEKEEPING	17784	1035	26.0	5.8	129	3902	21.9	21.9	109	1640	25.0	9.2	124	4266	20.8	24.0	104
HARPER'S BAZAAR	2931	**177	4.4	6.0	134	661	3.7	22.6	112	343	5.2	11.7	158	627	3.1	21.4	92
HEALTH	2199	**116	2.9	5.3	117	543	3.0	24.7	123	*127	1.9	5.8	78	448	2.2	20.4	88
HEARST MAG CORP. BUY (GROSS)	49148	2411	60.6	4.9	109	10824	60.8	22.0	109	4531	69.0	9.2	124	11524	56.3	23.4	101
HEARST MAN POWER (GROSS)	2113	**108	2.7	5.1	114	460	2.6	21.8	108	*164	2.5	7.8	104	599	2.9	28.3	123
HEARST WOMAN POWER (GROSS)	35062	1803	45.3	5.1	114	7859	44.1	22.4	111	3305	50.3	9.4	127	8161	39.9	23.3	101
HOUSE BEAUTIFUL	3865	*145	3.6	3.8	83	755	4.2	19.5	97	253	3.9	6.5	88	937	4.6	24.2	105
INC.	315	**48	1.2	15.2	339	**81	0.5	25.7	128	**20	0.3	6.3	85	**68	0.3	21.6	93
JET	3690	**62	1.6	1.7	37	854	4.8	23.1	115	*163	2.5	4.4	59	792	3.9	21.5	93
LADIES' HOME JOURNAL	12930	685	17.2	5.3	118	2863	16.1	22.1	110	1275	19.4	9.9	133	3218	15.7	24.9	108
LHJ FAMILY GRP COMBO(GROSS)	18161	939	23.6	5.2	115	4038	22.7	22.2	110	1669	25.4	9.2	124	4380	21.4	24.1	104
LIFE	5065	*294	7.4	5.8	129	1114	6.3	22.0	109	343	5.2	6.8	91	982	4.8	19.4	84
L.A. TIMES HOME MAGAZINE	1310	**64	1.6	4.9	109	**106	0.6	8.1	40	**144	2.2	11.0	148	*205	1.0	15.6	68
MADMOISELLE	3759	*209	5.3	5.6	124	947	5.3	25.2	125	446	6.8	11.9	160	859	4.2	22.9	99
MC CALL'S	14658	703	17.7	4.8	107	3315	18.6	22.6	112	1434	21.8	9.8	132	3875	18.9	26.4	114
MC CALL'S/WRK MOTHER (GROSS)	15857	753	18.9	4.7	106	3600	20.2	22.7	113	1566	23.8	9.9	133	4116	20.1	26.0	112
MECHANIX ILLUSTRATED	809	**71	1.8	8.8	195	*181	1.0	22.4	111	*56	0.9	6.9	93	*180	0.9	22.2	96
METROPOLITAN HOME	1009	**21	0.5	2.1	46	310	1.7	30.7	153	*70	1.1	6.9	93	*238	1.2	23.6	102
MONEY	1707	**121	3.0	7.1	158	382	2.1	22.4	111	*52	0.8	3.0	41	399	1.9	23.4	101
MOTHER EARTH NEWS	1123	**36	0.9	3.2	71	*344	1.9	30.6	152	**119	1.8	10.6	143	*228	1.1	20.3	88
MS.	932	**28	0.7	3.0	67	323	1.8	34.7	172	**116	1.8	12.4	168	240	1.2	25.8	111
NATIONAL ENQUIRER	11971	620	15.6	5.2	115	3128	17.6	26.1	130	1304	19.8	10.9	147	2926	14.3	24.4	106
NATIONAL GEOGRAPHIC	10503	445	11.2	4.2	94	1862	10.5	17.7	88	820	12.5	7.8	105	2611	12.8	24.9	107
NATIONAL SUNDAY MAGAZINE PKG	54325	2299	57.8	4.2	94	10750	60.3	19.8	98	4074	62.0	7.5	101	12705	62.1	23.4	101
NATURAL HISTORY	626	**14	0.4	2.2	50	*87	0.5	13.9	69	*26	0.4	4.2	56	*152	0.7	24.3	105
NEW WOMAN	1992	**116	2.9	5.8	129	527	3.0	26.5	131	*148	2.3	7.4	100	329	1.6	16.5	71
NEW YORK INCLUDING CUE	547	**14	0.4	2.6	57	*102	0.6	18.6	93	*17	0.3	3.1	42	*106	0.5	19.4	84
THE NEW YORKER	1380	**41	1.0	3.0	66	318	1.8	23.0	114	*31	0.5	2.2	30	322	1.6	23.3	101
NEWSWEEK	6925	308	7.7	4.4	99	1440	8.1	20.8	103	497	7.6	7.2	97	1661	8.1	24.0	104
THE N.Y. TIMES DAILY EDITION	1363	**33	0.8	2.4	54	*210	1.2	15.4	77	*36	0.5	2.6	36	360	1.8	26.4	114
THE N.Y. TIMES MAGAZINE	2333	**36	0.9	1.5	34	409	2.3	17.5	87	*51	0.8	2.2	29	679	3.3	29.1	126
OWNI	872	**32	0.8	3.7	82	*204	1.1	23.4	116	**110	1.7	12.6	170	284	1.4	32.6	141
ON CABLE	1298	**77	1.9	5.9	132	*226	1.3	17.4	86	**99	1.5	7.6	103	*211	1.0	16.3	70
1001 HOME IDEAS	3032	**139	3.5	4.6	102	631	3.5	20.8	103	268	4.1	8.8	119	715	3.5	23.6	102
ORGANIC GARDENING	1680	**92	2.3	5.5	122	355	2.0	21.1	105	**122	1.9	7.3	98	469	2.3	27.9	121
OUTDOOR LIFE	960	**28	0.7	2.9	65	*245	1.4	25.5	127	*107	1.6	11.1	150	287	1.4	29.9	129
PARADE MAGAZINE	26755	1108	27.8	4.1	92	5318	29.9	19.9	99	1930	29.4	7.2	97	6309	30.8	23.6	102

MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

	TOTAL U.S. '000	ALL AVON				ALL NOXZEMA				ALL SEA BREEZE				ALL VASELINE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	3980	100.0	4.5	100	17814	100.0	20.1	100	6571	100.0	7.4	100	20470	100.0	23.1	100
PARENTS	4173	*184	4.6	4.4	98	1115	6.3	26.7	133	496	7.5	11.9	160	970	4.7	23.2	100
PENTHOUSE	973	**18	0.5	1.8	41	*273	1.5	28.1	139	**85	1.3	8.7	118	*211	1.0	21.7	94
PEOPLE	13479	734	18.4	5.4	121	2948	16.5	21.9	109	1301	19.8	9.7	130	2972	14.5	22.0	95
PLAYBOY	2183	**107	2.7	4.9	109	542	3.0	24.8	123	*184	2.8	8.4	113	501	2.4	23.0	99
POPULAR HOT RODDING	388	**67	1.7	17.3	384	**120	0.7	30.9	154	**93	1.4	24.0	323	**95	0.5	24.5	106
POPULAR MECHANICS	1037	**65	1.6	6.3	139	*194	1.1	18.7	93	**60	0.9	5.8	78	*269	1.3	25.9	112
POPULAR SCIENCE	920	**21	0.5	2.3	51	*152	0.9	16.5	82	**54	0.8	5.9	79	*248	1.2	27.0	116
PREVENTION	4071	*145	3.6	3.6	79	733	4.1	18.0	89	*220	3.3	5.4	73	983	4.8	24.1	104
PSYCHOLOGY TODAY	1940	*86	2.2	4.4	99	389	2.2	20.1	100	*162	2.5	8.4	112	429	2.1	22.1	96
READER'S DIGEST	24031	1161	29.2	4.8	107	5112	28.7	21.3	106	2070	31.5	8.6	116	5700	27.8	23.7	103
REDBOOK	8464	469	11.8	5.5	123	1962	11.0	23.2	115	846	12.9	10.0	135	2112	10.3	25.0	108
ROAD & TRACK	429	**22	0.6	5.1	114	**101	0.6	23.5	117	**38	0.6	8.9	119	**114	0.6	26.6	115
ROLLING STONE	1355	**51	1.3	3.8	84	495	2.8	36.5	181	**194	3.0	14.3	193	298	1.5	22.0	95
RUNNER'S WORLD	329	**22	0.6	6.7	149	**51	0.3	15.5	77	**21	0.3	6.4	86	**91	0.4	27.7	120
SATURDAY EVENING POST	1268	**44	1.1	3.5	77	255	1.4	20.1	100	**94	1.4	7.4	100	356	1.7	28.1	121
SCIENCE 84	702	**44	1.1	6.3	139	**99	0.6	14.1	70	**32	0.5	4.6	61	*145	0.7	20.7	89
SCIENCE DIGEST	553	**15	0.4	2.7	60	**112	0.6	20.3	101	**32	0.5	5.8	78	*171	0.8	30.9	134
SCIENTIFIC AMERICAN	615	**27	0.7	4.4	98	**98	0.6	15.9	79	**37	0.6	6.0	81	*118	0.6	19.2	83
SELF	2683	**166	4.2	6.2	138	686	3.9	25.6	127	333	5.1	12.4	167	639	3.1	23.8	103
SEVENTEEN	3309	**128	3.2	3.9	86	979	5.5	29.6	147	429	6.5	13.0	175	773	3.8	23.4	101
SKI	591	**25	0.6	4.2	94	**105	0.6	17.8	88	**92	1.4	15.6	210	**164	0.8	27.7	120
SMITHSONIAN	3039	**87	2.2	2.9	64	624	3.5	20.5	102	230	3.5	7.6	102	539	2.6	17.7	77
SOAP OPERA DIGEST	3683	*226	5.7	6.1	136	942	5.3	25.6	127	367	5.6	10.0	134	898	4.4	24.4	105
SOUTHERN LIVING	4434	*165	4.1	3.7	83	867	4.9	19.6	97	435	6.6	9.8	132	1169	5.7	26.4	114
SPORT	701	**28	0.7	4.0	89	*180	1.0	25.7	128	**110	1.7	15.7	211	*217	1.1	31.0	134
THE SPORTING NEWS	518	**39	1.0	7.5	167	**153	0.9	29.5	147	**112	1.7	21.6	291	**136	0.7	26.3	113
SPORTS AFIELD	523	**29	0.7	5.5	123	*154	0.9	29.4	146	**72	1.1	13.8	185	*159	0.8	30.4	131
SPORTS ILLUSTRATED	3325	*118	3.0	3.5	79	908	5.1	27.3	136	375	5.7	11.3	152	790	3.9	23.8	103
STAR	8567	505	12.7	5.9	131	2178	12.2	25.4	126	907	13.8	10.6	143	2218	10.8	25.9	112
SUNDAY	27630	1061	26.7	3.8	85	5176	29.1	18.7	93	1868	28.4	6.8	91	6263	30.6	22.7	98
SUNSET	2219	**94	2.4	4.2	94	*248	1.4	11.2	56	**98	1.5	4.4	59	392	1.9	17.7	76
TV GUIDE	24258	1238	31.1	5.1	113	5342	30.0	22.0	109	2037	31.0	8.4	113	5526	27.0	22.8	98
TENNIS	609	**34	0.9	5.6	124	**143	0.8	23.5	117	**16	0.2	2.6	35	*189	0.9	31.0	134
TIME	9929	449	11.3	4.5	101	2073	11.6	20.9	104	805	12.3	8.1	109	2231	10.9	22.5	97
TOWN & COUNTRY	1062	**5	0.1	0.5	10	*178	1.0	16.8	83	**59	0.9	5.6	75	*233	1.1	21.9	95
TRAVEL & LEISURE	1051	**27	0.7	2.6	57	*153	0.9	14.6	72	**32	0.5	3.0	41	*192	0.9	18.3	79
TRUE STORY	3946	*277	7.0	7.0	156	1279	7.2	32.4	161	434	6.6	11.0	148	1129	5.5	28.6	124
U.S. NEWS & WORLD REPORT	3782	*173	4.3	4.6	102	864	4.9	22.8	113	*311	4.7	8.2	111	855	4.2	22.6	98
USA TODAY	1874	*74	1.9	3.9	88	350	2.0	18.7	93	*184	2.8	9.8	132	445	2.2	23.7	103
US	2213	*154	3.9	7.0	155	726	4.1	32.8	163	*289	4.4	13.1	176	656	3.2	29.6	128
VOGUE	4792	*147	3.7	3.1	68	902	5.1	18.8	93	540	8.2	11.3	152	1026	5.0	21.4	93
WALL STREET JOURNAL	2045	**97	2.4	4.7	105	408	2.3	20.0	99	**152	2.3	7.4	100	483	2.4	23.6	102
WEIGHT WATCHERS	2364	*160	4.0	6.8	150	597	3.4	25.3	125	*169	2.6	7.1	96	554	2.7	23.4	101
WOMAN'S DAY	15182	849	21.3	5.6	124	3466	19.5	22.8	113	1461	22.2	9.6	130	3460	16.9	22.8	98
WORKING MOTHER	1198	**50	1.3	4.2	93	285	1.6	23.8	118	*132	2.0	11.0	148	241	1.2	20.1	87
WORKING WOMAN	1523	**86	2.2	5.6	126	265	1.5	17.4	86	**91	1.4	6.0	80	308	1.5	20.2	87
WORLD TENNIS	*183	**15	0.4	8.2	182	**43	0.2	23.5	117	*12	0.2	6.6	88	**63	0.3	34.4	149
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*216	5.4	7.8	173	653	3.7	23.5	117	*199	3.0	7.2	97	698	3.4	25.1	109
BLAIR INSERTS	47909	2065	51.9	4.3	96	9346	52.5	19.5	97	3383	51.5	7.1	95	11099	54.2	23.2	100
DAILY NEWSPAPERS																	
READ ANY	56731	2439	61.3	4.3	96	11100	62.3	19.6	97	4156	63.2	7.3	99	13253	64.7	23.4	101
READ ONE	47696	2070	52.0	4.3	96	9561	53.7	20.0	100	3589	54.6	7.5	101	11131	54.4	23.3	101
READ TWO OR MORE	9034	369	9.3	4.1	91	1538	8.6	17.0	85	567	8.6	6.3	84	2121	10.4	23.5	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	2481	62.3	4.3	96	11387	63.9	19.7	98	4290	65.3	7.4	100	13376	65.3	23.2	100
READ ONE	50513	2143	53.8	4.2	94	10004	56.2	19.8	98	3797	57.8	7.5	101	11597	56.7	23.0	99
READ TWO OR MORE	7219	338	8.5	4.7	104	1384	7.8	19.2	95	493	7.5	6.8	92	1779	8.7	24.6	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	26.54				29.01				28.93				28.34			
30 DAY REACH	78184	3417	85.9	4.4	97	15537	87.2	19.9	99	5990	91.2	7.7	103	18240	89.1	23.3	101
50 SHWG - 30 DAY AV FREQ	14.80	13.57				15.12				14.95				14.85			
30 DAY REACH	74239	3352	84.2	4.5	100	14923	83.8	20.1	100	5835	88.8	7.9	106	17430	85.1	23.5	101
25 SHWG - 30 DAY AV FREQ	8.05	7.24				8.17				8.15				8.09			
30 DAY REACH	68254	3133	78.7	4.6	102	13864	77.8	20.3	101	5354	81.5	7.8	106	16028	78.3	23.5	101
CABLE TV: HOME WIRED	35215	1859	46.7	5.3	117	7425	41.7	21.1	105	3143	47.8	8.9	120	8061	39.4	22.9	99
HOME NOT WIRED	53250	2120	53.3	4.0	88	10390	58.3	19.5	97	3428	52.2	6.4	87	12410	60.6	23.3	101
HAVE PAY CABLE	17885	1030	25.9	5.8	128	3844	21.6	21.5	107	1812	27.6	10.1	136	3925	19.2	21.9	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	ALL AVON				ALL NOXZEMA				ALL SEA BREEZE				ALL VASELINE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALES	88464	3980	100.0	4.5	100	17814	100.0	20.1	100	6571	100.0	7.4	100	20470	100.0	23.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	2236	56.2	4.7	104	9843	55.3	20.5	102	3717	56.6	7.7	104	11346	55.4	23.6	102	
10:00 AM - 3:00 PM	33674	1736	43.6	5.2	115	7232	40.6	21.5	107	2513	38.2	7.5	100	8217	40.1	24.4	105	
3:00 PM - 7:00 PM	34431	1536	38.6	4.5	99	7298	41.0	21.2	105	2847	43.3	8.3	111	7776	38.0	22.6	98	
7:00 PM - MIDNIGHT	17761	673	16.9	3.8	84	3864	21.7	21.8	108	1297	19.7	7.3	98	3922	19.2	22.1	95	
MIDNIGHT - 6:00 AM	10087	498	12.5	4.9	110	1922	10.8	19.1	95	774	11.8	7.7	103	2518	12.3	25.0	108	
6:00 AM - MIDNIGHT	64318	3036	76.3	4.7	105	13501	75.8	21.0	104	5047	76.8	7.8	106	15118	73.9	23.5	102	
ENTIRE DAY	65181	3063	77.0	4.7	104	13724	77.0	21.1	105	5083	77.4	7.8	105	15369	75.1	23.6	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	17411	973	24.4	5.6	124	3657	20.5	21.0	104	1239	18.9	7.1	96	4144	20.2	23.8	103	
ALL NEWS	2520	**130	3.3	5.2	115	283	1.6	11.2	56	**158	2.4	6.3	84	501	2.4	19.9	86	
AOR/PROGRESSIVE	4419	*233	5.9	5.3	117	844	4.7	19.1	95	479	7.3	10.8	146	976	4.8	22.1	95	
BEAUTIFUL MUSIC	6119	*258	6.5	4.2	94	1245	7.0	20.3	101	498	7.6	8.1	110	1539	7.5	25.2	109	
BLACK	2623	**78	2.0	3.0	66	655	3.7	25.0	124	*199	3.0	7.6	102	662	3.2	25.2	109	
CLASSICAL	1553	**60	1.5	3.9	86	*256	1.4	16.5	82	**122	1.9	7.9	106	347	1.7	22.3	97	
CHR/ROCK	11282	605	15.2	5.4	119	2558	14.4	22.7	113	917	14.0	8.1	109	2638	12.9	23.4	101	
COUNTRY	13343	628	15.8	4.7	105	3035	17.0	22.7	113	1241	18.9	9.3	125	3159	15.4	23.7	102	
GOLDEN OLDIES	1299	**33	0.8	2.5	56	355	2.0	27.3	136	**108	1.6	8.3	112	*228	1.1	17.6	76	
MOR/NOSTALGIA	5241	*197	4.9	3.8	84	942	5.3	18.0	89	346	5.3	6.6	89	1176	5.7	22.4	97	
NEWS/TALK	4165	*163	4.1	3.9	87	679	3.8	16.3	81	*188	2.9	4.5	61	955	4.7	22.9	99	
RELIGIOUS	3324	*186	4.7	5.6	124	645	3.6	19.4	96	*262	4.0	7.9	106	786	3.8	23.6	102	
SOFT ROCK	609	**58	1.5	9.5	212	*120	0.7	19.7	98	**11	0.2	1.8	24	*162	0.8	26.6	115	
URBAN CONTEMPORARY	1853	**39	1.0	2.1	47	441	2.5	23.8	118	**59	0.9	3.2	43	480	2.3	25.9	112	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3724	*219	5.5	5.9	131	782	4.4	21.0	104	*180	2.7	4.8	65	911	4.5	24.5	106	
ABC DIRECTION	2488	*133	3.3	5.3	119	584	3.3	23.5	117	*209	3.2	8.4	113	486	2.4	19.5	84	
ABC ENTERTAINMENT	5129	*259	6.5	5.0	112	875	4.9	17.1	85	302	4.6	5.9	79	1162	5.7	22.7	98	
ABC FM	2498	**83	2.1	3.3	74	593	3.3	23.7	118	*236	3.6	9.4	127	577	2.8	23.1	100	
ABC INFORMATION	5721	*215	5.4	3.8	84	1085	6.1	19.0	94	292	4.4	5.1	69	1379	6.7	24.1	104	
ABC ROCK	2021	**150	3.8	7.4	165	385	2.2	19.0	95	*296	4.5	14.6	197	433	2.1	21.4	93	
CBS	4756	*225	5.7	4.7	105	712	4.0	15.0	74	*351	5.3	7.4	99	1166	5.7	24.5	106	
MUTUAL	5272	*259	6.5	4.9	109	1095	6.1	20.8	103	307	4.7	5.8	78	1155	5.6	21.9	95	
NBC	4964	*313	7.9	6.3	140	860	4.8	17.3	86	315	4.8	6.3	85	1122	5.5	22.6	98	
RADIORADIO	2218	**104	2.6	4.7	104	535	3.0	24.1	120	*149	2.3	6.7	90	546	2.7	24.6	106	
RKO ONE	2565	**117	2.9	4.6	101	533	3.0	20.8	103	*171	2.6	6.7	90	575	2.8	22.4	97	
RKO TWO	3640	*208	5.2	5.7	127	844	4.7	23.2	115	272	4.1	7.5	101	837	4.1	23.0	99	
THE SOURCE	2467	**115	2.9	4.7	104	550	3.1	22.3	111	*233	3.5	9.4	127	612	3.0	24.8	107	
NON-HIRED : BLAIR	9466	486	12.2	5.1	114	1763	9.9	18.6	92	693	10.5	7.3	99	2361	11.5	24.9	108	
INTERNET	13616	564	14.2	4.1	92	3075	17.3	22.6	112	1067	16.2	7.8	105	3195	15.6	23.5	101	
KATZ RADIO GROUP	16998	919	23.1	5.4	120	3445	19.3	20.3	101	1091	16.6	6.4	86	3942	19.3	23.2	100	
SUPERNET	11622	372	9.3	3.2	71	2488	14.0	21.4	106	1009	15.4	8.7	117	2460	12.0	21.2	91	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	373	9.4	4.0	88	1839	10.3	19.5	97	652	9.9	6.9	93	2272	11.1	24.1	104	
WKDAY 9:00 AM - 1:00 PM	13304	627	15.8	4.7	105	2917	16.4	21.9	109	957	14.6	7.2	97	3114	15.2	23.4	101	
WKDAY 1:00 PM - 4:30 PM	17591	812	20.4	4.6	103	3843	21.6	21.8	108	1227	18.7	7.0	94	4202	20.5	23.9	103	
WKDAY 4:30 PM - 7:30 PM	24418	1111	27.9	4.5	101	5070	28.5	20.8	103	1704	25.9	7.0	94	5955	29.1	24.4	105	
WKDAY 7:30 PM - 8:00 PM	34400	1555	39.1	4.5	100	7043	39.5	20.5	102	2393	36.4	7.0	94	8006	39.1	23.3	101	
WKDAY 11:00 PM - 11:30 PM	26120	1068	26.8	4.1	91	5660	31.8	21.7	108	1990	30.3	7.6	103	5920	28.9	22.7	98	
WKDAY 11:30 PM - 1:00 AM	8402	394	9.9	4.7	104	1868	10.5	22.2	110	611	9.3	7.3	98	1939	9.5	23.1	100	
M-SAT 8-11 PM+SUN 7-11 PM	36828	1638	41.2	4.4	99	7764	43.6	21.1	105	2766	42.1	7.5	101	8699	42.5	23.6	102	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	473	11.9	6.6	146	1645	9.2	22.8	113	585	8.9	8.1	109	1683	8.2	23.3	101
ANOTHER WORLD	N	4924	*185	4.6	3.8	84	1040	5.8	21.1	105	412	6.3	8.4	113	1320	6.4	26.8	116
AS THE WORLD TURNS	C	5966	300	7.5	5.0	112	1190	6.7	19.9	99	395	6.0	6.6	89	1352	6.6	22.7	98
CAPITOL	C	3672	*153	3.8	4.2	93	763	4.3	20.8	103	258	3.9	7.0	95	873	4.3	23.8	103
CBS MORN. NEWS 1	C	1590	**31	0.8	1.9	43	292	1.6	18.4	91	113	1.7	7.1	96	465	2.3	29.2	126
CBS MORN. NEWS 2	C	1298	**31	0.8	2.4	53	214	1.2	16.5	82	*112	1.7	8.6	116	361	1.8	27.8	120
DAYS OF OUR LIVES	N	6389	291	7.3	4.6	101	1321	7.4	20.7	103	391	6.0	6.1	82	1576	7.7	24.7	107
FACTS OF LIFE - DAYTIME	N	2526	*74	1.9	2.9	65	592	3.3	23.4	116	138	2.1	5.5	74	577	2.8	22.8	99
FAMILY FEUD	A	3427	151	3.8	4.4	98	782	4.4	22.8	113	275	4.2	8.0	108	777	3.8	22.7	98
GENERAL HOSPITAL	A	6870	316	7.9	4.6	102	1644	9.2	23.9	119	486	7.4	7.1	95	1706	8.3	24.8	107
GOOD MORNING, AMERICA-730	A	3767	154	3.9	4.1	91	799	4.5	21.2	105	228	3.5	6.1	81	895	4.4	23.8	103
GOOD MORNING, AMERICA-830	A	3076	*128	3.2	4.2	92	699	3.9	22.7	113	254	3.9	8.3	111	805	3.9	26.2	113
GUIDING LIGHT	C	5789	276	6.9	4.8	106	1129	6.3	19.5	97	438	6.7	7.6	102	1256	6.1	21.7	94
ONE LIFE TO LIVE	A	4918	255	6.4	5.2	115	1140	6.4	23.2	115	309	4.7	6.3	85	1150	5.6	23.4	101
PRESS YOUR LUCK	C	2367	*160	4.0	6.8	150	540	3.0	22.8	113	120	1.8	5.1	68	547	2.7	23.1</	

MEDICATED SKIN CARE PRODUCTS: BRANDS
(FEMALES)

		TOTAL U.S. '000	ALL AVON				ALL NOXZEMA				ALL SEA BREEZE				ALL VASELINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES																		
		88464	3980	100.0	4.5	100	17814	100.0	20.1	100	6571	100.0	7.4	100	20470	100.0	23.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	1161	29.2	4.2	92	5562	31.2	19.9	99	1849	28.1	6.6	89	6966	34.0	24.9	108
NETWORK AFFILIATES - LATE		21966	965	24.2	4.4	98	4743	26.6	21.6	107	1664	25.3	7.6	102	4991	24.4	22.7	98
INDEPENDENTS - LATE		2247	*81	2.0	3.6	80	455	2.6	20.2	101	147	2.2	6.5	88	539	2.6	24.0	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11524	443	11.6	4.0	89	2881	16.2	25.0	124	949	14.4	8.2	111	2630	12.8	22.8	99
ABC MONDAY NIGHT MOVIE		A 6879	332	8.3	4.8	107	1321	7.4	19.2	95	550	8.4	8.0	108	1492	7.3	21.7	94
ABC SUNDAY NIGHT MOVIE		A 13690	649	16.8	4.9	109	2900	16.3	21.2	105	984	15.0	7.2	97	3180	15.5	23.2	100
ABC WORLD NEWS TONIGHT		A 6589	402	10.1	6.1	136	1196	6.7	18.2	90	378	5.8	5.7	77	1636	8.0	24.8	107
AFTERMASH		C 6391	*280	7.0	4.4	97	1301	7.3	20.4	101	*401	6.1	6.3	84	1573	7.7	24.6	106
ALICE		C 10273	587	14.7	5.7	127	2060	11.6	20.1	100	716	10.9	7.0	94	2509	12.3	24.4	106
AMERICAN PARADE		C 7130	387	7.2	4.0	89	1284	7.2	18.0	89	491	7.5	6.9	93	1742	8.5	24.4	106
BENSON		A 11665	519	13.5	4.6	103	2455	13.8	21.0	105	778	11.8	6.7	90	2704	13.2	23.2	100
BLUE THUNDER		A 5442	347	8.7	6.4	142	1168	6.6	21.5	107	297	4.5	5.5	73	1147	5.6	21.1	91
CAGNEY & LACEY		C 10565	455	11.4	4.3	96	2196	12.3	20.8	103	646	9.8	6.1	82	2703	13.2	25.6	111
CBS EVENING NEWS-DEAN		C 3668	**132	3.3	3.6	80	778	4.4	21.2	105	*193	2.9	5.3	71	1001	4.9	27.3	118
CBS EVENING NEWS-RATHER		C 7561	261	6.6	3.5	77	1496	8.4	19.8	98	457	7.0	6.0	81	2154	10.5	28.5	123
CBS SAT. NEWS-SCHIEFFER		C 3948	124	3.1	3.1	70	771	4.3	19.5	97	297	4.5	7.5	101	1313	6.4	33.3	144
CBS SATURDAY NIGHT MOVIE		C 5966	213	5.4	3.6	79	1225	6.9	20.5	102	467	7.1	7.8	105	1375	6.7	23.0	100
CBS WEDNESDAY NIGHT MOVIE		C 6529	285	7.2	4.4	97	1424	8.0	21.8	108	541	8.2	8.3	112	1490	7.3	22.8	99
CHEERS		N 9842	451	11.3	4.6	102	2219	12.5	22.5	112	765	11.6	7.8	105	2225	10.9	22.6	98
DALLAS		C 23935	1079	27.1	4.5	100	4743	26.6	19.8	98	1790	27.2	7.5	101	5491	26.8	22.9	99
DIFFERENT STROKES		N 7574	424	10.7	5.6	124	1861	10.4	24.6	122	675	10.3	8.9	120	1895	9.3	25.0	108
DOUBLE TROUBLE		N 7786	384	9.6	4.9	110	1809	10.2	23.2	115	777	11.8	10.0	134	1787	8.7	23.0	99
DUCK FACTORY		N 6290	*187	4.7	3.0	66	1482	8.3	23.6	117	495	7.5	7.9	106	1437	7.0	22.8	99
DUKES OF HAZZARD		C 6402	235	5.9	3.7	82	1483	8.3	23.2	115	472	7.2	7.4	99	1595	7.8	24.9	108
DYNASTY		A 21955	872	21.9	4.0	88	4597	25.8	20.9	104	1696	25.8	7.7	104	4923	24.0	22.4	97
FACTS OF LIFE		N 8898	448	11.3	5.0	112	1868	10.5	21.0	104	732	11.1	8.2	111	2046	10.0	23.0	99
FALCON CREST		C 21877	1042	26.2	4.8	106	4227	23.7	19.3	96	1751	26.6	8.0	108	5196	25.4	23.8	103
FALL GUY		A 10045	538	13.5	5.4	119	2254	12.7	22.4	111	671	10.2	6.7	90	2467	12.1	24.6	106
FAMILY TIES		N 8922	415	10.4	4.7	103	2003	11.2	22.5	111	773	11.8	8.7	117	2088	10.2	23.4	101
FANTASY ISLAND		A 8288	427	10.7	5.2	115	1794	10.1	21.6	107	609	9.3	7.3	99	1920	9.4	23.2	100
FOULUPS,BLEEPS & BLUNDERS		A 9891	524	15.7	6.3	140	1874	10.5	18.9	94	731	11.1	7.4	99	2217	10.8	22.4	97
FOUR SEASONS		C 5429	*257	6.5	4.7	105	1106	6.2	20.4	101	*410	6.2	7.6	102	1312	6.4	24.2	104
GIMME A BREAK		N 9646	466	11.7	4.8	107	2106	11.8	21.8	108	755	11.5	7.8	105	2351	11.5	24.4	105
HART TO HART		A 9983	495	12.4	5.0	110	2235	12.5	22.4	111	792	12.1	7.9	107	2398	11.7	24.0	104
HILL STREET BLUES		N 9688	*50	11.3	4.6	103	2003	11.2	20.7	103	839	12.8	8.7	117	1952	9.5	20.1	87
HOTEL		A 15435	611	15.4	4.0	88	3447	19.3	22.3	111	1154	17.6	7.5	101	3451	16.9	22.4	97
JEFFERSONS		C 10031	440	11.1	4.4	97	2178	12.2	21.7	108	716	10.9	7.1	96	2407	11.8	24.0	104
JENNIFER SLEPT HERE		N 6376	313	7.9	4.9	109	1479	8.3	23.2	115	568	8.6	8.9	120	1510	7.4	23.7	102
KATE & ALLIE		C 9951	460	11.6	4.6	103	2157	12.1	21.7	108	699	10.6	7.0	95	2586	12.6	26.0	112
KNIGHT RIDER		N 7908	483	12.1	6.1	136	1859	10.4	23.5	117	673	10.2	8.5	115	2113	10.3	26.7	115
LOVE BOAT		A 13226	588	14.8	4.4	99	2767	15.5	20.9	104	912	13.9	6.9	93	3087	15.1	23.3	101
MAGNUM PI		C 12105	552	13.9	4.6	101	2476	13.9	20.5	102	954	14.5	7.9	106	2840	13.9	23.5	101
MAMA'S FAMILY		N 6364	376	9.4	5.9	131	1337	7.5	21.0	104	717	10.9	11.3	152	1704	8.3	26.8	116
MASTER, THE		N 3955	*173	4.3	4.4	97	782	4.4	19.8	98	311	4.7	7.9	106	1059	5.2	26.8	116
MATT HOUSTON		A 6903	393	9.6	5.5	123	1595	9.0	23.1	115	489	7.4	7.1	95	1681	8.2	24.4	105
NBC MONDAY NIGHT MOVIE		N 13443	610	15.3	4.5	101	2952	16.6	22.0	109	1143	17.4	8.5	114	2986	14.6	22.2	96
NBC NIGHTLY NEWS		N 5585	269	6.8	4.8	107	1013	5.7	18.1	90	363	5.5	6.5	88	1265	6.2	22.6	98
NBC NIGHTLY NEWS-SAT		N 3688	*196	4.9	5.3	118	755	4.2	20.5	102	*263	4.0	7.1	96	1018	5.0	27.6	119
NBC NIGHTLY NEWS-SUN		N 3310	*184	4.6	5.6	124	538	3.0	16.3	81	*197	3.0	6.0	80	953	4.7	28.8	124
NBC SUNDAY NIGHT MOVIE		N 9238	477	12.0	5.2	115	2254	12.7	24.4	121	680	10.3	7.4	99	2164	10.6	23.4	101
NEMHART		C 9876	413	10.4	4.2	93	2121	11.9	21.5	107	746	11.4	7.6	102	2502	12.2	25.3	109
ONE DAY AT A TIME		C 7954	330	8.3	4.1	92	1546	8.7	19.4	97	571	8.7	7.2	97	1706	8.3	21.4	93
PEOPLE ARE FUNNY		N 5182	349	8.8	6.7	150	1057	5.9	20.4	101	579	8.8	11.2	150	1342	6.6	25.9	112
REAL PEOPLE		N 9674	531	13.3	5.5	122	2034	11.4	21.0	104	667	10.2	6.9	93	2358	11.5	24.4	105
REMINGTON STEELE		N 8511	330	8.3	3.9	86	1762	9.9	20.7	103	727	11.1	8.5	115	1945	9.5	22.9	99
RIPLEY'S BELIEVE IT - NOT		A 5656	*255	6.4	4.5	100	1013	5.7	17.9	89	510	7.8	9.0	121	1360	6.6	24.0	104
RIPTIDE		N 7718	337	8.5	4.4	97	1875	10.5	24.3	121	627	9.5	8.1	109	1810	8.8	23.5	101
SCARECROW & MRS. KING		C 11058	405	10.2	3.7	81	2366	13.3	21.4	106	890	13.5	8.0	108	2654	13.0	24.0	104
SIMON & SIMON		C 11615	492	12.4	4.2	94	2294	12.9	19.8	98	782	11.9	6.7	91	2772	13.5	23.9	103
60 MINUTES		C 14326	764	19.2	5.3	119	2687	15.1	18.8	93	847	12.9	5.9	80	3611	17.6	25.2	109
ST. ELSEWHERE		N 7670	385	9.7	5.0	112	1565	8.8	20.4	101	682	10.4	8.9	120	1672	8.2	21.8	



MOUTHWASH

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-1

	'000	%	UNWEIGHTED
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1A. DO YOU YOURSELF USE IT?

YES	108654	64.8	12331
NO	59073	35.2	6779

IF YOU DO

1B. WHO DECIDES WHICH BRANDS YOU USE?
(MARK AS MANY AS APPLY)

YOURSELF	79195	47.2	9304
YOUR HUSBAND/WIFE	30462	18.2	3256
OTHER MALE	4363	2.6	362
OTHER FEMALE	7762	4.6	618
DO NOT KNOW	6583	3.9	698

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

1C. WHICH BRANDS DO YOU USE?

ACT DENTAL RINSE	4688	2.8	803	.5	2318	1.4	1568	.9	522
AQUAMINT	1662	1.0	582	.3	688	.4	392	.2	188
AVON	2775	1.7	719	.4	1496	.9	560	.3	269
BINACA REGULAR MOUTHWASH	1538	.9	372	.2	853	.5	312	.2	209
BINACA CONCENTRATED MOUTHWASH	1575	.9	250	.1	749	.4	577	.3	189
CEPACOL	16929	10.1	4166	2.5	7889	4.7	4874	2.9	1929
CHLORASEPTIC	7181	4.3	845	.5	3498	2.1	2838	1.7	806
COLGATE 100	4122	2.5	1310	.8	2080	1.2	733	.4	510
FLUORIGARD DENTAL RINSE	4738	2.8	1082	.6	2522	1.5	1134	.7	524
GREEN MINT	2113	1.3	453	.3	1165	.7	495	.3	240
LAVORIS REGULAR	8025	4.8	2277	1.4	3066	1.8	2682	1.6	980
LAVORIS CONCENTRATED	1355	.8	247	.1	744	.4	364	.2	154
LISTERINE	39178	23.4	16186	9.7	15617	9.3	7374	4.4	4326
LISTERMINT	16021	9.6	3904	2.3	7452	4.4	4665	2.8	1782
MICRIM	1883	1.1	359	.2	890	.5	634	.4	233
SCOPE	46399	27.7	15347	9.1	20441	12.2	10611	6.3	5079
SIGNAL	16095	9.6	3166	1.9	6342	3.8	6588	3.9	1743
STAN CARE FLUORIDE RINSE	697	.4	44	*	270	.2	383	.2	65
OTHER BRANDS	7463	4.4	2728	1.6	1645	1.0	3091	1.8	811
DO NOT KNOW	3012	1.8							327

	'000	%	UNWEIGHTED
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1D- ABOUT HOW MANY TIMES DID YOU USE
MOUTHWASH IN THE LAST 7 DAYS?

14 OR MORE	H	12852	7.7	1409
8-13	H	12937	7.7	1497
7	M	29330	17.5	3294
6	M	4194	2.5	494
4-5	M	13865	8.3	1590
2-3	L	16246	9.7	1906
1	L	7852	4.7	917
NONE	L	11377	6.8	1224

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	108654	100.0	64.8	100	25790	100.0	15.4	100	47389	100.0	28.3	100	35475	100.0	21.2	100
MALES	79263	49185	45.3	62.1	96	11832	45.9	14.9	97	21227	44.8	26.8	95	16126	45.5	20.3	96
FEMALES	88464	59469	54.7	67.2	104	13958	54.1	15.8	103	26162	55.2	29.6	105	19349	54.5	21.9	103
18 - 24	28671	17224	15.9	60.1	93	3902	15.1	13.6	89	7253	15.3	25.3	90	6069	17.1	21.2	100
25 - 34	39536	23859	22.0	60.3	93	4936	19.1	12.5	81	9517	20.1	24.1	85	9407	26.5	23.8	112
35 - 44	28978	18723	17.2	64.6	100	4486	17.4	15.5	101	8102	17.1	28.0	99	6136	17.3	21.2	100
45 - 54	22345	14320	13.2	64.1	99	3737	14.5	16.7	109	6199	13.1	27.7	98	4383	12.4	19.6	93
55 - 64	22224	15490	14.3	69.7	108	4101	15.9	18.5	120	7059	14.9	31.8	112	4330	12.2	19.5	92
65 OR OLDER	25973	19037	17.5	73.3	113	4628	17.9	17.8	116	9259	19.5	35.6	126	5150	14.5	19.8	94
18 - 34	68207	41083	37.8	60.2	93	8838	34.3	13.0	84	16769	35.4	24.6	87	15476	43.6	22.7	107
18 - 49	108058	66684	61.4	61.7	95	15173	58.8	14.0	91	27671	58.4	25.6	91	23839	67.2	22.1	104
25 - 54	90859	56902	52.4	62.6	97	13159	51.0	14.5	94	23818	50.3	26.2	93	19926	56.2	21.9	104
35 - 49	39851	25600	23.6	64.2	99	6335	24.6	15.9	103	10902	23.0	27.4	97	8363	23.6	21.0	99
50 OR OLDER	59669	41970	38.6	70.3	109	10617	41.2	17.8	116	19718	41.6	33.0	117	11636	32.8	19.5	92
GRADUATED COLLEGE	28091	15941	14.7	56.7	88	3085	12.0	11.0	71	6468	13.6	23.0	81	6388	18.0	22.7	108
ATTENDED COLLEGE	28938	17496	16.1	60.5	93	4189	16.2	14.5	94	6975	14.7	24.1	85	6331	17.8	21.9	103
GRADUATED HIGH SCHOOL	65503	42733	39.3	65.2	101	9964	38.6	15.2	99	19009	40.1	29.0	103	13761	38.8	21.0	99
DID NOT GRADUATE HIGH SCHOOL	45195	32483	29.9	71.9	111	8552	33.2	18.9	123	14936	31.5	33.0	117	8995	25.4	19.9	94
EMPLOYED MALES	56429	33463	30.8	59.3	92	7956	30.8	14.1	92	13753	29.0	24.4	86	11754	33.1	20.8	98
EMPLOYED FEMALES	43971	28614	26.3	65.1	100	6495	25.2	14.8	96	11748	24.8	26.7	95	10370	29.2	23.8	112
EMPLOYED FULL-TIME	87773	54411	50.1	62.0	96	12599	48.9	14.4	93	22523	47.5	25.7	91	19289	54.4	22.0	104
EMPLOYED PART-TIME	12627	7666	7.1	60.7	94	1853	7.2	14.7	95	2978	6.3	23.6	83	2836	8.0	22.5	106
NOT EMPLOYED	67327	46577	42.9	69.2	107	11338	44.0	16.8	110	21888	46.2	32.5	115	13351	37.6	19.8	94
PROFESSIONAL/MANAGER	25845	15163	14.0	58.7	91	3285	12.7	12.7	83	5811	12.3	22.5	80	6068	17.1	23.5	111
TECH/CLERICAL/SALES	30895	19212	17.7	62.2	96	4421	17.1	14.3	93	7957	16.8	25.8	91	6834	19.3	22.1	105
PRECISION/CRAFT	12629	7659	7.0	60.6	94	1792	6.9	14.2	92	3162	6.7	25.0	89	2704	7.6	21.4	101
OTHER EMPLOYED	31031	20044	18.4	64.6	100	4953	19.2	16.0	104	8571	18.1	27.6	98	6519	18.4	21.0	99
SINGLE	35557	21846	20.1	61.4	95	5317	20.6	15.0	97	9132	19.3	25.7	91	7397	20.9	20.8	98
MARRIED	103585	66787	61.5	64.5	100	14887	57.7	14.4	93	29131	61.5	28.1	100	22770	64.2	22.0	104
DIVORCED/SEPARATED/WIDOWED	28585	20021	18.4	70.0	108	5586	21.7	19.5	127	9126	19.3	31.9	113	5308	15.0	18.6	88
PARENTS	59295	37068	34.1	62.5	97	7884	30.6	13.3	86	15647	33.0	26.4	93	13536	38.2	22.8	108
WHITE	146081	93174	85.8	63.8	98	21311	82.6	14.6	95	40194	84.8	27.5	97	31669	89.3	21.7	102
BLACK	17974	13458	12.4	74.9	116	3950	15.3	22.0	143	6314	13.3	35.1	124	3195	9.0	17.8	84
OTHER	3672	2022	1.9	55.1	85	*530	2.1	14.4	94	881	1.9	24.0	85	*612	1.7	16.7	79
NORTHEAST-CENSUS	37005	22379	20.6	60.5	93	6076	23.6	16.4	107	9879	20.8	26.7	94	6424	18.1	17.4	82
NORTH CENTRAL	42642	26968	24.8	63.2	98	5395	20.9	12.7	82	11384	24.0	26.7	94	10189	28.7	23.9	113
SOUTH	56777	40972	37.7	72.2	111	9709	37.6	17.1	111	18880	39.8	33.3	118	12383	34.9	21.8	103
WEST	31303	18335	16.9	58.6	90	4610	17.9	14.7	96	7245	15.3	23.1	82	6479	18.3	20.7	98
NORTHEAST-MKTG.	38125	23334	21.5	61.2	94	5849	22.7	15.3	100	10608	22.4	27.8	98	6877	19.4	18.0	85
EAST CENTRAL	24794	15981	14.7	64.5	99	3787	14.7	15.3	99	6820	14.4	27.5	97	5374	15.1	21.7	102
WEST CENTRAL	28511	17722	16.3	62.2	96	3363	13.0	11.8	77	7304	15.4	25.6	91	7055	19.9	24.7	117
SOUTH	48953	35540	32.7	72.6	112	8750	33.9	17.9	116	16269	34.3	33.2	118	10521	29.7	21.5	102
PACIFIC	27344	16078	14.8	58.8	91	4040	15.7	14.8	96	6388	13.5	23.4	83	5649	15.9	20.7	98
COUNTY SIZE A	69301	43506	40.0	62.8	97	10467	40.6	15.1	98	18857	39.8	27.2	96	14182	40.0	20.5	97
COUNTY SIZE B	50633	33574	30.9	66.3	102	7871	30.5	15.5	101	14924	31.5	29.5	104	10779	30.4	21.3	101
COUNTY SIZE C	26259	16812	15.5	64.0	99	4183	16.2	15.9	104	7018	14.8	26.7	95	5612	15.8	21.4	101
COUNTY SIZE D	21534	14762	13.6	68.6	106	3269	12.7	15.2	99	6590	13.9	30.6	108	4902	13.8	22.8	108
METRO CENTRAL CITY	50014	32567	30.0	65.1	101	8226	31.9	16.4	107	14742	31.1	29.5	104	9600	27.1	19.2	91
METRO SUBURBAN	76832	48107	44.3	62.6	97	11039	42.8	14.4	93	20109	42.4	26.2	93	16960	47.8	22.1	104
NON METRO	40881	27980	25.8	68.4	106	6525	25.3	16.0	104	12539	26.5	30.7	109	8916	25.1	21.8	103
TOP 5 ADI'S	39550	24164	22.2	61.1	94	6033	23.4	15.3	99	10959	23.1	27.7	98	7172	20.2	18.1	86
TOP 10 ADI'S	54877	33774	31.1	61.5	95	7933	30.8	14.5	94	15257	32.2	27.8	98	10584	29.8	19.3	93
TOP 20 ADI'S	77516	48453	44.6	62.5	96	11362	44.1	14.7	95	21452	45.3	27.7	98	15640	44.1	20.2	95
HSHLD INC. \$50,000 OR MORE	17257	10435	9.6	60.5	93	2186	8.5	12.7	82	3942	8.3	22.8	81	4308	12.1	25.0	118
\$40,000 OR MORE	33235	20234	18.6	60.9	94	4231	16.4	12.7	83	8302	17.5	25.0	88	7701	21.7	23.2	110
\$30,000 OR MORE	59693	36302	33.4	60.8	94	7884	30.6	13.2	86	14841	31.3	24.9	88	13578	38.3	22.7	108
\$25,000 OR MORE	76275	46501	42.8	61.0	94	10170	39.4	13.3	87	19306	40.7	25.3	90	17025	48.0	22.3	106
\$20,000 - \$24,999	18607	11650	10.7	62.6	97	2876	11.2	15.5	101	5147	10.9	27.7	98	3627	10.2	19.5	92
\$15,000 - \$19,999	17175	11330	10.4	66.0	102	2684	10.4	15.6	102	5221	11.0	30.4	108	3425	9.7	19.9	94
\$10,000 - \$14,999	24569	17191	15.8	70.0	108	4277	16.6	17.4	113	7674	16.2	31.2	111	5241	14.8	21.3	103
UNDER \$10,000	31101	21982	20.2	70.7	109	5782	22.4	18.6	121	10042	21.2	32.3	114	6158	17.4	19.8	94
HOUSEHOLD OF 1 PERSON																	

MOUTHWASH: USAGE IN LAST SEVEN DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	108654	100.0	64.8	100	25790	100.0	15.4	100	47389	100.0	28.3	100	35475	100.0	21.2	100
MAGAZINES	QUINTILE 1	34022	22908	21.1	67.3	104	5858	22.7	17.2	112	9776	20.6	28.7	102	7274	20.5	21.4	101
	QUINTILE 2	34800	22119	20.4	63.6	98	5193	20.1	14.9	97	9424	19.9	27.1	96	7502	21.1	21.6	102
	QUINTILE 3	30514	19389	17.8	63.5	98	4723	18.3	15.5	101	8118	17.1	26.6	94	6548	18.5	21.5	101
	QUINTILE 4	33324	21478	19.8	64.5	99	5107	19.8	15.3	100	9120	19.2	27.4	97	7252	20.4	21.8	103
	QUINTILE 5	35066	22760	20.9	64.9	100	4909	19.0	14.0	91	10951	23.1	31.2	111	6900	19.5	19.7	93
NEWSPAPERS	QUINTILE 1	29107	18741	17.2	64.4	99	4474	17.3	15.4	100	8199	17.3	28.2	100	6067	17.1	20.8	99
	QUINTILE 2	49095	32130	29.6	65.4	101	7581	29.4	15.4	100	14157	29.9	28.8	102	10392	29.3	21.2	100
	QUINTILE 3	23107	14836	13.7	64.2	99	3928	15.2	17.0	111	8255	13.2	27.1	96	4649	13.1	20.1	95
	QUINTILE 4	33556	21513	19.8	64.1	99	4937	19.1	14.7	96	8972	18.9	26.7	95	7604	21.4	22.7	107
	QUINTILE 5	32863	21435	19.7	65.2	101	4870	18.9	14.8	96	9803	20.7	29.8	106	6762	19.1	20.6	97
OUTDOOR	QUINTILE 1	33431	20881	19.2	62.5	96	4901	19.0	14.7	95	9082	19.2	27.2	96	6899	19.4	20.6	98
	QUINTILE 2	33478	21495	19.8	64.2	99	5375	20.8	16.1	104	8295	17.5	24.8	88	7825	22.1	23.4	111
	QUINTILE 3	33574	22445	20.7	66.9	103	5077	19.7	15.1	98	10243	21.6	30.5	108	7125	20.1	21.2	100
	QUINTILE 4	33935	22007	20.3	64.9	100	5203	20.2	15.3	100	9650	20.4	28.4	101	7153	20.2	21.1	100
	QUINTILE 5	33310	21826	20.1	65.5	101	5234	20.3	15.7	102	10118	21.4	30.4	108	6474	18.2	19.4	92
RADIO-DRIVE TIME	QUINTILE 1	33136	21697	20.0	65.5	101	5581	21.6	16.8	110	9044	19.1	27.3	97	7073	19.9	21.3	101
	QUINTILE 2	31658	20411	18.8	64.5	100	5079	19.7	16.0	104	8600	18.1	27.2	96	6732	19.0	21.3	101
	QUINTILE 3	32541	20487	18.9	63.0	97	4320	16.8	13.3	86	9196	19.4	28.3	100	6971	19.7	21.4	101
	QUINTILE 4	34247	22026	20.3	64.3	99	5246	20.3	15.3	100	9747	20.6	28.5	101	7032	19.8	20.5	97
	QUINTILE 5	36144	24034	22.1	66.5	103	5563	21.6	15.4	100	10802	22.8	29.9	106	7668	21.6	21.2	100
RADIO-MID- DAY	TERCILE 1	45037	29330	27.0	65.1	101	7166	27.8	15.9	103	12616	26.6	28.0	99	9548	26.9	21.2	100
	TERCILE 2	44819	28964	26.7	64.6	100	6653	25.8	14.8	97	12705	26.8	28.3	100	9406	27.1	21.4	101
	TERCILE 3	77872	50340	46.3	64.7	100	11970	46.4	15.4	100	21068	46.6	28.3	100	16322	46.0	21.0	99
RADIO-TOTAL	QUINTILE 1	33763	22158	20.4	65.6	101	5826	22.6	17.3	112	9221	19.5	27.3	97	7111	20.0	21.1	100
	QUINTILE 2	33240	21661	19.9	65.2	101	5388	20.9	16.2	105	9103	19.2	27.4	97	7170	20.2	21.6	102
	QUINTILE 3	33408	21346	19.6	63.9	99	4627	17.9	13.8	90	9657	20.4	28.9	102	7061	19.9	21.1	100
	QUINTILE 4	34792	21971	20.2	63.1	97	4711	18.3	13.5	88	9942	21.0	28.6	101	7318	20.6	21.0	99
	QUINTILE 5	32524	21518	19.8	66.2	102	5238	20.3	16.1	105	9464	20.0	29.1	103	6815	19.2	21.0	99
TV-PRIME TIME	QUINTILE 1	33090	22328	20.5	67.5	104	5843	22.7	17.7	115	9679	20.4	29.3	104	6805	19.2	20.6	97
	QUINTILE 2	33357	21927	20.2	65.7	101	5056	19.6	15.2	99	9915	20.9	29.7	105	6954	19.6	20.9	99
	QUINTILE 3	33980	22241	20.5	65.5	101	4779	18.5	14.1	91	10250	21.6	30.2	107	7213	20.3	21.2	100
	QUINTILE 4	33854	21351	19.7	63.1	97	4858	18.8	14.3	93	9224	19.5	27.2	96	7269	20.5	21.5	102
	QUINTILE 5	33444	20807	19.1	62.2	96	5254	20.4	15.7	102	8321	17.6	24.9	88	7232	20.4	21.6	102
TV-DAYTIME	TERCILE 1	49121	33257	30.6	67.7	105	7954	30.8	16.2	105	15168	32.0	30.9	109	10135	28.6	20.6	98
	TERCILE 2	48823	31930	29.4	65.4	101	7911	30.7	16.2	105	13891	29.3	28.5	101	10128	28.5	20.7	98
	TERCILE 3	69782	43468	40.0	62.3	96	9925	38.5	14.2	92	18330	38.7	26.3	93	15212	42.9	21.8	103
TV-TOTAL	QUINTILE 1	33584	22963	21.1	68.4	106	5797	22.5	17.3	112	10555	22.3	31.4	111	6611	18.6	19.7	93
	QUINTILE 2	33441	22585	20.8	67.5	104	5438	21.1	16.3	106	10134	21.4	30.3	107	7014	19.8	21.0	99
	QUINTILE 3	33505	21204	19.5	63.3	98	4676	18.1	14.0	91	9576	20.2	28.6	101	6952	19.6	20.7	98
	QUINTILE 4	33466	20754	19.1	62.0	96	4532	17.6	13.5	88	9013	19.0	26.9	95	7209	20.3	21.5	102
	QUINTILE 5	33731	21147	19.5	62.7	97	5346	20.7	15.8	103	8111	17.1	24.0	85	7690	21.7	22.8	108
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	29453	27.1	66.2	102	7143	27.7	16.1	104	12916	27.3	29.0	103	9394	26.5	21.1	100
		39363	25466	23.4	64.7	100	6257	24.3	15.9	103	10351	21.8	26.3	93	8899	25.0	22.5	106
		46441	29540	27.2	63.6	98	7062	27.4	15.2	99	13159	27.8	28.3	100	9319	26.3	20.1	95
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	21750	20.0	64.5	100	5096	19.8	15.1	98	8844	18.8	26.4	93	7759	21.9	23.0	109
		52846	34676	31.9	65.6	101	8511	33.0	16.1	105	15358	32.4	29.1	103	10807	30.5	20.4	97
		52140	33154	30.5	63.6	98	7765	30.1	14.9	97	14310	30.2	27.4	97	11079	31.2	21.2	100
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	24951	23.0	67.3	104	6589	25.5	17.8	116	10581	22.3	28.5	101	7781	21.9	21.0	99
		49747	31564	29.1	63.4	98	7335	28.4	14.7	96	13465	28.4	27.1	96	10765	30.3	21.6	102
		49208	31213	28.7	63.4	98	7175	27.8	14.6	95	13521	28.5	27.5	97	10516	29.6	21.4	101
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	22189	20.4	67.0	103	5490	21.3	16.6	108	9816	20.7	29.7	105	6883	19.4	20.8	98
		54575	34259	31.5	62.8	97	8153	31.6	14.9	97	14078	29.7	25.8	91	12028	33.9	22.0	104
		53249	35452	32.6	66.6	103	8208	31.8	15.4	100	16307	34.4	30.6	108	10937	30.8	20.5	97
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	23033	21.2	63.5	98	5796	22.5	16.0	104	9452	19.9	26.1	92	7785	21.9	21.5	102
		55591	36633	33.7	65.9	102	8540	33.1	15.4	100	16861	35.6	30.3	107	11231	31.7	20.2	96
		48319	31015	28.5	64.2	99	7277	28.2	15.1	98	13180	27.8	27.3	97	10558	29.8	21.9	103
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	23926	22.0	64.2	99	6176	23.9	16.6	108	10290	21.7	27.6	98	7460	21.0	20.0	95
		54423	35276	32.5	64.8	100	7945	30.8	14.6	95	15808	33.4	29.0	103	11523	32.5	21.2	100
		46650	30429	28.0	65.2	101	7184	27.9	15.4	100	12828	27.1	27.5	97	10417	29.4	22.3	106
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	24260	22.3	67.4	104	6096	23.6	16.9	110	10962	23.1	30.5	108	7202	20.3	20.0	95
		56095	35217	32.4	62.8	97	8112	31.5	14.5	94	14768	31.2	26.3	93	12396	34.8	22.0	104

MOUTHMASH: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	108654	100.0	64.8	100	25790	100.0	15.4	100	47389	100.0	28.3	100	35475	100.0	21.2	100
ATLANTIC MONTHLY	867	451	0.4	52.0	80	*173	0.7	20.0	130	*187	0.4	21.6	76	**92	0.3	10.6	50
BARRON'S	1580	1062	1.0	67.2	104	291	1.1	18.4	120	463	1.0	29.3	104	308	0.9	19.5	92
BETTER HOMES & GARDENS	22203	15274	14.1	68.8	106	3673	14.2	16.5	108	6405	13.5	28.8	102	5195	14.6	23.4	111
BON APPETIT	3810	2491	2.3	65.4	101	698	2.7	18.3	119	1125	2.4	29.5	105	667	1.9	17.5	88
BUSINESS WEEK	4663	3172	2.9	68.0	105	816	3.2	17.5	114	1400	3.0	30.0	106	956	2.7	20.5	99
CAR AND DRIVER	3102	2121	2.0	68.4	106	537	2.1	17.3	113	955	2.0	30.8	109	629	1.8	20.3	96
CBS MAGAZINE NETWORK (GROSS)	7311	4813	4.4	65.8	102	1506	5.8	20.6	134	2083	4.4	28.5	101	1224	3.5	16.7	79
CHANGING TIMES	3400	2400	2.2	70.6	109	559	2.2	16.4	107	993	2.1	29.2	103	848	2.4	24.9	118
COLONIAL HOMES	1796	1243	1.1	69.2	107	315	1.2	17.5	114	455	1.0	25.3	90	474	1.3	26.4	125
CONDE NAST MAG. PKG. (GROSS)	19924	13120	12.1	65.9	102	3699	14.3	18.6	121	4919	10.4	24.7	87	4502	12.7	22.6	107
CONSUMERS DIGEST	3125	2177	2.0	69.7	108	630	2.4	20.2	131	822	1.7	26.3	93	725	2.0	23.2	110
COSMOPOLITAN	10577	6688	6.2	63.2	98	1693	6.6	16.0	104	2728	5.8	25.8	91	2266	6.4	21.4	101
COUNTRY LIVING	3746	2531	2.3	67.6	104	563	2.2	15.0	98	987	2.1	26.3	93	981	2.8	26.2	124
CUISINE	2214	1338	1.2	60.4	93	383	1.5	17.3	113	535	1.1	24.2	86	420	1.2	19.0	90
CYCLE WORLD	2394	1578	1.5	65.9	102	518	2.0	21.6	141	581	1.2	24.3	86	479	1.4	20.0	95
DCI:CREATIVE IDEAS FOR LIV	3068	2094	1.9	68.3	105	592	2.3	19.3	125	865	1.8	28.2	100	637	1.8	20.8	98
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6815	6.3	71.3	110	1787	6.9	18.7	122	2921	6.2	30.6	108	2106	5.9	22.0	104
DISCOVER	2277	1400	1.3	61.5	95	395	1.5	17.3	113	645	1.4	28.3	100	359	1.0	15.8	75
EBONY	7187	5535	5.1	77.0	119	1634	6.3	22.7	148	2495	5.3	34.7	123	1406	4.0	19.6	92
ESQUIRE	2560	1857	1.7	72.5	112	579	2.2	22.6	147	766	1.6	29.9	106	512	1.4	20.0	95
ESSENCE	3242	2687	2.5	82.9	128	720	2.8	22.2	144	1240	2.6	38.2	135	726	2.0	22.4	106
FAMILY CIRCLE	19639	13116	12.1	66.8	103	3240	12.6	16.5	107	5520	11.6	28.1	99	4356	12.3	22.2	105
THE FAMILY HANDYMAN	3540	2551	2.3	72.1	111	601	2.3	17.0	110	1023	2.2	28.9	102	926	2.6	26.2	124
FAMILY WEEKLY	23924	15280	14.1	63.9	99	3773	14.6	15.8	103	6422	13.6	26.8	95	5086	14.3	21.3	101
FIELD & STREAM	9883	6798	6.3	68.8	106	1583	6.1	16.0	104	3053	6.4	30.9	109	2161	6.1	21.9	103
FOOD & WINE	1030	744	0.7	72.2	112	*252	1.0	24.5	159	317	0.7	30.8	109	175	0.5	17.0	80
FORBES	2679	1636	1.5	61.1	94	386	1.5	14.4	94	725	1.5	27.1	96	526	1.5	19.6	93
FORTUNE	2931	1900	1.7	64.8	100	387	1.5	13.2	86	842	1.8	28.7	102	671	1.9	22.9	108
GENTLEMEN'S QUARTERLY	3481	2250	2.1	64.6	100	617	2.4	17.7	115	888	1.9	25.5	90	746	2.1	21.4	101
GLAMOUR	7163	4433	4.1	61.9	96	1366	5.3	19.1	124	1561	3.3	21.8	77	1506	4.2	21.0	99
GOLF DIGEST	2355	1533	1.4	65.1	100	399	1.5	16.9	110	695	1.5	29.5	104	439	1.2	18.6	88
GOLF DIGEST/TENNIS (GROSS)	3610	2337	2.2	64.7	100	595	2.3	16.5	107	1099	2.3	30.4	108	643	1.8	17.8	84
GOLF MAGAZINE	2046	1373	1.3	67.1	104	336	1.3	16.4	107	684	1.4	33.4	118	354	1.0	17.3	82
GOLF MAGAZINE/SKI (GROSS)	3547	2288	2.1	64.5	100	581	2.3	16.4	107	1020	2.2	28.8	102	688	1.9	19.4	92
GOOD HOUSEKEEPING	20353	13839	12.7	68.0	105	3528	13.7	17.3	113	5782	12.2	28.4	101	4530	12.8	22.3	105
HARPER'S BAZAAR	3362	2307	2.1	68.6	106	711	2.8	21.1	138	778	1.6	23.1	82	818	2.3	24.3	115
HEALTH	2987	2239	2.1	75.0	114	775	3.0	25.9	169	827	1.7	27.7	98	637	1.8	21.3	101
HEARST MAG CORP. BUY (GROSS)	67928	45534	41.9	67.0	103	12158	47.1	17.9	116	18374	38.8	27.0	96	15001	42.3	22.1	104
HEARST MAN POWER (GROSS)	11282	7276	6.7	64.5	100	1964	7.6	17.4	113	2971	6.3	26.3	93	2342	6.6	20.8	98
HEARST WOMAN POWER (GROSS)	40514	27137	25.0	67.0	103	7076	27.4	17.5	114	11255	23.8	27.8	98	8806	24.8	21.7	103
HOUSE BEAUTIFUL	4885	3486	3.2	71.4	110	1064	4.1	21.8	142	1256	2.7	25.7	91	1166	3.3	23.9	113
INC.	1308	948	0.9	72.5	112	*225	0.9	17.2	112	346	0.7	26.5	94	377	1.1	28.8	136
JET	6498	5056	4.7	77.8	120	1576	6.1	24.3	158	2293	4.8	35.3	125	1186	3.3	18.3	86
LADIES' HOME JOURNAL	14797	10033	9.2	67.8	105	2820	10.9	19.1	124	3993	8.4	27.0	96	3220	9.1	21.8	103
LHJ FAMILY GRP COMBO(GROSS)	21743	15082	13.9	69.4	107	4343	16.8	20.0	130	5915	12.5	27.2	96	4824	13.6	22.2	105
LIFE	9881	6545	6.0	66.2	102	1686	6.5	17.1	111	2927	6.2	29.6	105	1932	5.4	19.6	92
L.A. TIMES HOME MAGAZINE	2775	1758	1.6	63.4	98	452	1.8	16.3	106	690	1.5	24.9	88	616	1.7	22.2	105
MADMOISELLE	4219	2816	2.6	66.7	103	811	3.1	19.2	125	888	1.9	21.0	74	1117	3.1	26.5	125
MC CALL'S	16422	11810	10.9	71.9	111	3113	12.1	19.0	123	4831	10.2	29.4	104	3865	10.9	23.5	111
MC CALL'S/WRK MOTHER (GROSS)	17919	12840	11.8	71.7	111	3375	13.1	18.8	122	5289	11.2	29.5	104	4176	11.8	23.3	110
MECHANIX ILLUSTRATED	4433	2992	2.8	67.5	104	710	2.8	16.0	104	1311	2.8	29.6	105	971	2.7	21.9	104
METROPOLITAN HOME	1504	1127	1.0	74.9	116	357	1.4	23.7	154	365	0.8	24.3	86	405	1.1	26.9	127
MONEY	4723	3206	3.0	67.9	105	763	3.0	16.2	105	1348	2.8	28.5	101	1096	3.1	23.2	110
MOTHER EARTH NEWS	2325	1412	1.3	60.7	94	380	1.5	16.3	106	530	1.1	22.8	81	502	1.4	21.6	102
MS.	1189	699	0.6	58.8	91	*233	0.9	19.6	127	260	0.5	21.9	77	*205	0.6	17.2	82
NATIONAL ENQUIRER	18892	13349	12.3	70.7	109	3613	14.0	19.1	124	6103	12.9	32.3	114	3632	10.2	19.2	91
NATIONAL GEOGRAPHIC	22129	13484	12.4	60.9	94	3122	12.1	14.1	92	5591	11.8	25.3	89	4771	13.4	21.6	102
NATIONAL SUNDAY MAGAZINE PKG	103750	66641	61.3	64.2	99	15787	61.2	15.2	99	29078	61.4	28.0	99	21775	61.4	21.0	99
NATURAL HISTORY	1379	800	0.7	58.0	90	*264	1.0	19.1	125	313	0.7	22.7	80	*222	0.6	16.1	76
NEW WOMAN	2289	1385	1.3	60.5	93	364	1.4	15.9	103	481	1.0	21.0	74	539	1.5	23.5	111
NEW YORK INCLUDING CUE	1088	712	0.7	65.4	101	*219	0.8	20.1	131	303	0.6	27.8	99	190	0.5	17.5	83
THE NEW YORKER	2459	1560	1.4	63.4	98	437	1.7	17.8	116	689	1.5	28.0	99	435	1.2	17.7	84
NEWSWEEK	16527	10787	9.9	65.3	101	2744	10.6	16.6	108	4523	9.5	27.4	97	3520	9.9	21.3	101
THE N.Y. TIMES DAILY EDITION	2739	1707	1.6	62.3	96	370	1.4	13.5	88	884	1.9	32.3	114	453	1.3	16.5	78
THE N.Y. TIMES MAGAZINE	4443	2696	2.5	60.7	94	616	2.4	13.9	90	1251	2.6	28.2	100	829	2.3	18.7	88
OMNI	2799	1692	1.6	60.5	93	463	1.8	16.5	108	741	1.6	26.5	94	489	1.4	17.5	83
ON CABLE	2209	1267	1.2	57.4	89	417	1.6	18.9	123	463	1.0	21.0	74	387	1.1	17.5	83
1001 HOME IDEAS	3959	2810	2.6	71.0	110	748	2.9	18.9	123	1094	2.3	27.6	98	968	2.7	24.5	116
ORGANIC GARDENING	3111	2146	2.0	69.0	106	473	1.8	15.2	99	948	2.0	30.5	108	725	2.0	23.3	110
OUTDOOR LIFE	5024	3580	3.3	71.3	110	782	3.0	15.6	101	1653	3.5	32.9	116	1145	3.2	22.8	108
PARADE MAGAZINE	51292	33173	30.5	64.7	100	7928	30.7	15.5	101	14521	30.6	28.3	100	10724	30.2	20.9	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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MOUTHWASH: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	108454	100.0	64.8	100	25790	100.0	15.4	100	47389	100.0	28.3	100	35475	100.0	21.2	100
PARENTS	5298	3370	3.1	63.6	98	724	2.8	13.7	89	1287	2.7	24.3	86	1359	3.8	25.7	121
PENTHOUSE	5129	3211	3.0	62.6	97	708	2.7	13.8	90	1397	2.9	27.2	96	1106	3.1	21.6	102
PEOPLE	21070	13639	12.6	64.7	100	3254	12.6	15.4	100	5947	12.5	28.2	100	4438	12.5	21.1	100
PLAYBOY	10562	6456	5.9	61.1	94	1601	6.2	15.2	99	2718	5.7	25.7	91	2138	6.0	20.2	96
POPULAR HOT RODDING	2498	1634	1.5	65.4	101	610	2.4	24.4	159	466	1.0	18.7	66	558	1.6	22.3	106
POPULAR MECHANICS	5887	3892	3.6	66.1	102	930	3.6	15.8	103	1675	3.5	28.5	101	1287	3.6	21.9	103
POPULAR SCIENCE	4317	2690	2.5	62.3	96	625	2.4	14.5	94	1172	2.5	27.1	96	893	2.5	20.7	98
PREVENTION	5792	4073	3.7	70.3	109	1205	4.7	20.8	135	1719	3.6	29.7	105	1150	3.2	19.9	94
PSYCHOLOGY TODAY	3284	2114	1.9	64.4	99	535	2.1	16.3	106	943	2.0	28.7	102	636	1.8	19.4	92
READER'S DIGEST	40046	27527	25.3	68.7	106	6775	26.3	16.9	110	11466	24.2	28.6	101	9285	26.2	23.2	110
REDBOOK	9584	6610	6.1	69.0	106	1855	7.2	19.4	126	2745	5.8	28.6	101	2010	5.7	21.0	99
ROAD & TRACK	2590	1622	1.5	62.6	97	429	1.7	16.6	108	800	1.7	30.9	109	392	1.1	15.1	72
ROLLING STONE	3302	2028	1.9	61.4	95	578	2.2	17.5	114	778	1.6	23.6	83	672	1.9	20.4	96
RUNNER'S WORLD	1229	772	0.7	62.8	97	*197	0.8	16.0	104	*244	0.5	19.9	70	*331	0.9	26.9	127
SATURDAY EVENING POST	2110	1560	1.4	73.9	114	423	1.6	20.0	130	660	1.4	31.3	111	476	1.3	22.6	107
SCIENCE 84	1543	818	0.8	53.0	82	*277	1.1	18.0	117	274	0.6	17.8	63	267	0.8	17.3	82
SCIENCE DIGEST	1747	563	0.9	55.1	85	349	1.4	20.0	130	418	0.9	23.9	85	197	0.6	11.3	53
SCIENTIFIC AMERICAN	1994	978	0.9	49.0	76	251	1.0	12.6	82	453	1.0	22.7	80	274	0.8	13.7	65
SELF	3119	2096	1.9	67.2	104	465	1.8	14.9	97	864	1.8	27.7	98	766	2.2	24.6	116
SEVENTEEN	3773	2519	2.3	64.2	99	613	2.4	15.6	102	1028	2.2	26.2	93	878	2.5	22.4	106
SKI	1501	915	0.8	61.0	94	*245	0.9	16.3	106	336	0.7	22.4	79	334	0.9	22.3	105
SMITHSONIAN	5976	3673	3.4	61.5	95	777	3.0	13.0	85	1505	3.2	25.2	89	1392	3.9	23.3	110
SOAP OPERA DIGEST	4228	3197	2.9	75.6	117	1000	3.9	23.7	154	1267	2.7	30.0	106	929	2.6	22.0	104
SOUTHERN LIVING	6488	4721	4.3	72.8	112	1195	4.6	18.4	120	2057	4.3	31.7	112	1469	4.1	22.6	107
SPORT	2500	2401	2.2	68.6	106	669	2.6	19.1	124	1049	2.2	30.0	106	683	1.9	19.5	92
THE SPORTING NEWS	2456	1720	1.6	70.0	108	542	2.1	22.1	144	725	1.5	29.5	104	453	1.3	18.4	87
SPORTS AFIELD	3648	2421	2.2	66.4	102	685	2.7	18.8	122	877	1.9	24.0	85	858	2.4	23.5	111
SPORTS ILLUSTRATED	14484	9276	8.5	64.0	99	2175	8.4	15.0	98	4028	8.5	27.8	98	3073	8.7	21.2	100
STAR	12661	8956	8.2	70.7	109	2508	9.7	19.8	129	4199	8.9	33.2	117	2249	6.3	17.8	84
SUNDAY	52799	33306	30.7	63.1	97	7951	30.8	15.1	98	14735	31.1	27.9	99	10620	29.9	20.1	95
SUNSET	3513	1963	1.8	55.9	86	444	1.7	12.6	82	758	1.6	21.6	76	761	2.1	21.7	102
TV GUIDE	42766	28729	26.4	67.2	104	7583	29.4	17.7	115	12090	25.5	28.3	100	9056	25.5	21.2	100
TENNIS	1254	804	0.7	64.1	99	*196	0.8	15.6	102	404	0.9	32.2	114	*205	0.6	16.3	77
TIME	22054	13858	12.8	62.8	97	3491	13.5	15.8	103	6142	13.0	27.8	99	4226	11.9	19.2	91
TOWN & COUNTRY	1555	1035	1.0	66.6	103	295	1.1	19.0	123	411	0.9	26.4	94	330	0.9	21.2	100
TRAVEL & LEISURE	2173	1433	1.3	65.9	102	443	1.7	20.4	133	616	1.3	28.3	100	374	1.1	17.2	81
TRUE STORY	4636	3464	3.2	74.7	115	1273	4.9	27.5	179	1295	2.7	27.9	99	896	2.5	19.3	91
U.S. NEWS & WORLD REPORT	10353	7210	6.6	69.0	108	1844	7.2	17.8	116	2946	6.2	28.5	101	2420	6.8	23.4	111
USA TODAY	4994	3136	2.9	62.8	97	780	3.0	15.6	102	1320	2.8	26.4	94	1037	2.9	20.8	98
US	3528	2429	2.2	68.8	106	722	2.8	20.5	133	831	1.8	23.6	83	876	2.5	24.8	117
VOGUE	5424	3776	3.5	69.6	107	1056	4.1	19.5	127	1606	3.4	29.6	105	1114	3.1	20.5	97
WALL STREET JOURNAL	6292	3778	3.5	60.0	93	768	3.0	12.2	79	1399	3.0	22.2	79	1610	4.5	25.6	121
WEIGHT WATCHERS	2762	1993	1.8	72.2	111	476	1.8	17.2	112	836	1.8	30.3	107	682	1.9	24.7	117
WOMAN'S DAY	16320	11028	10.1	67.6	104	2724	10.6	16.7	109	4867	10.3	29.8	106	3437	9.7	21.1	100
WORKING MOTHER	1496	1029	0.9	68.8	106	262	1.0	17.5	114	457	1.0	30.5	108	311	0.9	20.8	98
WORKING WOMAN	1851	1322	1.2	71.4	110	425	1.6	23.0	149	497	1.0	26.9	95	401	1.1	21.7	102
WORLD TENNIS	580	405	0.4	69.8	108	*138	0.5	23.8	155	*149	0.3	25.7	91	*119	0.3	20.5	97
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8305	7.6	66.9	103	2474	9.6	19.9	130	3411	7.2	27.5	97	2420	6.8	19.5	92
BLAIR INSERTS	91671	58342	53.7	63.6	98	13726	53.2	15.0	97	25774	54.4	28.1	100	18842	53.1	20.6	97
DAILY NEWSPAPERS																	
READ ANY	109190	71206	65.5	65.2	101	17403	67.5	15.9	104	30877	65.2	28.3	100	22927	64.6	21.0	99
READ ONE	89587	58415	53.8	65.2	101	14300	55.4	16.0	104	25557	53.9	28.5	101	18558	52.3	20.7	98
READ TWO OR MORE	19602	12791	11.8	65.3	101	3102	12.0	15.8	103	5320	11.2	27.1	96	4369	12.3	22.3	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	70321	64.7	64.1	99	16760	65.0	15.3	99	30600	64.6	27.9	99	22961	64.7	20.9	99
READ ONE	95074	60918	56.1	64.1	99	14578	56.5	15.3	100	26475	55.9	27.8	99	19866	56.0	20.9	99
READ TWO OR MORE	14586	9403	8.7	64.5	100	2183	8.5	15.0	97	4125	8.7	28.3	100	3095	8.7	21.2	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.36				28.63				28.28				28.27			
30 DAY REACH	149706	96588	88.9	64.5	100	22989	89.1	15.4	100	41664	87.9	27.8	99	31935	90.0	21.3	101
50 SHWG - 30 DAY AV FREQ	15.16	14.93				15.10				14.86				14.91			
30 DAY REACH	142406	91883	84.6	64.5	100	21839	84.7	15.3	100	39732	83.8	27.9	99	30312	85.4	21.3	101
25 SHWG - 30 DAY AV FREQ	8.23	8.11				8.20				8.11				8.03			
30 DAY REACH	131152	84724	78.0	64.6	100	20128	78.0	15.3	100	36412	76.8	27.8	98	28185	79.5	21.5	102
CABLE TV: HOME WIRED	66879	43580	40.1	65.2	101	10806	41.9	16.2	105	18080	38.2	27.0	96	14694	41.4	22.0	104
HOME NOT WIRED	100848	65074	59.9	64.5	100	14984	58.1	14.9	97	29309	61.8	29.1	103	20781	58.6	20.6	97
HAVE PAY CABLE	35024	22222	20.5	63.4	98	5550	21.5	15.8	103	8945	18.9	25.5	90	7728	21.8	22.1	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	108654	100.0	64.8	100	25790	100.0	15.4	100	47389	100.0	28.3	100	35475	100.0	21.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	61242	56.4	64.0	99	14606	56.6	15.3	99	26116	55.1	27.3	97	20520	57.8	21.5	101
10:00 AM - 3:00 PM	63599	41140	37.9	64.7	100	9847	38.2	15.5	101	17783	37.5	28.0	99	13510	38.1	21.2	100
3:00 PM - 7:00 PM	72097	45748	42.1	63.5	98	10794	41.9	15.0	97	19664	41.5	27.3	97	15290	43.1	21.2	100
7:00 PM - MIDNIGHT	36670	23528	21.7	64.2	99	5837	22.6	15.9	104	10050	21.2	27.4	97	7641	21.5	20.8	99
MIDNIGHT - 6:00 AM	21908	14354	13.2	65.5	101	3812	14.8	17.4	113	5917	12.5	27.0	96	4625	13.0	21.1	100
6:00 AM - MIDNIGHT	127571	81833	75.3	64.1	99	19307	74.9	15.1	98	35496	74.9	27.8	98	27030	76.2	21.2	100
ENTIRE DAY	129239	82959	76.4	64.2	99	19573	75.9	15.1	98	35950	75.9	27.8	98	27436	77.3	21.2	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	21539	19.8	63.3	98	4857	18.8	14.3	93	9170	19.4	27.0	95	7511	21.2	22.1	104
ALL NEWS	6062	3649	3.4	60.2	93	1094	4.2	18.0	117	1403	3.0	23.1	82	1153	3.3	19.0	90
AOR/PROGRESSIVE	11884	7024	6.5	59.1	91	1578	6.1	13.3	86	2955	6.2	24.9	88	2491	7.0	21.0	99
BEAUTIFUL MUSIC	11180	7209	6.6	64.5	100	1793	7.0	16.0	104	3116	6.6	27.9	99	2300	6.5	20.6	97
BLACK	4538	3256	3.0	71.7	111	938	3.6	20.7	134	1483	3.1	32.7	116	835	2.4	18.4	87
CLASSICAL	3857	2268	2.1	58.8	91	460	1.8	11.9	78	1009	2.1	26.2	93	799	2.3	20.7	98
CHR/ROCK	21946	13493	12.4	61.5	95	2882	11.2	13.1	85	5600	11.8	25.5	90	5011	14.1	22.8	108
COUNTRY	27262	18385	16.9	67.4	104	4163	16.1	15.3	99	8310	17.5	30.5	108	5912	16.7	21.7	103
GOLDEN OLDIES	3339	2186	2.0	65.5	101	543	2.1	16.3	106	998	2.1	29.9	106	645	1.8	19.3	91
MOR/NOSTALGIA	10346	6605	6.1	63.8	99	1689	6.5	16.3	106	2800	5.9	27.1	96	2116	6.0	20.5	97
NEWS/TALK	8929	5541	5.1	62.1	96	1330	5.2	14.9	97	2415	5.1	27.0	96	1796	5.1	20.1	95
RELIGIOUS	5488	3592	3.3	65.5	101	888	3.4	16.2	105	1420	3.0	25.9	92	1285	3.6	23.4	111
SOFT ROCK	1232	757	0.7	61.4	95	*142	0.6	11.5	75	420	0.9	34.1	121	*196	0.6	15.9	75
URBAN CONTEMPORARY	3184	2246	2.1	70.5	109	702	2.7	22.0	143	1024	2.2	32.2	114	520	1.5	16.3	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4361	4.0	63.1	97	966	3.7	14.0	91	1864	3.9	27.0	95	1531	4.3	22.2	105
ABC DIRECTION	5212	3453	3.2	66.3	102	812	3.1	15.6	101	1550	3.3	29.7	105	1090	3.1	20.9	99
ABC ENTERTAINMENT	10385	6746	6.2	65.0	100	1568	6.1	15.1	98	2786	5.9	26.8	95	2392	6.7	23.0	109
ABC FM	4762	3129	2.9	65.7	101	721	2.8	15.1	98	1399	3.0	29.4	104	1009	2.8	21.2	100
ABC INFORMATION	11339	7217	6.6	63.6	98	1705	6.6	15.0	98	3110	6.6	27.4	97	2401	6.8	21.2	100
ABC ROCK	4878	2852	2.6	58.5	90	648	2.5	13.3	86	1173	2.5	24.0	85	1031	2.9	21.1	100
CBS	10709	6757	6.2	63.1	97	1798	7.0	16.8	109	2573	5.4	24.0	85	2385	6.7	22.3	105
MUTUAL	10251	6881	6.3	67.1	104	1729	6.7	16.9	110	2837	6.0	27.7	98	2316	6.5	22.6	107
NBC	12243	7708	7.1	63.0	97	1984	7.7	16.2	105	3209	6.8	26.2	93	2515	7.1	20.5	97
RADIORADIO	4606	2788	2.6	60.5	93	584	2.3	12.7	82	1269	2.7	27.6	98	736	2.6	20.3	96
RKO ONE	5148	3240	3.0	62.9	97	657	2.5	12.8	83	1458	3.1	28.3	100	1124	3.2	21.8	103
RKO TWO	7313	4800	4.4	65.6	101	1146	4.4	15.7	102	2105	4.4	28.8	102	1549	4.4	21.2	100
THE SOURCE	5981	3805	3.5	63.6	98	832	3.2	13.9	90	1722	3.6	28.8	102	1251	3.5	20.9	99
NON-WIRED : BLAIR	19329	12564	11.6	65.0	100	3021	11.7	15.6	102	5275	11.1	27.3	97	4268	12.0	22.1	104
INTERNET	27139	17154	15.8	63.2	98	3886	15.1	14.3	93	7707	16.3	28.4	101	5561	15.7	20.5	97
KATZ RADIO GROUP	36319	22995	21.2	63.3	98	5291	20.5	14.6	95	9864	20.8	27.2	96	7841	22.1	21.6	102
SUPERNET	22361	14338	13.2	64.1	99	3340	13.0	14.9	97	6143	13.0	27.5	97	4856	13.7	21.7	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	9901	9.1	68.1	105	2422	9.4	16.7	108	4564	9.6	31.4	111	2916	8.2	20.1	95
MKDAY 9:00 AM - 1:00 PM	18688	12687	11.7	67.9	105	3077	11.9	16.5	107	5888	12.4	31.5	112	3722	10.5	19.9	94
MKDAY 1:00 PM - 4:30 PM	24061	16522	15.2	68.7	106	3958	15.3	16.4	107	7520	15.9	31.3	111	5044	14.2	21.0	99
MKDAY 4:30 PM - 7:30 PM	44079	29752	27.4	67.5	104	7195	27.9	16.3	106	13600	28.7	30.9	109	8957	25.2	20.3	96
MKDAY 7:30 PM - 8:00 PM	61979	41593	38.3	67.1	104	9943	38.6	16.0	104	18884	39.8	30.5	108	12767	36.0	20.6	97
MKDAY 11:00 PM - 11:30 PM	49084	32645	30.0	66.5	103	7871	30.5	16.0	104	14338	30.3	29.2	103	10435	29.4	21.3	101
MKDAY 11:30 PM - 1:00 AM	16560	10855	10.0	65.5	101	2529	9.8	15.3	99	4841	10.2	29.2	103	3485	9.8	21.0	99
M-SAT 8-11 PM-SUN 7-11 PM	66967	44362	40.8	66.2	102	10613	41.2	15.8	103	19786	41.8	29.5	105	13963	39.4	20.9	99
MKDY DAYTIME NTMK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	6146	5.7	66.3	102	1480	5.7	16.0	104	2762	5.8	29.8	105	1904	5.4	20.5	97
ANOTHER WORLD	N 6138	4366	4.0	71.1	110	1014	3.9	16.5	107	2045	4.3	33.3	118	1308	3.7	21.3	101
AS THE WORLD TURNS	C 7707	5440	5.0	70.6	109	1237	4.8	16.1	104	2547	5.4	33.0	117	1656	4.7	21.5	102
CAPITOL	C 4688	3314	3.1	70.7	109	822	3.2	17.5	114	1496	3.2	31.9	113	997	2.8	21.3	101
CBS MORN. NEWS 1	C 2792	1989	1.8	71.2	110	462	1.8	16.5	108	968	2.0	34.7	123	558	1.6	20.0	94
CBS MORN. NEWS 2	C 2071	1537	1.4	74.2	115	327	1.3	15.8	103	808	1.7	39.0	138	402	1.1	19.4	92
DAYS OF OUR LIVES	N 8018	5525	5.1	68.9	106	1299	5.0	16.2	105	2518	5.3	31.4	111	1709	4.8	21.3	101
FACTS OF LIFE - DAYTIME	N 3487	2242	2.1	64.3	99	551	2.1	15.8	103	1056	2.2	30.3	107	635	1.8	18.2	86
FAMILY FEUD	A 4817	3233	3.0	67.1	104	757	2.9	15.7	102	1455	3.1	30.2	107	1021	2.9	21.2	100
GENERAL HOSPITAL	A 8333	5588	5.1	67.1	104	1335	5.2	16.0	104	2473	5.2	29.7	105	1780	5.0	21.4	101
GOOD MORNING, AMERICA-730	A 5472	3729	3.4	68.1	105	1068	4.1	19.5	127	1576	3.3	28.8	102	1085	3.1	19.8	94
GOOD MORNING, AMERICA-830	A 3965	2736	2.5	69.0	107	798	3.1	20.1	131	1228	2.6	31.0	110	710	2.0	17.9	85
GUIDING LIGHT	C 7542	5253	4.8	69.6	108	1260	4.9	16.7	109	2401	5.1	31.8	113	1593	4.5	21.1	100
ONE LIFE TO LIVE	A 6018	4241	3.9	70.5	109	1020	4.0	16.9	110	1866	3.9	31.0	110	1354	3.8	22.5	106
PRESS YOUR LUCK	C 3589	2418	2														

MOUTHMASH: USAGE IN LAST SEVEN DAYS
(ADULTS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	108654	100.0	64.8	100	25790	100.0	15.4	100	47389	100.0	28.3	100	35475	100.0	21.2	100
MW DAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	35722	32.9	68.3	105	8599	33.3	16.4	107	16409	34.6	31.4	111	10714	30.2	20.5	97
NETWORK AFFILIATES - LATE	39164	25959	23.9	66.3	102	6240	24.2	15.9	104	11191	23.6	28.6	101	8529	24.0	21.8	103
INDEPENDENTS - LATE	5133	3394	3.1	66.1	102	814	3.2	15.9	103	1670	3.5	32.5	115	911	2.6	17.7	84
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 22825	15390	14.2	67.4	104	3879	15.0	17.0	111	6947	14.7	30.4	108	4564	12.9	20.0	95
ABC MONDAY NIGHT MOVIE	A 11258	7336	6.8	65.2	101	1666	6.5	14.8	96	3174	6.7	28.2	100	2497	7.0	22.2	105
ABC SUNDAY NIGHT MOVIE	A 23600	15339	14.1	65.0	100	3655	14.2	15.5	101	6809	14.4	28.9	102	4875	13.7	20.7	98
ABC WORLD NEWS TONIGHT	A 12801	8632	7.9	67.4	104	2205	8.5	17.2	112	3954	8.3	30.9	109	2473	7.0	19.3	93
AFTERMASH	C 10966	7390	6.8	67.4	104	1678	6.5	15.3	100	3484	7.4	31.8	112	2228	6.3	20.3	96
ALICE	C 17050	11312	10.4	66.3	102	2549	9.9	15.0	97	5270	11.1	30.9	109	3493	9.8	20.5	97
AMERICAN PARADE	C 11998	8225	7.6	68.6	106	1923	7.5	16.0	104	3691	7.8	30.8	109	2612	7.4	21.8	103
BENSON	A 19258	13007	12.0	67.5	104	2957	11.5	15.4	100	6079	12.8	31.6	112	3972	11.2	20.6	98
BLUE THUNDER	A 11478	7681	7.1	66.9	103	1799	7.0	15.7	102	3427	7.2	29.9	106	2455	6.9	21.4	101
CAGNEY & LACEY	C 18263	11979	11.0	65.6	101	2666	10.3	14.6	95	5283	11.1	28.9	102	4030	11.4	22.1	104
CBS EVENING NEWS-DEAN	C 7733	5328	4.9	68.9	106	1416	5.5	18.3	119	2466	5.2	31.9	113	1446	4.1	18.7	88
CBS EVENING NEWS-RATHER	C 15653	10574	9.7	67.6	104	2586	10.0	16.5	107	4836	10.2	30.9	109	3153	8.9	20.1	95
CBS SAT. NEWS-SCHIEFFER	C 8744	6033	5.6	69.0	107	1497	5.8	17.1	111	2971	6.3	34.0	120	1566	4.4	17.9	85
CBS SATURDAY NIGHT MOVIE	C 12000	7819	7.2	65.2	101	1720	6.7	14.3	93	3609	7.6	30.1	106	2490	7.0	20.8	98
CBS WEDNESDAY NIGHT MOVIE	C 11522	7616	7.0	66.1	102	1663	6.4	14.4	94	3470	7.3	30.1	107	2484	7.0	21.6	102
CHEERS	N 16818	10487	9.7	62.4	96	2087	8.1	12.4	81	4881	10.3	29.0	103	3520	9.9	20.9	99
DALLAS	C 37510	25033	23.0	66.7	103	6149	23.8	16.4	107	11099	23.4	29.6	105	7785	21.9	20.8	98
DIFF'RENT STROKES	N 11258	7835	7.2	69.6	107	2028	7.9	18.0	117	3512	7.4	31.2	110	2295	6.5	20.4	96
DOUBLE TROUBLE	N 12248	7973	7.3	65.1	100	1844	7.2	15.1	98	3468	7.3	28.3	100	2661	7.5	21.7	103
DUCK FACTORY	N 11100	7002	6.4	63.1	97	1467	5.7	13.2	86	3325	7.0	30.0	106	2210	6.2	19.9	94
DUKES OF HAZZARD	C 12353	8353	7.7	67.6	104	2052	8.0	16.6	108	3755	7.9	30.4	108	2546	7.2	20.6	97
DYNASTY	A 33279	22617	20.8	68.0	105	5614	21.8	16.9	110	10203	21.5	30.7	109	6801	19.2	20.4	97
FACTS OF LIFE	N 13410	8936	8.2	66.6	103	1990	7.7	14.8	97	3957	8.4	29.5	104	2989	8.4	22.3	105
FALCON CREST	C 31093	21373	19.7	68.7	106	5160	20.0	16.6	108	9727	20.5	31.3	111	6487	18.3	20.9	99
FALL GUY	A 18649	12539	11.5	67.2	104	3240	12.6	17.4	113	5704	12.0	30.6	108	3594	10.1	19.3	91
FAMILY TIES	N 13101	8606	7.9	65.7	101	1882	7.3	14.4	93	4027	8.5	30.7	109	2698	7.6	20.6	97
FANTASY ISLAND	A 13069	8866	8.2	67.8	105	1997	7.7	15.3	99	3942	8.3	30.2	107	2926	8.2	22.4	106
FOULUPS, BLEEPS & BLUNDERS	A 16588	10631	9.8	64.1	99	2158	8.4	13.0	85	5101	10.8	30.8	109	3371	9.5	20.3	96
FOUR SEASONS	C 9302	6165	5.7	66.3	102	1449	5.6	15.6	101	2853	6.0	30.7	109	1864	5.3	20.0	95
GIMME A BREAK	N 13955	9525	8.8	68.3	105	2117	8.2	15.2	99	4594	9.7	32.9	117	2814	7.9	20.2	95
HART TO HART	A 15735	10481	9.6	66.6	103	2449	9.5	15.6	101	4758	10.0	30.2	107	3274	9.2	20.8	98
HILL STREET BLUES	N 18257	11310	10.4	61.9	96	2363	9.2	12.9	84	5008	10.6	27.4	97	3938	11.1	21.8	102
HOTEL	A 24236	16726	15.4	69.0	107	4119	16.0	17.0	111	7464	15.8	30.8	109	5143	14.5	21.2	100
JEFFERSONS	C 17010	11505	10.6	67.6	104	2695	10.4	15.8	103	5227	11.0	30.7	109	3583	10.1	21.1	100
JENNIFER SLEPT HERE	N 9397	6408	5.9	68.2	105	1574	6.1	16.8	109	2864	6.0	30.5	108	1970	5.6	21.0	99
KATE & ALLIE	C 16762	10842	10.0	64.7	100	2426	9.4	14.5	94	4800	10.1	28.6	101	3617	10.2	21.6	102
KNIGHT RIDER	N 13164	8460	7.8	64.3	99	2112	8.2	16.0	104	3543	7.5	26.9	95	2806	7.9	21.3	101
LOVE BOAT	A 20400	14031	12.9	68.8	106	3325	12.9	16.3	106	6410	13.5	31.4	111	4296	12.1	21.1	100
MAGNUM PI	C 22543	15310	14.1	67.9	105	3676	14.3	16.3	106	6820	14.4	30.3	107	4814	13.6	21.4	101
MAMA'S FAMILY	N 9852	6705	6.2	68.1	105	1708	6.6	17.3	113	3010	6.4	30.6	108	1987	5.6	20.2	95
MASTER, THE	N 8082	5077	4.7	62.8	97	1254	4.9	15.5	101	2230	4.7	27.6	98	1593	4.5	19.7	93
MATT HOUSTON	A 12881	8527	7.8	66.2	102	2138	8.3	16.6	108	3704	7.8	28.8	102	2685	7.6	20.8	99
NBC MONDAY NIGHT MOVIE	N 23889	15447	14.2	64.7	100	3651	14.2	15.3	99	6628	14.0	27.7	98	5169	14.6	21.6	102
NBC NIGHTLY NEWS	N 11156	7557	7.0	67.7	105	1849	7.2	16.6	108	3302	7.0	29.6	105	2406	6.8	21.6	102
NBC NIGHTLY NEWS-SAT	N 7363	4958	4.6	67.3	104	1201	4.7	16.3	106	2224	4.7	30.2	107	1533	4.3	20.8	98
NBC NIGHTLY NEWS-SUN	N 6214	4067	3.7	65.4	101	949	3.7	15.3	99	1904	4.0	30.6	108	1213	3.4	19.5	92
NBC SUNDAY NIGHT MOVIE	N 17590	11664	10.7	66.3	102	2669	10.3	15.2	99	5342	11.3	30.4	107	3653	10.3	20.8	98
NEWMART	C 16740	11033	10.2	65.9	102	2384	9.2	14.2	93	4950	10.4	29.6	105	3698	10.4	22.1	104
ONE DAY AT A TIME	C 11820	7489	6.9	63.4	98	1692	6.6	14.3	93	3372	7.1	28.5	101	2425	6.8	20.5	97
PEOPLE ARE FUNNY	N 9138	6282	5.8	68.7	106	1629	6.3	17.8	116	2632	5.6	28.8	102	2021	5.7	22.1	105
REAL PEOPLE	N 15979	11047	10.2	69.1	107	2369	9.2	14.8	96	4990	10.5	31.2	111	3688	10.4	23.1	109
REMINGTON STEELE	N 14395	9513	8.8	66.1	102	2258	8.8	15.7	102	4186	8.8	29.1	103	3068	8.6	21.3	101
RIPLEY'S BELIEVE IT - NOT	A 11362	7056	6.5	62.1	96	1411	5.5	12.4	81	3298	7.0	29.0	103	2344	6.6	20.6	98
RIP TIDE	N 13920	9096	8.4	65.3	101	2351	9.1	16.9	110	3893	8.2	28.0	99	2852	8.0	20.5	97
SCARECROW & MRS. KING	C 17571	11884	10.9	67.6	104	2768	10.7	15.8	102	5162	10.9	29.4	104	3954	11.1	22.5	106
SIMON & SIMON	C 20208	14137	13.0	70.0	108	3383	13.1	16.7	109	6228	13.1	30.8	109	4526	12.8	22.4	106
60 MINUTES	C 27668	18600	17.1	67.2	104	4449	17.3	16.1	105	8580	18.1	31.0	110	5571	15.7	20.1	95
ST. ELSEWHERE	N 13699	8684	8.														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	49185	100.0	62.1	100	11832	100.0	14.9	100	21227	100.0	26.8	100	16126	100.0	20.3	100
HOUSEHOLD HEADS	66405	41404	84.2	62.4	100	9809	82.9	14.8	99	17954	84.6	27.0	101	13640	84.6	20.5	101
18 - 24	13945	8118	16.5	58.2	94	2123	17.9	15.2	102	3293	15.5	23.6	88	2702	16.8	19.4	95
25 - 34	19334	11304	23.0	58.5	94	2352	19.9	12.2	81	4711	22.2	24.4	91	4241	26.3	21.9	108
35 - 44	14196	8379	18.1	62.5	101	2164	18.3	15.2	102	3779	17.8	26.6	99	2936	18.2	20.7	102
45 - 54	10896	6550	13.3	60.1	97	1653	14.0	15.2	102	2808	13.2	25.8	96	2089	13.0	19.2	94
55 - 64	10378	6811	13.8	65.6	106	1711	14.5	16.5	110	3042	14.3	29.3	109	2057	12.8	19.8	97
65 OR OLDER	10514	7524	15.3	71.6	115	1829	15.5	17.4	117	3594	16.9	34.2	128	2102	13.0	20.0	98
18 - 34	33279	19422	39.5	58.4	94	4475	37.8	13.4	90	8004	37.7	24.1	90	6943	43.1	20.9	103
18 - 49	52904	31468	64.0	59.5	96	7536	63.7	14.2	95	13050	61.5	24.7	92	10882	67.5	20.6	101
25 - 54	44426	26733	54.4	60.2	97	6169	52.1	13.9	93	11298	53.2	25.4	95	9265	57.5	20.9	103
35 - 49	19625	12046	24.5	61.4	99	3061	25.9	15.6	104	5046	23.8	25.7	96	3939	24.4	20.1	99
50 OR OLDER	26359	17717	36.0	67.2	108	4296	36.3	16.3	109	8177	38.5	31.0	116	5245	32.5	19.9	98
GRADUATED COLLEGE	15982	8947	18.2	56.0	90	1879	15.9	11.8	79	3529	16.6	22.1	82	3541	22.0	22.2	109
ATTENDED COLLEGE	13629	7947	16.2	58.3	94	1974	16.7	14.5	97	3358	15.8	24.6	92	2615	16.2	19.2	94
GRADUATED HIGH SCHOOL	28591	17661	35.9	61.8	100	4139	35.0	14.5	97	7993	37.7	28.0	104	5529	34.3	19.3	95
DID NOT GRADUATE HIGH SCHOOL	21061	14629	29.7	69.5	112	3840	32.5	18.2	122	6347	29.9	30.1	113	4442	27.5	21.1	104
EMPLOYED FULL-TIME	52316	31195	63.4	59.6	96	7298	61.7	13.9	93	12971	61.1	24.8	93	10926	67.8	20.9	103
EMPLOYED PART-TIME	4113	2268	4.6	55.1	89	*658	5.6	16.0	107	782	3.7	19.0	71	828	5.1	20.1	99
NOT EMPLOYED	22834	15722	32.0	68.9	111	3876	32.8	17.0	114	7474	35.2	32.7	122	4372	27.1	19.1	94
PROFESSIONAL/MANAGER	15034	8583	17.5	57.1	92	1995	16.9	13.3	89	3191	15.0	21.2	79	3397	21.1	22.6	111
TECH/CLERICAL/SALES	11255	4556	13.3	58.2	94	1498	12.7	13.3	89	2885	13.6	25.6	96	2173	13.5	19.3	95
PRECISION/CRAFT	11607	6986	14.2	60.2	97	1656	14.0	14.3	96	2835	13.4	24.4	91	2496	15.5	21.5	106
OTHER EMPLOYED	18534	11337	23.0	61.2	99	2807	23.7	15.1	101	4841	22.8	26.1	98	3689	22.9	19.9	98
SINGLE	19562	11790	24.0	60.3	97	3110	26.3	15.9	107	4776	22.5	24.4	91	3904	24.2	20.0	98
MARRIED	51896	32547	66.2	62.7	101	7446	62.9	14.3	96	14143	66.6	27.3	102	10958	68.0	21.1	104
DIVORCED/SEPARATED/WIDOWED	7804	4848	9.9	62.1	100	1276	10.8	16.4	110	2308	10.9	29.6	110	1264	7.8	16.2	80
PARENTS	25372	15251	31.0	60.1	97	3260	27.6	12.8	86	6498	30.6	25.6	96	5493	34.1	21.6	106
WHITE	69658	42821	87.1	61.5	99	9846	83.2	14.1	95	18253	86.0	26.2	98	14721	91.3	21.1	104
BLACK	7909	5434	11.1	68.7	111	1712	14.5	21.6	145	2572	12.1	32.5	121	1152	7.1	14.6	72
OTHER	1696	929	1.9	54.8	88	**274	2.3	16.2	108	*402	1.9	23.7	89	*253	1.6	14.9	73
NORTHEAST-CENUS	17202	9860	20.0	57.3	92	2735	23.1	15.9	107	4396	20.7	25.6	95	2729	16.9	15.9	78
NORTH CENTRAL	20461	12181	24.8	59.5	96	2468	20.9	12.1	81	5020	23.6	24.5	92	4694	29.1	22.9	113
SOUTH	26695	18743	38.1	70.2	113	4449	37.6	16.7	112	8604	40.5	32.2	120	5690	35.3	21.3	105
WEST	14906	8401	17.1	56.4	91	2180	18.4	14.6	98	3207	15.1	21.5	80	3014	18.7	20.2	99
NORTHEAST-MKTG.	17962	10318	21.0	57.4	93	2543	21.5	14.2	95	4796	22.6	26.7	100	2980	18.5	16.6	82
EAST CENTRAL	11741	7247	14.7	61.7	99	1699	14.4	14.5	97	2934	13.8	25.0	93	2615	16.2	22.3	109
WEST CENTRAL	13518	7760	15.8	57.4	93	1410	11.9	10.4	70	3160	14.9	23.4	87	3190	19.8	23.6	116
SOUTH	23168	16561	33.7	71.5	115	4262	36.0	18.4	123	7505	35.4	32.4	121	4795	29.7	20.7	102
PACIFIC	12874	7299	14.8	56.7	91	1919	16.2	14.9	100	2833	13.3	22.0	82	2547	15.8	19.8	97
COUNTY SIZE A	32596	19442	39.5	59.6	96	4963	41.9	15.2	102	8032	37.8	24.6	92	6447	40.0	19.8	97
COUNTY SIZE B	23814	13334	31.2	64.3	104	3551	30.0	14.9	100	6905	32.5	29.0	108	4869	30.2	20.4	100
COUNTY SIZE C	12663	7558	15.4	59.7	96	1702	14.4	13.4	90	3221	15.2	25.4	95	2635	16.3	20.8	102
COUNTY SIZE D	10190	6861	13.9	67.3	109	1616	13.7	15.9	106	3070	14.5	30.1	112	2175	13.5	21.3	105
METRO CENTRAL CITY	23190	14642	29.8	63.1	102	4004	33.8	17.3	116	6742	31.8	29.1	109	3897	24.2	16.8	83
METRO SUBURBAN	36920	22011	44.8	59.6	96	5002	42.3	13.5	91	8604	40.5	23.3	87	8405	52.1	22.8	112
NON METRO	19152	12532	25.5	65.4	105	2827	23.9	14.8	99	5881	27.7	30.7	115	3824	23.7	20.0	98
TOP 5 ADI'S	18703	10629	21.6	56.8	92	2785	23.5	14.9	100	4772	22.5	25.5	95	3072	19.0	16.4	81
TOP 10 ADI'S	26158	15043	30.6	57.5	93	3627	30.7	13.9	93	6644	31.3	25.4	95	4772	29.6	18.2	90
TOP 20 ADI'S	36612	21367	43.4	68.4	94	5132	43.4	14.0	94	9116	42.9	24.9	93	7119	44.1	19.4	96
HSGLD INC. \$50,000 OR MORE	9326	5776	10.7	56.6	91	1284	10.9	13.8	92	1885	8.9	20.2	75	2108	13.1	22.6	111
\$40,000 OR MORE	18002	10367	21.1	57.6	93	2326	19.7	12.9	87	4220	19.9	23.4	88	3821	23.7	21.2	104
\$30,000 OR MORE	31361	18352	37.3	58.5	94	4137	35.0	13.2	88	7361	34.7	23.5	88	6854	42.5	21.9	107
\$25,000 OR MORE	39858	23333	47.4	58.5	94	5327	45.0	13.4	90	9441	44.5	23.7	88	8565	53.1	21.5	106
\$20,000 - \$24,999	8664	5250	10.7	60.6	98	1509	12.8	17.4	117	2266	10.7	26.2	98	1475	9.1	17.0	84
\$15,000 - \$19,999	7964	4962	10.1	62.3	100	1248	10.5	15.7	105	2218	10.4	27.9	104	1496	9.3	18.8	92
\$10,000 - \$14,999	11093	7558	15.4	68.1	110	1790	15.1	16.1	108	3565	16.8	32.1	120	2203	13.7	19.9	98
UNDER \$10,000	11683	8082	16.4	69.2	111	1958	16.5	16.8	112	3737	17.6	32.0	119	2388	14.8	20.4	100
HOUSEHOLD OF 1 PERSON	7453	4563	9.3	61.2	99	1224	10.3	16.4	110	1968	9.3	26.4	99	1372	8.5	18.4	90
2 PEOPLE	24757	16099	32.7	65.0	105	3918	33.1	15.8	106	7170	33.8	29.0	108	5011	31.1	20.2	99
3 OR 4 PEOPLE	32682	19427	39.5	59.4	96	4465	37.7	13.7	92	7982	37.6	24.4	91	6980	43.3	21.4	105
5 OR MORE PEOPLE	14370	9096	18.5	63.3	102	2225	18.8	15.5	104	4107	19.3	28.6	107	2764	17.1	19.2	95
NO CHILD IN HSHLD	46768	29431	59.8	62.9	101	7270	61.4	15.5	104	12969	61.1	27.7	104	9192	57.0	19.7	97
CHILD(REN) UNDER 2 YRS	4799	2753	5.6	57.4	92	*504	4.3	10.5	70	1149	5.4	23.9	89	1101	6.8	22.9	113
2 - 5 YEARS	11125	6807	13.8	61.2	99	1461	12.3	13.1	88	2814	13.3	25.3	94	2532	15.7	22.8	112
6 - 11 YEARS	14193	8862	18.0	62.4	101	2007	17.0	14.1	95	3724	17.5	26.2	98	3131	19.4	22.1	108
12 - 17 YEARS	17402	10915	22.2	62.7	101	2789	23.6	16.0	107	4713	22.2	27.1	101	3413	21.2	19.6	96
RESIDENCE OWNED	56398	35274	71.7	62.5	101	8256	69.8	14.6	98	15175	71.5	26.9	100	11842	73.4	21.0	103
VALUE: \$50,000 OR MORE	34811	21048	42.8	60.5	97	4805	40.6	13.8	92	8805	41.5	25.3	94	7438	46.1	21.4	105
VALUE: UNDER \$50,000	21587	14226	28.9	65.9	106	3452	29.2	16.0	107	6370	30.0	29.5	110	4404	27.3	20.4	100

MOUTHWASH: USAGE IN LAST SEVEN DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	49185	100.0	62.1	100	11832	100.0	14.9	100	21227	100.0	26.8	100	16126	100.0	20.3	100
MAGAZINES	QUINTILE 1	16033	10348	21.0	64.5	104	2493	21.1	15.5	104	4697	22.1	29.3	109	3158	19.6	19.7	97
	QUINTILE 2	15354	9019	18.3	58.7	95	2128	18.0	13.9	93	3639	17.1	23.7	88	3252	20.2	21.2	104
	QUINTILE 3	15888	9916	20.2	62.4	101	2550	21.6	16.0	108	4284	20.2	27.0	101	3082	19.1	19.4	95
	QUINTILE 4	17310	10495	21.3	60.6	98	2641	22.3	15.3	102	4156	19.6	24.0	90	3699	22.9	21.4	105
	QUINTILE 5	14677	9407	19.1	64.1	103	2020	17.1	13.8	92	4451	21.0	30.3	113	2935	18.2	20.0	98
NEWSPAPERS	QUINTILE 1	15277	9072	18.4	59.4	96	2123	17.9	13.9	93	3956	18.6	25.9	97	2993	18.6	19.6	96
	QUINTILE 2	22745	14399	29.3	63.3	102	3430	29.0	15.1	101	6279	29.6	27.6	103	4690	29.1	20.6	101
	QUINTILE 3	10692	6543	13.3	61.2	99	1699	14.4	15.9	106	2773	13.1	25.9	97	2072	12.8	19.4	95
	QUINTILE 4	11646	7172	14.6	61.6	99	1763	14.9	15.1	101	2878	13.6	24.7	92	2531	15.7	21.7	107
	QUINTILE 5	18903	11999	24.4	63.5	102	2817	23.8	14.9	100	5342	25.2	28.3	106	3840	23.8	20.3	100
OUTDOOR	QUINTILE 1	16620	10157	20.7	61.1	98	2431	20.5	14.6	98	4543	21.4	27.3	102	3184	19.7	19.2	94
	QUINTILE 2	16377	10077	20.5	61.5	99	2436	22.3	16.1	108	3892	18.3	23.8	89	3549	22.0	21.7	107
	QUINTILE 3	15995	10524	21.4	65.8	106	2458	20.8	15.4	103	4660	22.0	29.1	109	3405	21.1	21.3	105
	QUINTILE 4	15592	9398	19.1	60.3	97	2245	19.0	14.4	96	3869	18.2	24.8	93	3285	20.4	21.1	104
	QUINTILE 5	14679	9028	18.4	61.5	99	2062	17.4	14.0	94	4263	20.1	29.0	108	2703	16.8	18.4	91
RADIO-DRIVE TIME	QUINTILE 1	15746	9790	19.9	62.2	100	2396	20.3	15.2	102	4181	19.7	26.6	99	3213	19.9	20.4	100
	QUINTILE 2	15067	9473	19.3	62.9	101	2432	20.6	16.1	108	3892	18.3	25.8	96	3148	19.5	20.9	103
	QUINTILE 3	15631	9302	18.9	59.5	96	1932	16.3	12.4	83	4163	19.6	26.6	99	3206	19.9	20.5	101
	QUINTILE 4	16245	10049	20.4	61.9	100	2501	21.1	15.4	103	4141	19.5	25.5	95	3406	21.1	21.0	103
	QUINTILE 5	16573	10572	21.5	63.8	103	2570	21.7	15.5	104	4849	22.8	29.3	109	3153	19.6	19.0	94
RADIO-MID- DAY	TERCILE 1	21788	13641	27.7	62.6	101	3385	28.6	15.5	104	5925	27.9	27.2	102	4331	26.9	19.9	98
	TERCILE 2	21151	13050	26.5	61.7	99	2989	25.3	14.1	95	5607	26.4	26.5	99	4454	27.6	21.1	104
	TERCILE 3	36323	22494	45.7	61.9	100	5457	46.1	15.0	101	9695	45.7	26.7	100	7341	45.5	20.2	99
RADIO-TOTAL	QUINTILE 1	15977	9838	20.0	61.6	99	2483	20.8	15.4	103	4159	19.6	26.0	97	3216	19.9	20.1	99
	QUINTILE 2	15923	10266	20.9	64.5	104	2609	22.1	16.4	110	4437	20.9	27.9	104	3219	20.0	20.2	99
	QUINTILE 3	14980	8960	18.2	59.8	96	2072	17.5	13.8	93	3781	17.8	25.2	94	3107	19.3	20.7	102
	QUINTILE 4	17123	10373	21.1	60.6	98	2321	19.6	13.6	91	4523	21.3	26.4	99	3530	21.9	20.6	101
	QUINTILE 5	15260	9748	19.8	63.9	103	2366	20.0	15.5	104	4327	20.4	28.4	106	3054	18.9	20.0	98
TV-PRIME TIME	QUINTILE 1	15674	10058	20.5	64.4	104	2783	23.1	17.4	117	3948	18.6	25.2	94	3417	21.2	21.8	107
	QUINTILE 2	15944	9922	20.2	62.2	100	2201	18.6	13.8	92	4439	20.9	27.8	104	3282	20.4	20.6	101
	QUINTILE 3	16037	10199	20.7	63.6	102	2202	18.6	13.7	92	4798	22.6	29.9	112	3199	19.8	19.9	98
	QUINTILE 4	15412	9232	18.8	59.9	97	2195	18.6	14.2	95	4061	19.1	26.3	98	2976	18.5	19.3	95
	QUINTILE 5	16194	9734	19.8	60.1	97	2501	21.1	15.4	103	3981	18.8	24.6	92	3252	20.2	20.1	99
TV-DAYTIME	TERCILE 1	19156	12571	25.6	65.6	106	2870	24.3	15.0	100	5712	26.9	29.8	111	3988	24.7	20.8	102
	TERCILE 2	19343	11970	24.3	61.9	100	3201	27.1	16.5	111	5010	23.6	25.9	97	3759	23.3	19.4	96
	TERCILE 3	40764	24845	50.1	60.5	97	5761	48.7	14.1	95	10505	49.5	25.8	96	8379	52.0	20.6	101
TV-TOTAL	QUINTILE 1	15844	10442	21.2	65.9	106	2583	21.8	16.3	109	4538	21.4	28.6	107	3321	20.6	21.0	103
	QUINTILE 2	15767	10218	20.8	64.8	104	2437	20.6	15.5	104	4645	21.9	29.5	110	3137	19.5	19.9	98
	QUINTILE 3	15775	9123	18.5	57.8	93	1930	16.7	12.6	84	3934	18.5	24.9	93	3209	19.9	20.3	100
	QUINTILE 4	15903	9718	19.8	61.1	98	2145	18.1	13.5	90	4293	20.2	27.0	101	3280	20.3	20.6	101
	QUINTILE 5	15974	9684	19.7	60.6	98	2687	22.7	16.8	113	3817	18.0	23.9	89	3180	19.7	19.9	98
MAGAZINES-NEWSPAPERS: DUAL		21225	13297	27.0	62.6	101	3191	27.0	15.0	101	5829	27.5	27.5	103	4277	26.5	20.2	99
MAGAZINE IMPERATIVE		17728	11026	22.4	62.2	100	2707	22.9	15.3	102	4630	21.8	26.1	98	3688	22.9	20.8	102
NEWSPAPER IMPERATIVE		22987	13948	28.4	60.8	98	3402	28.8	14.8	99	6045	28.5	26.3	98	4521	28.0	19.7	97
MAGAZINES-OUTDOOR: DUAL		16244	9889	20.1	60.9	98	2358	19.1	13.9	93	4134	19.5	25.4	95	3497	21.7	21.5	106
MAGAZINE IMPERATIVE		24016	14914	30.3	62.1	100	3633	30.7	15.1	101	6670	31.4	27.8	104	4611	28.6	19.2	94
OUTDOOR IMPERATIVE		26020	16334	33.2	62.8	101	4104	34.7	15.8	106	6937	32.7	26.7	100	5293	32.8	20.3	100
MAGAZINES-RADIO: DUAL		16918	10700	21.8	63.2	102	2612	22.1	15.4	103	4755	22.4	28.1	105	3332	20.7	19.7	97
MAGAZINE IMPERATIVE		23456	14280	29.0	60.9	98	3507	29.6	15.0	100	5978	28.2	25.5	95	4795	29.7	20.4	100
RADIO IMPERATIVE		23900	14662	29.8	61.3	99	3572	30.2	14.9	100	6154	29.0	25.7	96	4935	30.6	20.6	101
MAGAZINES-TELEVISION: DUAL		15791	10015	20.4	63.4	102	2406	20.3	15.2	102	4434	20.9	28.1	105	3175	19.7	20.1	99
MAGAZINE IMPERATIVE		25476	15258	31.0	59.9	97	3726	31.5	14.6	98	6443	30.4	25.3	94	5090	31.6	20.0	98
TELEVISION IMPERATIVE		25744	16479	33.5	64.0	103	3882	32.8	15.1	101	7263	34.2	28.2	105	5333	33.1	20.7	102
NEWSPAPERS-OUTDOOR: DUAL		17628	10963	22.3	62.2	100	2769	23.4	15.7	105	4661	22.0	26.4	99	3534	21.9	20.0	99
NEWSPAPER IMPERATIVE		26414	16212	33.0	61.4	99	3687	31.2	14.0	94	7212	34.0	27.3	102	5313	32.9	20.1	99
OUTDOOR IMPERATIVE		23059	14274	29.0	61.9	100	3471	29.3	15.1	101	6040	28.5	26.2	98	4763	29.5	20.7	102
NEWSPAPERS-RADIO: DUAL		17996	10961	22.3	60.9	98	2613	22.1	14.5	97	4959	23.4	27.6	103	3389	21.0	18.8	93
NEWSPAPER IMPERATIVE		26269	16183	32.9	61.6	99	3844	32.5	14.6	98	6898	32.5	26.3	98	5441	33.7	20.7	102
RADIO IMPERATIVE		21342	13321	27.1	62.4	101	3251	27.5	15.2	102	5503	25.9	25.8	96	4868	28.3	21.4	105
NEWSPAPERS-TELEVISION: DUAL		17359	11013	22.4	63.4	102	2619	22.1	15.1	101	4887	23.0	28.2	105	3507	21.7	20.2	99
NEWSPAPER IMPERATIVE		26289	16083	32.7	59.8	96	3814	32.2	14.2	95	6741	31.8	25.1	94	5528	34.3	20.6	101
TELEVISION IMPERATIVE		21698	13878	28.2	64.0	103	3372	28.5	15.5									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	49185	100.0	62.1	100	11832	100.0	14.9	100	21227	100.0	26.8	100	16126	100.0	20.3	100
ATLANTIC MONTHLY	452	251	0.5	55.5	89	103	0.9	22.8	153	97	0.5	21.5	80	150	0.3	11.1	54
BARRON'S	1056	671	1.4	63.4	102	210	1.8	19.8	133	271	1.3	25.6	96	191	1.2	18.1	89
BETTER HOMES & GARDENS	4773	3152	6.4	66.0	106	775	6.6	16.2	107	1182	5.6	24.8	92	1194	7.4	25.0	123
BON APPETIT	1037	643	1.3	62.0	100	229	1.9	22.1	148	247	1.2	23.8	89	167	1.0	16.1	79
BUSINESS WEEK	3193	2123	4.3	66.5	107	590	5.0	18.5	124	946	4.5	29.6	111	587	3.6	18.4	90
CAR AND DRIVER	2705	1841	3.7	68.1	110	467	3.9	17.3	116	838	3.9	31.0	116	536	3.3	19.8	97
CBS MAGAZINE NETWORK (GROSS)	5678	3636	7.4	64.0	103	1153	9.7	20.3	136	1504	7.1	26.5	99	979	6.1	17.2	85
CHANGING TIMES	1847	1305	2.7	70.7	114	258	2.2	14.0	94	548	2.6	29.7	111	498	3.1	27.0	133
COLONIAL HOMES	492	341	0.7	69.3	112	133	1.1	27.0	181	103	0.5	20.9	78	104	0.6	21.1	104
CONDE NAST MAG. PKG. (GROSS)	2064	1360	2.8	65.8	106	517	4.4	25.0	168	496	2.3	24.0	90	346	2.1	16.7	82
CONSUMERS DIGEST	1719	1282	2.6	74.6	120	456	3.9	26.5	178	403	1.9	23.4	88	423	2.6	24.6	121
COSMOPOLITAN	1762	983	2.0	54.7	88	290	2.5	16.5	110	347	1.6	19.7	74	326	2.0	18.5	91
COUNTRY LIVING	1110	742	1.5	66.8	108	264	2.2	23.8	159	283	1.3	25.5	95	195	1.2	17.6	86
CUISINE	860	383	0.8	58.0	94	126	1.1	19.1	128	113	0.5	17.1	64	144	0.9	21.8	107
CYCLE WORLD	1924	1211	2.5	62.9	101	353	3.0	18.3	123	447	2.1	23.2	87	410	2.5	21.3	105
DCI:CREATIVE IDEAS FOR LIV	437	301	0.6	68.9	111	97	0.8	22.2	149	130	0.6	29.7	111	74	0.5	16.9	83
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1663	3.4	66.8	108	494	4.2	19.8	133	751	3.5	30.1	113	419	2.6	16.8	83
DISCOVER	1279	787	1.6	61.5	99	256	2.2	20.0	134	357	1.7	27.9	104	173	1.1	13.5	66
EBONY	2898	2038	4.1	70.3	113	702	5.9	24.2	162	916	4.3	31.6	118	419	2.6	14.5	71
ESQUIRE	1384	984	2.0	71.1	115	283	2.4	20.4	137	416	2.0	30.1	112	286	1.8	20.7	102
ESSENCE	250	690	1.4	81.2	131	222	1.9	26.1	175	293	1.4	34.5	129	176	1.1	20.7	102
FAMILY CIRCLE	2430	1540	3.1	63.4	102	435	3.7	17.9	120	504	2.4	20.7	77	602	3.7	24.8	122
THE FAMILY HANDYMAN	2356	1617	3.3	68.6	111	352	3.0	14.9	100	701	3.3	29.8	111	565	3.5	24.0	118
FAMILY WEEKLY	11533	6922	14.1	60.0	97	1480	12.5	12.8	86	3069	14.5	26.6	99	2374	14.7	20.6	101
FIELD & STREAM	7444	5034	10.2	67.6	109	1121	9.5	15.1	101	2301	10.8	30.9	115	1611	10.0	21.6	106
FOOD & WINE	416	257	0.5	61.8	100	138	1.2	33.2	222	76	0.4	18.3	68	44	0.3	10.6	52
FORBES	1865	1152	2.3	61.8	100	267	2.3	14.3	96	503	2.4	27.0	101	382	2.4	20.5	101
FORTUNE	1849	1199	2.4	64.8	105	273	2.3	14.8	99	480	2.3	26.0	97	446	2.8	24.1	119
GENTLEMEN'S QUARTERLY	2284	1521	3.1	66.6	107	473	4.0	20.7	139	578	2.7	25.3	94	470	2.9	20.6	101
GLAMOUR	538	259	0.5	48.1	78	105	0.9	19.5	131	94	0.4	17.5	65	60	0.4	11.2	55
GOLF DIGEST	1649	1058	2.2	64.2	103	294	2.5	17.8	119	469	2.2	28.4	106	295	1.8	17.9	88
GOLF DIGEST/TENNIS (GROSS)	2294	1495	3.0	65.2	105	428	3.6	18.7	125	651	3.1	28.4	106	417	2.6	18.2	89
GOLF MAGAZINE	1577	1030	2.1	65.3	105	283	2.4	17.9	120	504	2.4	32.0	119	243	1.5	15.4	76
GOLF MAGAZINE/SKI (GROSS)	2487	1523	3.1	61.2	99	409	3.5	16.4	110	672	3.2	27.0	101	441	2.7	17.7	87
GOOD HOUSEKEEPING	2569	1589	3.2	61.9	100	426	3.6	16.6	111	611	2.9	23.8	89	552	3.4	21.5	106
HARPER'S BAZAAR	431	255	0.5	59.2	95	148	1.3	34.3	230	55	0.3	12.8	48	52	0.3	12.1	59
HEALTH	788	577	1.2	73.2	118	256	2.2	32.5	218	170	0.8	21.6	81	151	0.9	19.2	94
HEARST MAG CORP. BUY (GROSS)	18781	11994	24.4	63.9	103	3654	30.9	19.5	130	4582	21.6	24.4	91	3758	23.3	20.0	98
HEARST MAN POWER (GROSS)	9169	5843	11.9	63.7	103	1591	13.4	17.4	116	2356	11.1	25.7	96	1896	11.8	20.7	102
HEARST WOMAN POWER (GROSS)	5452	3404	6.9	62.4	101	1018	8.6	18.7	125	1254	5.9	23.0	86	1132	7.0	20.8	102
HOUSE BEAUTIFUL	1070	685	1.4	67.2	108	260	2.2	25.5	171	203	1.0	19.9	74	223	1.4	21.9	107
INC.	993	680	1.4	68.5	110	159	1.3	16.0	107	234	1.1	23.6	88	288	1.8	29.0	143
JET	2808	1985	4.0	70.7	114	647	5.5	23.0	154	985	4.6	35.1	131	352	2.2	12.5	62
LADIES' HOME JOURNAL	1865	1273	2.6	68.1	110	346	2.9	18.5	124	476	2.2	25.5	95	451	2.8	24.1	119
LHJ FAMILY GRP COMBO(GROSS)	3582	2494	5.1	69.6	112	833	7.0	23.3	156	836	3.9	23.3	87	825	5.1	23.0	113
LIFE	4817	3103	6.3	64.4	104	865	7.3	18.0	120	1362	6.4	28.3	106	877	5.4	18.2	89
L.A. TIMES HOME MAGAZINE	1465	843	1.7	57.5	93	258	2.2	17.6	118	309	1.5	21.1	79	277	1.7	18.9	93
MADMOISELLE	460	262	0.5	57.0	92	149	1.3	32.4	217	22	0.1	4.8	18	90	0.6	19.6	96
MC CALL'S	1764	1233	2.5	69.9	113	447	3.8	25.3	170	538	2.5	30.5	114	248	1.5	14.1	69
MC CALL'S/WRK MOTHER (GROSS)	2062	1445	2.9	70.1	113	530	4.5	25.7	172	637	3.0	30.9	115	278	1.7	13.5	66
MECHANIX ILLUSTRATED	3525	2389	4.9	65.9	106	546	4.6	15.1	101	1033	4.9	28.5	106	811	5.0	22.4	110
METROPOLITAN HOME	495	322	0.7	65.1	105	172	1.5	34.7	233	88	0.4	17.8	66	62	0.4	12.5	62
MONEY	3017	1964	4.0	65.1	105	423	3.6	14.0	94	839	4.0	27.8	104	703	4.4	23.3	115
MOTHER EARTH NEWS	1203	706	1.4	58.7	95	207	1.7	17.2	115	296	1.4	24.6	92	204	1.3	17.0	83
MS.	257	153	0.3	59.5	96	75	0.6	29.2	195	61	0.3	23.7	89	17	0.1	6.6	33
NATIONAL ENQUIRER	6921	4661	9.5	67.3	109	1229	10.4	17.8	119	2208	10.4	31.9	119	1224	7.6	17.7	87
NATIONAL GEOGRAPHIC	11626	6776	13.8	58.3	94	1561	13.2	13.4	90	2958	13.9	25.4	95	2257	14.0	19.4	95
NATIONAL SUNDAY MAGAZINE PKG	49424	30283	61.6	61.3	99	7140	60.3	14.4	97	12998	61.2	26.3	98	10146	62.9	20.5	101
NATURAL HISTORY	753	360	0.7	47.8	77	119	1.0	15.8	106	155	0.7	20.6	77	86	0.5	11.4	56
NEW WOMAN	2294	204	0.4	68.9	111	136	1.1	45.9	308	56	0.3	18.9	71	11	0.1	3.7	18
NEW YORK INCLUDING CUE	541	347	0.7	64.1	103	120	1.0	22.2	149	144	0.7	26.6	99	84	0.5	15.5	76
THE NEW YORKER	1078	673	1.4	62.4	101	252	2.1	23.4	157	259	1.2	24.0	90	163	1.0	15.1	74
NEWSWEEK	9602	5905	12.0	61.5	99	1479	12.5	15.4	103	2596	12.2	27.0	101	1830	11.3	17.1	94
THE N.Y. TIMES DAILY EDITION	1376	860	1.7	62.5	101	180	1.5	13.1	88	447	2.1	32.5	121	234	1.5	17.0	84
THE N.Y. TIMES MAGAZINE	2110	1269	2.6	60.1	97	295	2.5	14.0	94	625	2.9	29.6	111	349	2.2	16.5	81
OMNI	1927	1180	2.4	61.2	99	338	2.9	17.5	118	562	2.6	29.2	109	280	1.7	14.5	71
ON CABLE	911	492	1.0	54.0	87	154	1.3	16.9	113	194	0.9	21.3	80	144	0.9	15.8	78
1001 HOME IDEAS	927	644	1.3	69.5	112	231	2.0	24.9	167	190	0.9	20.5	77	223	1.4	24.1	118
ORGANIC GARDENING	1430	965	2.0	67.5	109	210	1.8	14.7	98	402	1.9	28.1	105	354	2.2	24.8	122
OUTDOOR LIFE	4064	2827	5.7	69.6	112	574	4.9	14.1	95	1327	6.3	32.7	122	926	5.7	22.8	112
PARADE MAGAZINE	24538	15287	31.1	62.3	100	3566	30.1	14.5	97	6750	31.8	27.5	103	4970	30.8	20.3	100

MOUTHWASH: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	49185	100.0	62.1	100	11832	100.0	14.9	100	21227	100.0	26.8	100	16124	100.0	20.3	100
PARENTS	1126	723	1.5	64.2	103	*196	1.7	17.4	117	346	1.6	30.7	115	*181	1.1	16.1	79
PENTHOUSE	4157	2529	5.3	62.3	100	527	4.5	12.7	85	1267	6.0	30.5	114	795	4.9	19.1	94
PEOPLE	7591	4719	9.6	62.2	100	1234	10.4	16.3	109	2001	9.4	26.4	98	1484	9.2	19.5	96
PLAYBOY	8379	4377	10.1	59.4	96	1244	10.5	14.8	99	2223	10.5	26.5	99	1510	9.4	18.0	89
POPULAR HOT RODDING	2110	1381	2.8	65.5	105	535	4.5	25.4	170	370	1.7	17.5	65	477	3.0	22.6	111
POPULAR MECHANICS	4850	3160	6.4	65.2	105	769	6.5	15.9	106	1343	6.3	27.7	103	1048	6.5	21.6	106
POPULAR SCIENCE	3397	2015	4.1	59.3	96	486	4.1	14.3	96	878	4.1	25.8	97	651	4.0	19.2	94
PREVENTION	1720	1152	2.3	67.0	108	343	2.9	19.9	134	451	2.1	26.2	98	358	2.2	20.8	102
PSYCHOLOGY TODAY	1344	846	1.7	62.9	101	*232	2.0	17.3	116	426	2.0	31.7	118	*188	1.2	14.0	69
READER'S DIGEST	16016	10944	22.1	67.7	109	2583	21.8	16.1	108	4671	22.0	29.2	109	3594	22.3	22.4	110
REDBOOK	1121	852	1.7	76.0	122	*301	2.5	26.9	180	296	1.4	26.4	99	*255	1.6	22.7	112
ROAD & TRACK	2161	1332	2.7	61.6	99	377	3.2	17.4	117	617	2.9	28.6	107	338	2.1	15.6	77
ROLLING STONE	1948	1122	2.3	57.6	93	*360	3.0	18.5	124	447	2.1	22.9	86	315	2.0	16.2	79
RUNNER'S WORLD	899	541	1.1	60.2	97	*153	1.3	17.0	114	*193	0.9	21.5	80	*195	1.2	21.7	107
SATURDAY EVENING POST	841	627	1.3	74.6	120	*125	1.1	14.9	100	378	1.8	44.9	168	*124	0.8	14.7	72
SCIENCE 84	841	473	1.0	56.2	91	*146	1.2	17.4	116	*190	0.9	22.6	84	*137	0.8	16.3	80
SCIENCE DIGEST	1194	644	1.3	53.9	87	*265	2.2	22.2	149	*285	1.3	23.9	89	*94	0.6	7.9	39
SCIENTIFIC AMERICAN	1379	850	1.3	47.1	76	*178	1.5	12.9	86	302	1.4	21.9	82	*170	1.1	12.3	61
SELF	436	334	0.7	76.6	123	*176	0.6	17.4	117	*191	0.9	43.8	164	*168	0.4	15.6	77
SEVENTEEN	614	*340	0.7	55.4	89	*116	1.0	18.9	127	*121	0.6	19.7	74	*103	0.6	16.8	82
SKI	910	493	1.0	54.2	87	*126	1.1	13.8	93	*168	0.8	18.5	69	*199	1.2	21.9	107
SMITHSONIAN	2937	1662	3.4	56.6	91	340	2.9	11.6	78	703	3.3	23.9	89	619	3.8	21.1	104
SOAP OPERA DIGEST	545	374	0.8	68.6	111	*169	1.4	31.0	208	*116	0.5	21.3	79	*89	0.6	16.3	80
SOUTHERN LIVING	2054	1362	2.8	66.3	107	396	3.3	19.3	129	621	2.9	30.2	113	345	2.1	16.8	83
SPORT	2799	1859	3.8	66.4	107	549	4.6	19.6	131	853	4.0	30.5	114	457	2.8	16.3	80
THE SPORTING NEWS	1938	1397	2.8	72.1	116	466	3.9	24.0	161	572	2.7	29.5	110	358	2.2	18.5	91
SPORTS AFIELD	3125	2039	4.1	65.2	105	558	4.7	17.9	120	728	3.4	23.3	87	754	4.7	24.1	119
SPORTS ILLUSTRATED	11159	6881	14.0	61.7	99	1711	14.5	15.3	103	2912	13.7	26.1	97	2259	14.0	20.2	100
STAR	4095	2592	5.3	63.3	102	758	6.4	18.5	124	1173	5.5	28.6	107	661	4.1	16.1	79
SUNDAY	25149	15213	30.9	60.4	97	3780	31.9	15.0	101	6391	30.1	25.4	95	5042	31.3	20.0	98
SUNSET	1294	695	1.4	53.7	87	*205	1.7	15.8	106	*226	1.1	17.5	65	*264	1.6	20.4	100
TV GUIDE	18508	11855	24.1	64.1	103	3306	27.9	17.9	120	5143	24.2	27.8	104	3407	21.1	18.4	90
TENNIS	645	437	0.9	67.8	109	*134	1.1	20.8	139	*181	0.9	28.1	105	*121	0.8	18.8	92
TIME	12124	7283	14.8	60.1	97	1750	14.8	14.4	97	3161	14.9	26.1	97	2372	14.7	19.6	96
TOWN & COUNTRY	493	325	0.7	65.9	106	*124	1.0	25.2	168	*115	0.5	23.3	87	*85	0.5	17.2	85
TRAVEL & LEISURE	1122	743	1.5	66.2	107	*238	2.0	21.2	142	308	1.5	27.5	103	*197	1.2	17.6	86
TRUE STORY	590	509	1.0	73.8	119	*202	1.7	29.3	196	*199	0.9	28.8	108	*108	0.7	15.7	77
U.S. NEWS & WORLD REPORT	6571	4439	9.0	67.6	109	1112	9.4	16.9	113	1822	8.6	27.7	104	1505	9.3	22.9	113
USA TODAY	3120	1944	4.0	62.3	100	476	4.0	15.3	102	838	3.9	26.9	100	630	3.9	20.2	99
USE	1315	851	1.8	67.8	109	*315	2.7	24.0	160	326	1.5	24.8	93	*249	1.5	18.9	93
VOGUE	632	505	1.0	79.9	129	*188	1.6	29.7	199	*190	0.9	30.1	112	*128	0.8	20.3	100
WALL STREET JOURNAL	4247	2417	4.9	56.9	92	532	4.5	12.5	84	906	4.3	21.3	80	979	6.1	23.1	113
WEIGHT WATCHERS	398	267	0.5	67.1	108	*57	0.5	14.3	96	*151	0.7	37.9	142	*59	0.4	14.8	73
WOMAN'S DAY	1139	678	1.4	59.5	96	*205	1.7	18.0	121	300	1.4	26.3	98	*173	1.1	15.2	75
WORKING MOTHER	*298	*211	0.4	70.8	114	*83	0.7	27.9	187	*99	0.5	33.2	124	*30	0.2	10.1	49
WORKING WOMAN	327	*257	0.5	78.6	127	*94	0.8	28.7	193	*99	0.5	30.3	113	*65	0.4	19.9	98
WORLD TENNIS	397	304	0.6	76.6	123	*99	0.8	24.9	167	*114	0.5	28.7	107	*91	0.6	22.9	113
ZIFF-DAVIS MAG NETWK (GROSS)	9635	8302	12.8	65.4	105	1931	16.3	20.0	134	2523	11.9	26.2	98	1848	11.5	19.2	94
BLAIR INSERTS	43762	26740	54.4	61.1	98	6456	54.6	14.8	99	11535	54.3	26.4	98	8749	54.3	20.0	98
DAILY NEWSPAPERS																	
READ ANY	52459	32653	66.4	62.2	100	7926	67.0	15.1	101	14115	66.5	26.9	100	10613	65.8	20.2	99
READ ONE	41891	26276	53.4	62.7	101	6376	53.9	15.2	102	11509	54.2	27.5	103	8391	52.0	20.0	98
READ TWO OR MORE	10568	6378	13.0	60.4	97	1550	13.1	14.7	98	2606	12.3	24.7	92	2222	13.8	21.0	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	31691	64.4	61.0	98	7520	63.6	14.5	97	13652	64.3	26.3	98	10520	65.2	20.3	100
READ ONE	44561	27227	55.4	61.1	98	6532	55.2	14.7	98	11650	54.9	26.1	98	9045	56.1	20.3	100
READ TWO OR MORE	7368	4465	9.1	60.6	98	988	8.4	13.4	90	2002	9.4	27.2	101	1475	9.1	20.0	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.42				30.18				30.02				28.09			
30 DAY REACH	71522	44316	90.1	62.0	100	10770	91.0	15.1	101	18857	88.8	26.4	98	14689	91.1	20.5	101
50 SHWG - 30 DAY AV FREQ	15.55	15.44				15.89				15.70				14.77			
30 DAY REACH	68168	42253	85.9	62.0	100	10241	86.6	15.0	101	18061	85.1	26.5	99	13950	86.5	20.5	101
25 SHWG - 30 DAY AV FREQ	8.43	8.37				8.54				8.54				8.02			
30 DAY REACH	62898	39048	79.4	62.1	100	9555	80.8	15.2	102	16634	78.4	26.4	99	12859	79.7	20.4	100
CABLE TV: HOME WIRED	31664	19542	39.7	61.7	99	5040	42.6	15.9	107	8016	37.8	25.3	95	6486	40.2	20.5	101
HOME NOT WIRED	47599	29643	60.3	62.3	100	6791	57.4	14.3	96	13211	62.2	27.8	104	9641	59.8	20.3	100
HAVE PAY CABLE	17139	10342	21.0	60.3	97	2781	23.5	16.2	109	4049	19.1	23.6	88	3512	21.8	20.5	101

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	
TOTAL MALES	79263	49185	100.0	62.1	100	11832	100.0	14.9	100	21227	100.0	26.8	100	16126	100.0	20.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47626	29237	59.4	61.4	99	6881	58.2	14.4	97	12252	57.7	25.7	96	10104	62.7	21.2	104	
10:00 AM - 3:00 PM	29926	18635	37.9	62.3	100	4500	38.0	15.0	101	8088	38.1	27.0	101	6047	37.5	20.2	99	
3:00 PM - 7:00 PM	37666	22899	46.6	60.8	98	5531	46.7	14.7	98	9763	46.0	25.9	97	7605	47.2	20.2	99	
7:00 PM - MIDNIGHT	18909	11773	23.9	62.3	100	2906	24.6	15.4	103	5100	24.0	27.0	101	3767	23.4	19.9	98	
MIDNIGHT - 6:00 AM	11822	7497	15.2	63.4	102	2010	17.0	17.0	114	3032	14.3	25.6	96	2455	15.2	20.8	102	
6:00 AM - MIDNIGHT	63254	38958	79.2	61.6	99	9277	78.4	14.7	98	16763	79.0	26.5	99	12918	80.1	20.4	100	
ENTIRE DAY	64057	39440	80.2	61.6	99	9384	79.3	14.6	98	16960	79.9	26.5	99	13095	81.2	20.4	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16598	10078	20.5	60.7	98	2254	19.1	13.6	91	4331	20.4	26.1	97	3493	21.7	21.0	103	
ALL NEWS	3542	2092	4.3	59.1	95	698	5.9	19.7	132	865	4.1	24.4	91	529	3.3	14.9	73	
AOR/PROGRESSIVE	7465	4260	8.7	57.1	92	1004	8.5	13.4	90	1786	8.4	23.9	89	1470	9.1	19.7	97	
BEAUTIFUL MUSIC	5061	3113	6.3	61.5	99	766	6.5	15.1	101	1239	5.8	24.5	91	1108	6.9	21.9	108	
BLACK	1914	1333	2.7	69.6	112	419	3.5	21.9	147	584	2.8	30.5	114	330	2.0	17.2	85	
CLASSICAL	2304	1313	2.7	57.0	92	243	2.1	10.5	71	596	2.8	25.9	97	475	2.9	20.6	101	
CHR/ROCK	10663	6414	13.0	60.2	97	1458	12.3	13.7	92	2652	12.5	24.9	93	2303	14.3	21.6	106	
COUNTRY	13919	9155	18.6	65.8	106	2085	17.6	15.0	100	4002	18.9	28.8	107	3069	19.0	22.0	108	
GOLDEN OLDIES	2040	1320	2.7	64.7	104	276	2.3	13.5	91	637	3.0	31.2	117	407	2.5	20.0	98	
MOR/NOSTALGIA	5105	3102	6.3	60.8	98	718	6.1	14.1	94	1347	6.3	26.4	99	1037	6.4	20.3	100	
NEWS/TALK	4764	2900	5.9	60.9	98	708	6.0	14.9	100	1247	5.9	26.2	98	945	5.9	19.8	97	
RELIGIOUS	2164	1320	2.7	61.0	98	333	2.8	15.4	103	512	2.4	23.7	88	475	2.9	22.0	108	
SOFT ROCK	623	377	0.8	60.5	98	**67	0.6	10.8	72	*231	1.1	37.1	138	**79	0.5	12.7	62	
URBAN CONTEMPORARY	1331	864	1.8	64.9	105	*237	2.0	17.8	119	426	2.0	32.0	120	*201	1.2	15.1	74	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3186	2032	4.1	63.8	103	471	4.0	14.8	99	714	3.4	22.4	84	847	5.3	26.6	131	
ABC DIRECTION	2724	1734	3.5	63.7	103	433	3.7	15.9	106	752	3.5	27.6	103	549	3.4	20.2	99	
ABC ENTERTAINMENT	5256	3310	6.7	63.0	101	746	6.3	14.2	95	1430	6.7	27.2	102	1135	7.0	21.6	106	
ABC FM	2263	1364	2.8	60.3	97	266	2.2	11.8	79	669	3.2	29.6	110	428	2.7	18.9	93	
ABC INFORMATION	5618	3412	6.9	60.7	98	846	7.2	15.1	101	1450	6.8	25.8	96	1116	6.9	19.9	98	
ABC ROCK	2857	1659	3.4	58.1	94	351	3.0	12.3	82	686	3.2	24.0	90	622	3.9	21.8	107	
CBS	5953	3729	7.6	62.6	101	1070	9.0	18.0	120	1464	6.9	24.6	92	1196	7.4	20.1	99	
MUTUAL	4279	3148	6.4	63.2	102	749	6.3	15.0	101	1321	6.2	26.5	99	1078	6.7	21.7	106	
NBC	7279	4441	9.0	61.0	98	1139	9.6	15.6	105	1864	8.8	25.6	96	1438	8.9	19.8	97	
RADIORADIO	2389	1334	2.7	55.8	90	312	2.6	13.1	87	659	3.1	27.6	103	362	2.2	15.2	74	
RKO ONE	2583	1552	3.2	60.1	97	307	2.6	11.9	80	771	3.6	29.8	111	475	2.9	18.4	90	
RKO TWO	3674	2220	4.5	60.4	97	528	4.5	14.4	96	992	4.7	27.0	101	700	4.3	19.1	94	
THE SOURCE	3514	2218	4.5	63.1	102	484	4.1	13.8	92	1069	5.0	30.4	114	666	4.1	19.0	93	
NON-WIRED : BLAIR	9864	6420	13.1	65.1	105	1592	13.5	16.1	108	2570	12.1	26.1	97	2257	14.0	22.9	112	
INTERNET	13522	8236	16.7	60.9	98	2018	17.1	14.9	100	3607	17.0	26.7	100	2611	16.2	19.3	95	
KATZ RADIO GROUP	19321	11780	24.0	61.0	98	2661	22.5	13.8	92	4992	23.5	25.8	96	4128	25.6	21.4	105	
SUPERNET	10739	6630	13.5	61.7	99	1537	13.0	14.3	96	2873	13.5	26.8	100	2220	13.8	20.7	102	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	5106	3483	7.1	68.2	110	808	6.8	15.8	106	1559	7.3	30.5	114	1116	6.9	21.9	107	
WKDAY 9:00 AM - 1:00 PM	5383	3544	7.2	65.8	106	772	6.5	14.3	96	1660	7.8	30.8	115	1112	6.9	20.7	102	
WKDAY 1:00 PM - 4:30 PM	6469	4272	8.7	66.0	106	937	7.9	14.5	97	1994	9.4	30.8	115	1341	8.3	20.7	102	
WKDAY 4:30 PM - 7:30 PM	19661	12735	25.9	64.8	104	3064	25.9	15.6	104	5662	26.7	28.8	108	4009	24.9	20.4	100	
WKDAY 7:30 PM - 8:00 PM	27579	17603	35.8	63.8	103	4094	34.6	14.8	99	7810	36.8	28.3	106	5699	35.3	20.7	102	
WKDAY 11:00 PM - 11:30 PM	22964	14645	29.8	63.8	103	3548	30.0	15.5	104	6288	29.6	27.4	102	4809	29.8	20.9	103	
WKDAY 11:30 PM - 1:00 AM	8158	5138	10.4	63.0	101	1134	9.6	13.9	93	2301	10.8	28.2	105	1703	10.6	20.9	103	
M-SAT 8-11 PM+SUN 7-11 PM	30140	19075	38.8	63.3	102	4609	39.0	15.3	102	8202	38.6	27.2	102	6264	38.8	20.8	102	
WKDY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	1197	2.4	58.4	94	214	1.8	10.4	70	656	3.1	32.0	120	326	2.0	15.9	78
ANOTHER WORLD	N	1214	812	1.7	66.9	108	217	1.8	17.9	120	400	1.9	32.9	123	195	1.2	16.1	79
AS THE WORLD TURNS	C	1740	1186	2.4	68.2	110	220	1.9	12.6	85	595	2.8	34.2	128	371	2.3	21.3	105
CAPITOL	C	1016	684	1.4	67.3	108	*140	1.2	13.8	92	320	1.5	31.5	118	224	1.4	22.0	108
CBS MORN. NEWS 1	C	1203	831	1.7	69.1	111	147	1.2	12.2	82	435	2.0	36.2	135	249	1.5	20.7	102
CBS MORN. NEWS 2	C	773	610	1.2	78.9	127	*82	0.7	10.6	71	330	1.6	42.7	159	198	1.2	25.6	126
DAYS OF OUR LIVES	N	1629	1037	2.1	63.7	103	271	2.3	16.6	111	418	2.0	25.7	96	348	2.2	21.4	105
FACTS OF LIFE - DAYTIME	N	961	604	1.2	62.9	101	*118	1.0	12.3	82	299	1.4	31.1	116	187	1.2	19.5	96
FAMILY FEUD	A	1390	871	1.8	62.7	101	133	1.1	9.6	64	422	2.0	30.4	113	316	2.0	22.7	112
GENERAL HOSPITAL	A	1463	962	2.0	65.8	106	181	1.5	12.4	83	413	1.9	28.2	105	368	2.3	25.2	124
GOOD MORNING, AMERICA-730 A	A	1705	1190	2.4	69.8	112	311	2.6	18.2	122	521	2.5	30.6	114	357	2.2	20.9	103
GOOD MORNING, AMERICA-830 A	A	889	586	1.2	65.9	106	210	1.8	23.6	158	229	1.1	25.8	96	147	0.9	16.5	81
GUIDING LIGHT	C	1754	1152	2.3	65.7	106	231	2.0	13.2	88	547	2.6	31.2	116	375	2.3	21.4	105
ONE LIFE TO LIVE	A	1100	724	1.5	65.8	106	142	1.2	12.9	86	316	1.5	28.7	107	266	1.6	24.2	

MOUTHWASH: USAGE IN LAST SEVEN DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	49185	100.0	62.1	100	11832	100.0	14.9	100	21227	100.0	26.8	100	16126	100.0	20.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	15791	32.1	64.9	105	3797	32.1	15.6	105	7040	33.2	28.9	108	4954	30.7	20.4	100
NETWORK AFFILIATES - LATE	17197	10886	22.1	63.3	102	2686	22.7	15.6	105	4521	21.3	26.3	98	3678	22.8	21.4	105
INDEPENDENTS - LATE	2887	1872	3.8	64.8	104	449	3.8	15.6	104	896	4.2	31.0	116	527	3.3	18.3	90
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	11301	7343	14.9	65.0	105	1842	15.6	16.3	109	3225	15.2	28.5	107	2277	14.1	20.1	99
ABC MONDAY NIGHT MOVIE	4379	2739	5.6	62.5	101	667	5.6	15.2	102	1099	5.2	25.1	94	973	6.0	22.2	109
ABC SUNDAY NIGHT MOVIE	9910	6068	12.3	61.2	99	1450	12.3	14.6	98	2606	12.3	26.3	98	2011	12.5	20.3	100
ABC WORLD NEWS TONIGHT	6212	3887	7.9	62.6	101	1030	8.7	16.6	111	1713	8.1	27.6	103	1144	7.1	18.4	91
AFTERMASH	4575	3066	6.2	67.0	108	759	6.4	16.6	111	1322	6.2	28.9	108	985	6.1	21.5	106
ALICE	7777	4374	8.9	64.5	104	894	7.6	13.2	88	2046	9.6	30.2	113	1434	8.9	21.2	104
AMERICAN PARADE	4866	3109	6.3	63.9	103	753	6.4	15.5	104	1276	6.0	26.2	98	1080	6.7	22.2	109
BENSON	7593	4845	9.9	63.8	103	1277	10.8	16.8	113	2141	10.1	28.2	105	1427	8.8	18.8	92
BLUE THUNDER	4036	3797	7.7	62.9	101	839	7.9	15.6	104	1589	7.5	26.3	98	1270	7.9	21.0	103
CAGNEY & LACEY	7698	4844	9.8	62.9	101	1034	8.7	13.4	90	2165	10.2	28.1	105	1645	10.2	21.4	105
CBS EVENING NEWS-DEAN	4066	2656	5.4	65.3	105	663	5.6	16.3	109	1232	5.8	30.3	113	761	4.7	18.7	92
CBS EVENING NEWS-RATHER	8092	5125	10.4	63.3	102	1160	9.8	14.3	96	2227	10.5	27.5	103	1738	10.8	21.5	106
CBS SAT. NEWS-SCHIEFFER	4795	3244	6.6	67.7	109	725	6.1	15.1	101	1647	7.8	34.3	128	872	5.4	18.2	89
CBS SATURDAY NIGHT MOVIE	6034	3702	7.5	61.4	99	895	7.6	14.8	99	1560	7.3	25.9	97	1247	7.7	20.7	102
CBS WEDNESDAY NIGHT MOVIE	4943	3153	6.4	63.1	102	640	5.4	12.8	86	1436	6.8	28.8	107	1078	6.7	21.6	106
CHEERS	6976	4204	8.5	60.3	97	815	6.9	11.7	78	2041	9.6	29.3	109	1348	8.4	19.3	95
DALLAS	13575	8767	17.8	64.6	104	2206	18.6	16.3	109	3900	18.4	28.7	107	2661	16.5	19.6	96
DIFF'RENT STROKES	3884	2452	5.0	66.6	107	602	5.1	16.3	109	1102	5.2	29.9	112	747	4.6	20.3	100
DOUBLE TROUBLE	4462	2746	5.6	61.5	99	702	5.9	15.7	105	1182	5.6	26.5	99	862	5.3	19.3	95
DUCK FACTORY	4810	2973	6.0	61.8	100	560	4.7	11.6	78	1487	7.0	30.9	115	926	5.7	19.3	95
DUKES OF HAZZARD	5951	3754	7.6	63.1	102	763	6.4	12.8	86	1817	8.6	30.5	114	1175	7.3	19.7	97
DYNASTY	11325	7484	15.2	66.1	106	1764	14.9	15.6	104	3364	15.8	29.7	111	2355	14.6	20.8	102
FACTS OF LIFE	4512	2934	6.0	65.0	105	703	5.9	15.6	104	1177	5.5	26.1	97	1054	6.5	23.4	115
FALCON CREST	9215	6166	12.5	66.9	108	1451	12.3	15.7	105	2735	12.9	29.7	111	1980	12.3	21.5	106
FALL GUY	8804	5658	11.5	65.8	106	1382	11.7	16.1	108	2449	11.5	28.5	106	1828	11.3	21.2	104
FAMILY TIES	4179	2691	5.5	64.4	104	543	4.6	13.0	87	1336	6.3	32.0	119	811	5.0	19.4	95
FANTASY ISLAND	4781	3129	6.4	65.4	105	628	5.3	13.1	88	1346	6.3	28.2	105	1154	7.2	24.1	119
FOULUPS, BLEEPS & BLUNDERS	6697	3997	8.1	59.7	96	805	6.8	12.0	81	1892	8.9	28.3	105	1299	8.1	19.4	95
FOUR SEASONS	3873	2555	5.2	66.0	106	675	5.7	17.4	117	1052	5.1	27.9	104	798	4.9	20.6	101
GIMME A BREAK	4310	2860	5.8	66.4	107	600	5.1	13.9	93	1450	6.8	33.6	126	810	5.0	18.8	92
HART TO HART	4571	3665	7.5	63.7	103	879	7.4	15.3	102	1603	7.6	27.9	104	1184	7.3	20.6	101
HILL STREET BLUES	8548	5055	10.3	59.0	95	1064	9.0	12.4	83	2288	10.8	26.7	100	1703	10.6	19.9	98
HOTEL	4801	5859	11.9	66.6	107	1378	11.6	15.7	105	2602	12.3	29.6	110	1878	11.6	21.3	105
JEFFERSONS	4978	4582	9.3	65.7	106	1034	8.7	14.8	99	2056	9.7	29.6	111	1481	9.2	21.2	104
JENNIFER SLEPT HERE	3021	1949	4.0	65.2	105	416	3.5	13.8	92	901	4.2	29.8	111	652	4.0	21.6	106
KATE & ALLIE	6811	4045	8.2	59.4	96	922	7.8	13.5	91	1785	8.4	26.2	98	1338	8.3	19.6	97
KNIGHT RIDER	5256	3122	6.3	59.4	96	780	6.6	14.8	99	1341	6.3	25.5	95	1001	6.2	19.0	94
LOVE BOAT	4174	4810	9.8	67.0	108	1087	9.2	15.2	102	2120	10.0	29.6	110	1602	9.9	22.3	110
MAGNUM PI	10438	6772	13.8	64.9	105	1966	13.4	15.2	102	2885	13.6	27.6	103	2301	14.3	22.0	108
MAMA'S FAMILY	3488	2253	4.6	64.6	104	534	4.5	15.3	103	1033	4.9	29.6	111	886	4.3	19.7	97
MASTER, THE	4127	2521	5.1	61.1	98	561	4.7	13.6	91	1135	5.3	27.5	103	825	5.1	20.0	98
MATT HOUSTON	4578	3818	7.8	63.9	103	927	7.8	15.5	100	1634	7.7	27.3	102	1257	7.8	21.0	103
NBC MONDAY NIGHT MOVIE	10446	6298	13.0	61.2	99	1555	13.2	14.9	100	2722	12.8	26.1	97	2115	13.1	20.2	100
NBC NIGHTLY NEWS	5571	3673	7.5	65.9	106	944	8.0	16.9	114	1513	7.1	27.2	101	1215	7.5	21.8	107
NBC NIGHTLY NEWS-SAT	3675	2302	4.7	62.6	101	611	5.2	16.6	111	960	4.5	26.1	98	732	4.5	19.9	98
NBC NIGHTLY NEWS-SUN	2905	1712	3.5	58.9	95	394	3.3	13.6	91	786	3.7	27.1	101	532	3.3	18.3	90
NBC SUNDAY NIGHT MOVIE	8352	5352	10.9	64.1	103	1346	11.4	16.1	108	2276	10.7	27.3	102	1730	10.7	20.7	102
NEWHART	6864	4368	8.9	63.6	103	917	7.8	13.4	89	1936	9.1	28.2	105	1516	9.4	22.1	109
ONE DAY AT A TIME	3866	2464	5.0	63.7	103	569	4.8	14.7	99	1147	5.4	29.7	111	748	4.6	19.3	95
PEOPLE ARE FUNNY	3956	2611	5.3	66.0	106	621	5.2	15.7	105	1085	5.1	27.5	103	902	5.6	22.8	112
REAL PEOPLE	6305	4234	8.6	67.2	108	908	7.7	14.4	96	1882	8.9	29.8	111	1445	9.0	22.9	113
REMINGTON STEELE	5854	3695	7.5	62.8	101	891	7.5	15.1	101	1544	7.3	26.2	98	1260	7.8	21.4	105
RIPLY'S BELIEVE IT - NOT	4706	3340	6.8	58.5	94	735	6.2	12.9	86	1472	6.9	25.8	96	1134	7.0	19.9	98
RIPTIDE	6202	3871	7.9	62.4	101	985	8.3	15.9	106	1627	7.7	26.2	98	1259	7.8	20.3	100
SCARECROW & MRS. KING	6513	3958	8.0	60.8	98	841	7.1	12.9	87	1749	8.2	26.9	100	1368	8.5	21.0	103
SIMON & SIMON	8593	5702	11.6	66.4	107	1329	11.2	15.5	104	2428	11.4	28.3	106	1945	12.1	22.6	111
60 MINUTES	13842	8410	17.1	63.0	102	1971	16.7	14.8	99	3806	17.9	28.5	107	2632	16.3	19.7	97
ST. ELSEWHERE	6029	3668	7.5	60.8	98	868	7.3	14.4	96	1454	6.8	24.1	90	1345	6.8	22.3	110
THREE'S COMPANY	8565	5427	11.0	63.4	102	1198	10.1	14.0	94	2477	11.7	28.9	108	1752	10.9	20.5	101
T.J. HOOKER	7400	5166	10.5	69.8	113	1217	10.3	16.4	110	2178	10.3	29.4	110	1771	11.0	23.9	118
TONIGHT SHOW	2433	1471	3.0	60.5	97	350	3.0	14.4	96	638	3.0	26.2	98	482	3.0	19.8	97
TRAPPER JOHN, M.D.	5958	3801	7.7	63.8	103	790	6.7	13.3	89	1716	8.1	28.8	108	1295	8.0	21.7	107
TV BLOOPERS & PRAC. JOKES	9086	5980	12.2	65.8	106	1598	13.5	17.6	118	2491	11.7	27.4	102	1891	11.7	20.8	102
20/20	8306	5430	11.0	65.4	105	1429	12.1	17.2	115	2141	10.1	25.8	96	1860	11.5	22.4	110
WEBSTER	4758	4348	8.8	64.1	103	1056	8.9	15.6	104	1874	8.8	27.6	103	1419	8.8	20.9	103
WORLD NEWS - SUN	2036	1421	2.9	69.8	112	438	3.7	21.5	144	611	2.9	30.0	112	371	2.3	18.2	90
YELLOW ROSE	3174	2142	4.4	67.5	109	503	4.3	15.8	106	798	3.8	25.1	94	841	5.2	26.5	130
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	9884	20.1	60.6	98	2642	22.3	16.2	109	4112	19.4	25.2	94	3131	19.4	19.2	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	59469	100.0	67.2	100	13958	100.0	15.8	100	26162	100.0	29.6	100	19349	100.0	21.9	100
FEMALE HOMEMAERS	80986	54757	92.1	67.6	101	12771	91.5	15.8	100	24132	92.2	29.8	101	17854	92.3	22.0	101
EMPLOYED MOTHERS	18702	11921	20.0	63.7	95	2382	17.1	12.7	81	4798	18.3	25.7	87	4741	24.5	25.4	116
18 - 24	14726	9106	15.3	61.8	92	1779	12.7	12.1	77	3960	15.1	26.9	91	3367	17.4	22.9	105
25 - 34	20202	12555	21.1	62.1	92	2584	18.5	12.8	81	4805	18.4	23.8	80	5166	26.7	25.6	117
35 - 44	14781	9845	16.6	66.6	99	2323	16.6	15.7	100	4322	16.5	29.2	99	3200	16.5	21.6	99
45 - 54	11449	7770	13.1	67.9	101	2084	14.9	18.2	115	3392	13.0	29.6	100	2294	11.9	20.0	92
55 - 64	11846	8680	14.6	73.3	109	2389	17.1	20.2	128	4017	15.4	33.9	115	2273	11.7	19.2	88
65 OR OLDER	15459	11513	19.4	74.5	111	2799	20.1	18.1	115	5665	21.7	36.6	124	3049	15.8	19.7	90
18 - 34	34928	21661	36.4	62.0	92	4363	31.3	12.5	79	8765	33.5	25.1	85	8533	44.1	24.4	112
18 - 49	55154	35216	59.2	63.9	95	7638	54.7	13.8	88	14621	55.9	26.5	90	12958	67.0	23.5	107
25 - 54	46433	30170	50.7	65.0	97	6990	50.1	15.1	95	12519	47.9	27.0	91	10660	55.1	23.0	105
35 - 49	20226	13555	22.8	67.0	100	3275	23.5	16.2	103	5856	22.4	29.0	98	4424	22.9	21.9	100
50 OR OLDER	33310	24253	40.8	72.8	108	6321	45.3	19.0	120	11541	44.1	34.6	117	6392	33.0	19.2	88
GRADUATED COLLEGE	12110	6993	11.8	57.7	86	1206	8.6	10.0	63	2940	11.2	24.3	82	2847	14.7	23.5	107
ATTENDED COLLEGE	15309	9549	16.1	62.4	93	2216	15.9	14.5	92	3617	13.8	23.6	80	3717	19.2	24.3	111
GRADUATED HIGH SCHOOL	36912	25072	42.2	67.9	101	5824	41.7	15.8	100	11016	42.1	29.8	101	8232	42.5	22.3	102
DID NOT GRADUATE HIGH SCHOOL	24134	17855	30.0	74.0	110	4713	33.8	19.5	124	8589	32.8	35.6	120	4553	23.5	18.9	86
EMPLOYED FULL-TIME	35457	23215	39.0	65.5	97	5301	38.0	15.0	95	9552	36.5	26.9	91	8363	43.2	23.6	108
EMPLOYED PART-TIME	8514	5399	9.1	63.4	94	1195	8.6	14.0	89	2197	8.4	25.8	87	2008	10.4	23.6	108
NOT EMPLOYED	44494	30855	51.9	69.3	103	7463	53.5	16.8	106	14413	55.1	32.4	110	8979	46.4	20.2	92
PROFESSIONAL/MANAGER	10811	6580	11.1	60.9	91	1290	9.2	11.9	76	2619	10.0	24.2	82	2671	13.8	24.7	113
TECH/CLERICAL/SALLES	19640	12656	21.3	64.4	96	2923	20.9	14.9	94	5072	19.4	25.8	87	4661	24.1	23.7	109
PRECISION/CRAFT	1023	672	1.1	65.7	98	1137	1.0	13.4	85	3327	1.2	32.0	108	2209	1.1	20.4	93
OTHER EMPLOYED	12498	8707	14.6	69.7	104	2147	15.4	17.2	109	3730	14.3	29.8	101	2830	14.6	22.6	104
SINGLE	15995	10056	16.9	62.9	94	2208	15.8	13.8	87	4356	16.7	27.2	92	3493	18.1	21.8	100
MARRIED	51689	34240	57.6	66.2	99	7440	53.3	14.4	91	14988	57.3	29.0	98	11812	61.0	22.9	104
DIVORCED/SEPARATED/WIDOWED	20780	15173	25.5	73.0	109	4310	30.9	20.7	131	6818	26.1	32.8	111	4045	20.9	19.5	89
PARENTS	33922	21817	36.7	64.3	96	4624	33.1	13.6	86	9149	35.0	27.0	91	8043	41.6	23.7	108
WHITE	76422	50353	84.7	65.9	98	11465	82.1	15.0	95	21941	83.9	28.7	97	16948	87.6	22.2	101
BLACK	10066	8022	13.5	79.7	119	2238	16.0	22.2	141	3742	14.3	37.2	126	2043	10.6	20.3	93
OTHER	1976	1093	1.8	55.3	82	2256	1.8	13.0	82	3479	1.8	24.2	82	3359	1.9	18.2	83
NORTHEAST-CENSUS	19803	12519	21.1	63.2	94	3341	23.9	16.9	107	5483	21.0	27.7	94	3695	19.1	18.7	85
NORTH CENTRAL	22181	14787	24.9	66.7	99	2927	21.0	13.2	84	6364	24.3	28.7	97	5496	28.4	24.8	113
SOUTH	30082	22229	37.4	73.9	110	5259	37.7	17.5	111	10277	39.3	34.2	116	6693	34.6	22.2	102
WEST	16398	9934	16.7	60.6	90	2431	17.4	14.8	94	4038	15.4	24.6	83	3465	17.9	21.1	97
NORTHEAST-MKTG.	20163	13015	21.9	64.5	96	3306	23.7	16.4	104	5812	22.2	28.8	97	3897	20.1	19.3	88
EAST CENTRAL	13054	8734	14.7	66.9	100	2088	15.0	16.0	101	3886	14.9	29.8	101	2760	14.3	21.1	97
WEST CENTRAL	14993	9962	16.8	66.4	99	1953	14.0	13.0	83	4144	15.8	27.6	93	3865	20.0	25.8	118
SOUTH	25785	18978	31.9	73.6	109	4488	32.2	17.4	110	8765	33.5	34.0	115	5725	29.6	22.2	102
PACIFIC	14470	8779	14.8	60.7	90	2122	15.2	14.7	93	3555	13.6	24.6	83	3102	16.0	21.4	98
COUNTY SIZE A	36705	24064	40.5	65.6	98	5504	39.4	15.0	95	10826	41.4	29.5	100	7735	40.0	21.1	96
COUNTY SIZE B	26819	18250	30.7	68.0	101	4321	31.0	16.1	102	8019	30.7	29.9	101	5910	30.5	22.0	101
COUNTY SIZE C	13597	9254	15.6	68.1	101	2481	17.8	18.2	116	3797	14.5	27.9	94	2977	15.4	21.9	100
COUNTY SIZE D	11344	7901	13.3	69.6	104	1653	11.8	14.6	92	3520	13.5	31.0	105	2727	14.1	24.0	110
METRO CENTRAL CITY	26825	17925	30.1	66.8	99	4222	30.2	15.7	100	8000	30.6	29.8	101	5703	29.5	21.3	97
METRO SUBURBAN	39912	26096	43.9	65.4	97	6037	43.3	15.1	96	11504	44.0	28.8	97	8554	44.2	21.4	98
NON METRO	21728	15448	26.0	71.1	106	3698	26.5	17.0	108	6658	25.4	30.6	104	5092	26.3	23.4	107
TOP 5 ADI'S	20847	13535	22.8	64.9	97	3248	23.3	15.6	99	6187	23.6	29.7	100	4100	21.2	19.7	90
TOP 10 ADI'S	28719	18731	31.5	65.2	97	4306	30.8	15.0	95	8613	32.9	30.0	101	5812	30.0	20.2	93
TOP 20 ADI'S	40904	27087	45.5	66.2	99	6230	44.6	15.2	97	12336	47.2	30.2	102	8521	44.0	20.8	95
HS40 INC. \$50,000 OR MORE	7931	5159	8.7	65.0	97	903	6.5	11.4	72	2057	7.9	25.9	88	2200	11.4	27.7	127
\$40,000 OR MORE	15233	9867	16.6	64.8	96	1905	13.6	12.5	79	4082	15.6	26.8	91	3880	20.1	25.5	116
\$30,000 OR MORE	28333	17950	30.2	63.4	94	3747	26.8	13.2	84	7479	28.6	26.4	89	6724	34.8	23.7	109
\$25,000 OR MORE	36417	23168	39.0	63.6	95	4843	34.7	13.3	84	9865	37.7	27.1	92	8460	43.7	23.2	106
\$20,000 - \$24,999	9943	6400	10.8	64.4	96	1367	9.8	13.7	87	2881	11.0	29.0	88	2152	11.1	21.6	99
\$15,000 - \$19,999	9211	6368	10.7	69.1	103	1436	10.3	15.6	99	3003	11.5	32.6	110	1929	10.0	20.9	96
\$10,000 - \$14,999	13477	9633	16.2	71.5	106	2487	17.8	18.5	117	4109	15.7	30.5	103	3038	15.7	22.5	103
UNDER \$10,000	19418	13900	23.4	71.6	106	3825	27.4	19.7	125	6305	24.1	32.5	110	3770	19.5	19.4	89
HOUSEHOLD OF 1 PERSON	11987	8576	14.4	71.5	106	2052	14.7	17.1	108	3930	15.0	32.8	111	2593	13.4	21.6	99
2 PEOPLE	27046	18554	31.2	68.6	102	4609	33.0	17.0	108	8350	31.9	30.9	104	5595	28.9	20.7	95
3 OR 4 PEOPLE	34251	22240	37.4	64.9	97	4993	35.8	14.6	92	9490	36.3	27.7	94	7758	40.1	22.7	104
5 OR MORE PEOPLE	15180	10100	17.0	66.5	99	2305	16.5	15.2	96	4392	16.8	28.9	98	3403	17.6	22.4	102
NO CHILD IN HS40	49819	34594	58.2	69.4	103	8587	61.5	17.2	109	15689	60.0	31.5	106	10318	53.3	20.7	95
CHILD(REN) UNDER 2 YRS	6045	3683	6.2	60.9	91	721	5.2	11.9	76	1564	6.0	25.9	87	1398	7.2	23.1	106
2 - 5 YEARS	15233	9589	16.1	62.9	94	1916	13.7	12.6	80	4005	15.3	26.3	89	3668	19.0	24.1	110
6 - 11 YEARS	16260	10728	18.0	66.0	98	2464	16.1	13.8	87	4812	18.4	29.6	100	3671	19.0	22.6	103
12 - 17 YEARS	19173	12675	21.3	66.1	98	3006	21.5	15.7	99	5312	20.3	27.7	94	4357	22.5	22.7	104
RESIDENCE OWNED	61371	41317	69.5	67.3	100	9420	67.5	15.3	97	18451	70.5	30.1	102	13445	69.5	21.9	100
VALUE: \$50,000 OR MORE	35355	22924	38.5	64.8	96	5036	36.1	14.2	90	10105	38.6	28.6	97	7783	40.2	22.0	101
VALUE: UNDER \$50,000	26016	18393	30.9	70.7	105	4385	31.4	16.9	107	8346	31.9	32.1	108	5662	29.3	21.8	100

MOUTHWASH: USAGE IN LAST SEVEN DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	59469	100.0	67.2	100	13958	100.0	15.8	100	26162	100.0	29.6	100	19349	100.0	21.9	100
MAGAZINES	QUINTILE 1	17988	12560	21.1	69.8	104	3365	24.1	18.7	119	5080	19.4	28.2	95	4115	21.3	22.9	105
	QUINTILE 2	19446	13100	22.0	67.4	100	3065	22.0	15.8	100	5785	22.1	29.7	101	4251	22.0	21.9	100
	QUINTILE 3	14626	9473	15.9	64.8	96	2173	15.6	14.9	94	3834	14.7	26.2	89	3466	17.9	23.7	108
	QUINTILE 4	16014	10983	18.5	68.6	102	2466	17.7	15.4	98	4964	19.0	31.0	105	3553	18.4	22.2	101
	QUINTILE 5	20389	13353	22.5	65.5	97	2889	20.7	14.2	90	6499	24.8	31.9	108	3965	20.5	19.4	89
NEWSPAPERS	QUINTILE 1	13830	9669	16.3	69.9	104	2351	16.8	17.0	108	4244	16.2	30.7	104	3074	15.9	22.2	102
	QUINTILE 2	26350	17731	29.8	67.3	100	4151	29.7	15.8	100	7878	30.1	29.9	101	5702	29.5	21.6	99
	QUINTILE 3	12415	8292	13.9	66.8	99	2229	16.0	18.0	114	3486	13.3	28.1	95	2578	13.3	20.8	99
	QUINTILE 4	21911	14341	24.1	65.5	97	3174	22.7	14.5	92	6094	23.3	27.8	94	5073	26.2	23.2	106
	QUINTILE 5	13960	9436	15.9	67.6	101	2053	14.7	14.7	93	4461	17.1	32.0	108	2922	15.1	20.9	96
OUTDOOR	QUINTILE 1	16810	10724	18.0	63.8	95	2470	17.7	14.7	93	4539	17.3	27.0	91	3715	19.2	22.1	101
	QUINTILE 2	17101	11418	19.2	66.8	99	2739	19.6	16.0	102	4403	16.8	25.7	87	4277	22.1	25.0	114
	QUINTILE 3	17579	11921	20.0	67.8	101	2618	18.8	14.9	94	5583	21.3	31.8	107	3720	19.2	21.2	97
	QUINTILE 4	18343	12608	21.2	68.7	102	2959	21.2	16.1	102	5782	22.1	31.5	107	3868	20.0	21.1	96
	QUINTILE 5	18631	12798	21.5	68.7	102	3172	22.7	17.0	108	5855	22.4	31.4	106	3771	19.5	20.2	93
RADIO-DRIVE TIME	QUINTILE 1	17390	11907	20.0	68.5	102	3184	22.8	18.3	116	4863	18.6	28.0	95	3860	19.9	22.2	101
	QUINTILE 2	16591	10938	18.4	65.9	98	2647	19.0	16.0	101	4708	18.0	28.4	96	3583	18.5	21.6	99
	QUINTILE 3	16910	11185	18.8	66.1	98	2388	17.1	14.1	90	5033	19.2	29.8	101	3764	19.5	22.3	102
	QUINTILE 4	18002	11977	20.1	66.5	99	2745	19.7	15.2	97	5606	21.4	31.1	105	3626	18.7	20.1	92
	QUINTILE 5	19572	13462	22.6	68.8	102	2993	21.4	15.3	97	5953	22.8	30.4	103	4516	23.3	23.1	105
RADIO-MID- DAY	TERCILE 1	23248	15689	26.4	67.5	100	3781	27.1	16.3	103	6691	25.6	28.8	97	5216	27.0	22.4	103
	TERCILE 2	23667	15914	26.8	67.2	100	3664	26.3	15.5	98	7098	27.1	30.0	101	5152	26.6	21.8	100
	TERCILE 3	41549	27866	46.9	67.1	100	6513	46.7	15.7	99	12372	47.3	29.8	101	8981	46.4	21.6	99
RADIO-TOTAL	QUINTILE 1	17786	12320	20.7	69.3	103	3363	24.1	18.9	120	5063	19.4	28.5	96	3895	20.1	21.9	100
	QUINTILE 2	17316	11396	19.2	65.8	98	2778	19.9	16.0	102	4666	17.8	26.9	91	3951	20.4	22.8	104
	QUINTILE 3	18428	12386	20.8	67.2	100	2555	18.3	13.9	88	5876	22.5	31.9	108	3955	20.4	21.5	98
	QUINTILE 4	17669	11598	19.5	65.6	98	2390	17.1	13.5	86	5420	20.7	30.7	104	3788	19.6	21.4	98
	QUINTILE 5	17265	11770	19.8	68.2	101	2872	20.6	16.6	105	5137	19.6	29.8	101	3761	19.4	21.8	100
TV-PRIME TIME	QUINTILE 1	17416	12230	20.6	70.2	104	3110	22.3	17.9	113	5731	21.9	32.9	111	3388	17.5	19.5	89
	QUINTILE 2	17413	12004	20.2	68.9	103	2855	20.5	16.4	104	5476	20.9	31.4	106	3674	19.0	21.1	96
	QUINTILE 3	17943	12042	20.2	67.1	100	2577	18.5	14.4	91	5452	20.8	30.4	103	4014	20.7	22.4	102
	QUINTILE 4	18442	12119	20.4	65.7	98	2663	19.1	14.4	92	5163	19.7	28.0	95	4293	22.2	23.3	106
	QUINTILE 5	17250	11073	18.6	64.2	95	2753	19.7	16.0	101	4340	16.6	25.2	85	3980	20.6	23.1	105
TV-DAYTIME	TERCILE 1	29966	20686	34.8	69.0	103	5084	36.4	17.0	108	9456	36.1	31.6	107	6146	31.8	20.5	94
	TERCILE 2	29480	19960	33.6	67.7	101	4710	33.7	16.0	101	8881	33.9	30.1	102	6369	32.9	21.6	99
	TERCILE 3	29018	18823	31.7	64.9	96	4164	29.8	14.3	91	7825	29.9	27.0	91	6834	35.3	23.6	108
TV-TOTAL	QUINTILE 1	17740	12521	21.1	70.6	105	3214	23.0	18.1	115	6016	23.0	33.9	115	3290	17.0	18.5	85
	QUINTILE 2	17674	12367	20.8	70.0	104	3001	21.5	17.0	108	5489	21.0	31.1	105	3877	20.0	21.9	100
	QUINTILE 3	17730	12081	20.3	68.1	101	2696	19.3	15.2	96	5642	21.6	31.8	108	3743	19.3	21.1	97
	QUINTILE 4	17563	11037	18.6	62.8	93	2387	17.1	13.6	86	4720	18.0	26.9	91	3929	20.3	22.4	102
	QUINTILE 5	17757	11464	19.3	64.6	96	2659	19.1	15.0	95	4294	16.4	24.2	82	4510	23.3	25.4	116
MAGAZINES-NEWSPAPERS: DUAL		23278	16156	27.2	69.4	103	3953	28.3	17.0	108	7087	27.1	30.4	103	5117	26.4	22.0	101
MAGAZINE IMPERATIVE		21634	14441	24.3	66.8	99	3549	25.4	16.4	104	5721	21.9	26.4	89	5171	26.7	23.9	109
NEWSPAPER IMPERATIVE		23455	15572	26.2	66.4	99	3660	26.2	15.6	99	7114	27.2	30.3	103	4798	24.8	20.5	94
MAGAZINES-OUTDOOR: DUAL		17482	11860	19.9	67.8	101	2838	20.3	16.2	103	4762	18.2	27.2	92	4261	22.0	24.4	111
MAGAZINE IMPERATIVE		28830	19762	33.2	68.5	102	4878	34.9	16.9	107	8688	33.2	30.1	102	6196	32.0	21.5	98
OUTDOOR IMPERATIVE		26119	16821	28.3	64.4	96	3661	26.2	14.0	89	7373	28.2	28.2	95	5787	29.9	22.2	101
MAGAZINES-RADIO: DUAL		20162	14252	24.0	70.7	105	3977	28.5	19.7	125	5825	22.3	28.9	98	4449	23.0	22.1	101
MAGAZINE IMPERATIVE		26292	17284	29.1	65.7	98	3828	27.4	14.6	92	7487	28.6	28.5	96	5970	30.9	22.7	104
RADIO IMPERATIVE		25308	16551	27.8	65.4	97	3603	25.8	14.2	90	7367	28.2	29.1	98	5581	28.8	22.1	101
MAGAZINES-TELEVISION: DUAL		17312	12174	20.5	70.3	105	3084	22.1	17.8	113	5381	20.6	31.1	105	3708	19.2	21.4	98
MAGAZINE IMPERATIVE		29099	19001	32.0	65.3	97	4427	31.7	15.2	96	7635	29.2	26.2	89	6938	35.9	23.8	109
TELEVISION IMPERATIVE		27505	18973	31.9	69.0	103	4326	31.0	15.7	100	9044	34.6	32.9	111	5604	29.0	20.4	93
NEWSPAPERS-OUTDOOR: DUAL		18628	12070	20.3	64.8	96	3027	21.7	16.2	103	4791	18.3	25.7	87	4252	22.0	22.8	104
NEWSPAPER IMPERATIVE		29178	20421	34.3	70.0	104	4853	34.8	16.6	105	9650	36.9	33.1	112	5918	30.6	20.3	93
OUTDOOR IMPERATIVE		25260	16741	28.2	66.3	99	3806	27.3	15.1	95	7140	27.3	28.3	96	5795	29.9	22.9	105
NEWSPAPERS-RADIO: DUAL		19246	12965	21.8	67.4	100	3563	25.5	18.5	117	5331	20.4	27.7	94	4071	21.0	21.2	97
NEWSPAPER IMPERATIVE		28155	19094	32.1	67.8	101	4101	29.4	14.6	92	8910	34.1	31.6	107	6083	31.4	21.6	99
RADIO IMPERATIVE		25308	17108	28.8	67.6	101	3933	28.2	15.5	98	7326	28.0	28.9	98	5850	30.2	23.1	106
NEWSPAPERS-TELEVISION: DUAL		18615	13248	22.3	71.2	106	3477	24.9	18.7	118	6076	23.2	32.6	110	3695	19.1	19.8	91
NEWSPAPER IMPERATIVE		29207	19134	32.2	65.5	97	4298	30.8	14.7	93	8027	30.7	27.5	93	6809	35.2	23.3	107
TELEVISION IMPERATIVE		25472	17443	29.3	68.5	102	4049	29.0	15.9	101	8155	31.2	32.0	108	5238	27.1	20.6	94
OUTDOOR-RADIO: DUAL		17292	11410	19.2	66.0	98	2621	18.8	15.2	96	4763	18.2	27.5	93	4027	20.8	23.3	106
OUTDOOR IMPERATIVE		26915	17738	29.8	65.9	98	4057	29.1										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	59469	100.0	67.2	100	13958	100.0	15.8	100	26162	100.0	29.6	100	19349	100.0	21.9	100
ATLANTIC MONTHLY	415	*201	0.3	48.4	72	**70	0.5	16.9	107	**90	0.3	21.7	73	**42	0.2	10.1	46
BARRON'S	522	391	0.7	74.9	111	**82	0.6	15.7	100	**192	0.7	36.8	124	**118	0.6	22.6	103
BETTER HOMES & GARDENS	17429	12122	20.4	69.6	103	2898	20.8	16.6	105	5223	20.0	30.0	101	4001	20.7	23.0	105
BON APPETIT	2772	1848	3.1	66.7	99	470	3.4	17.0	107	878	3.4	31.7	107	500	2.6	18.0	82
BUSINESS WEEK	1469	1049	1.8	71.4	106	*226	1.6	15.4	98	453	1.7	30.8	104	369	1.9	25.1	115
CAR AND DRIVER	397	280	0.5	70.5	105	**69	0.5	17.4	110	**117	0.4	29.5	100	**93	0.5	23.4	107
CBS MAGAZINE NETWORK (GROSS)	1633	1176	2.0	72.0	107	353	2.5	21.6	137	579	2.2	35.5	120	*245	1.3	15.0	69
CHANGING TIMES	1554	1096	1.8	70.5	105	301	2.2	19.4	123	445	1.7	28.6	97	350	1.8	22.5	103
COLONIAL HOMES	1304	903	1.5	69.2	103	*182	1.3	14.0	88	352	1.3	27.0	91	369	1.9	28.3	129
CONDE NAST MAG. PKG. (GROSS)	17858	11759	19.8	65.8	98	3181	22.8	17.8	113	4422	16.9	24.8	84	4156	21.5	23.3	106
CONSUMERS DIGEST	1406	896	1.5	63.7	95	*174	1.2	12.4	78	420	1.6	29.9	101	302	1.6	21.5	98
COSMOPOLITAN	8815	5725	9.6	64.9	97	1403	10.1	15.9	101	2381	9.1	27.0	91	1940	10.0	22.0	101
COUNTRY LIVING	2636	1789	3.0	67.9	101	299	2.1	11.3	72	704	2.7	26.7	90	786	4.1	29.8	136
CUSTIME	1554	955	1.6	61.5	91	257	1.8	16.5	105	422	1.6	27.2	92	276	1.4	17.8	81
CYCLE WORLD	469	368	0.6	78.5	117	**165	1.2	35.2	223	**134	0.5	28.6	97	**69	0.4	14.7	67
DCI:CREATIVE IDEAS FOR LIV	2631	1793	3.0	68.1	101	495	3.5	18.8	119	735	2.8	27.9	94	563	2.9	21.4	98
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	5152	8.7	72.9	108	1294	9.3	18.3	116	2170	8.3	30.7	104	1688	8.7	23.9	109
DISCOVER	998	613	1.0	61.4	91	*139	1.0	13.9	88	289	1.1	29.0	98	*186	1.0	18.6	85
EBONY	4289	3497	5.9	81.5	121	932	6.7	21.7	138	1578	6.0	36.8	124	987	5.1	23.0	105
ESQUIRE	1176	874	1.5	74.3	111	297	2.1	25.3	160	351	1.3	29.8	101	*227	1.2	19.3	88
ESSENCE	2392	1997	3.4	83.5	124	499	3.6	20.9	132	948	3.6	39.6	134	550	2.8	23.0	105
FAMILY CIRCLE	17209	11576	19.5	67.3	100	2805	20.1	16.3	103	5016	19.2	29.1	99	3754	19.4	21.8	100
THE FAMILY HANDYMAN	1184	934	1.6	78.9	117	*250	1.8	21.1	134	322	1.2	27.2	92	362	1.9	30.6	140
FAMILY WEEKLY	12391	8358	14.1	67.5	100	2293	16.4	18.5	117	3353	12.8	27.1	92	2712	14.0	21.9	100
FIELD & STREAM	2438	1764	3.0	72.4	108	462	3.3	18.9	120	752	2.9	30.8	104	550	2.8	22.6	103
FOOD & WINE	614	487	0.8	79.3	118	*114	0.8	18.6	118	*241	0.9	39.3	133	*132	0.7	21.5	98
FORBES	813	485	0.8	59.7	89	**119	0.9	14.6	93	*222	0.8	27.3	92	**144	0.7	17.7	81
FORTUNE	1083	701	1.2	64.7	96	*114	0.8	10.5	67	362	1.4	33.4	113	*225	1.2	20.8	95
GENTLEMEN'S QUARTERLY	1197	729	1.2	60.9	91	**143	1.0	11.9	76	310	1.2	25.9	88	276	1.4	23.1	105
GLAMOUR	6625	4174	7.0	63.0	94	1261	9.0	19.0	121	1467	5.6	22.1	75	1446	7.5	21.8	100
GOLF DIGEST	707	475	0.8	67.2	100	**106	0.8	15.0	95	*226	0.9	32.0	108	**143	0.7	20.2	92
GOLF DIGEST/TENNIS (GROSS)	1316	842	1.4	64.0	95	*167	1.2	12.7	80	448	1.7	34.0	115	*227	1.2	17.2	79
GOLF MAGAZINE	469	344	0.6	73.3	109	*53	0.4	11.3	72	*180	0.7	38.4	130	**111	0.6	23.7	108
GOLF MAGAZINE/SKI (GROSS)	1060	765	1.3	72.2	107	*172	1.2	16.2	103	347	1.3	32.7	111	*246	1.3	23.2	106
GOOD HOUSEKEEPING	17784	12250	20.6	68.9	102	3101	22.2	17.4	111	5171	19.8	29.1	98	3978	20.6	22.4	102
HARPER'S BAZAAR	2931	2052	3.5	70.0	104	563	4.0	19.2	122	723	2.8	24.7	83	766	4.0	26.1	119
HEALTH	2199	1662	2.8	75.6	112	519	3.7	23.6	150	657	2.5	29.9	101	486	2.5	22.1	101
HEARST MAG CORP. BUY (GROSS)	49148	33540	56.4	68.2	102	8504	60.9	17.3	110	13792	52.7	28.1	95	11244	58.1	22.9	105
HEARST MAN POWER (GROSS)	2113	1433	2.4	67.8	101	373	2.7	17.7	112	615	2.4	29.1	98	446	2.3	21.1	97
HEARST WOMAN POWER (GROSS)	35062	23733	39.9	67.7	101	6058	43.4	17.3	110	10001	38.2	28.5	96	7673	39.7	21.9	100
HOUSE BEAUTIFUL	3865	2801	4.7	72.5	108	804	5.8	20.8	132	1053	4.0	27.2	92	943	4.9	24.4	112
INC.	315	*268	0.5	85.1	127	*66	0.5	21.0	133	**113	0.4	35.9	121	**89	0.5	28.3	129
JET	3690	3071	5.2	83.2	124	929	6.7	25.2	160	1308	5.0	35.4	120	835	4.3	22.6	103
LADIES' HOME JOURNAL	12930	8760	14.7	67.7	101	2474	17.7	19.1	121	3517	13.4	27.2	92	2768	14.3	21.4	98
LHJ FAMILY GRP COMBO(GROSS)	18161	12587	21.2	69.3	103	3510	25.1	19.3	122	5079	19.4	28.0	95	3999	20.7	22.0	101
LIFE	5065	3442	5.8	68.0	101	822	5.9	16.2	103	1565	6.0	30.9	104	1055	5.5	20.8	95
L.A. TIMES HOME MAGAZINE	1310	914	1.5	69.8	104	*194	1.4	14.8	94	381	1.5	29.1	98	339	1.8	25.9	118
MADEMOISELLE	3759	2554	4.3	67.9	101	662	4.7	17.6	112	865	3.3	23.0	78	1026	5.3	27.3	125
MC CALL'S	14658	10577	17.8	72.2	107	2666	19.1	18.2	115	4293	16.4	29.3	99	3618	18.7	24.7	113
MC CALL'S/WRK MOTHER (GROSS)	15857	11395	19.2	71.9	107	2845	20.4	17.9	114	4652	17.8	29.3	99	3898	20.1	24.6	112
MECHANIX ILLUSTRATED	809	603	1.0	74.5	111	*164	1.2	20.3	128	*278	1.1	34.4	116	*160	0.8	19.8	90
METROPOLITAN HOME	1009	805	1.4	79.8	119	*185	1.3	18.3	116	277	1.1	27.5	93	343	1.8	34.0	155
MONEY	1707	1242	2.1	72.8	108	340	2.4	19.9	126	509	1.9	29.8	101	393	2.0	23.0	105
MOTHER EARTH NEWS	1123	706	1.2	62.9	94	*173	1.2	15.4	98	235	0.9	20.9	71	*299	1.5	26.6	122
MS.	932	545	0.9	58.5	87	*158	1.1	17.0	107	200	0.8	21.5	73	*188	1.0	20.2	92
NATIONAL ENQUIRER	11971	8687	14.6	72.6	108	2384	17.1	19.9	126	3895	14.9	32.5	110	2408	12.4	20.1	92
NATIONAL GEOGRAPHIC	10503	6708	11.3	63.9	95	1561	11.2	14.9	94	2633	10.1	25.1	85	2514	13.0	23.9	109
NATIONAL SUNDAY MAGAZINE PKG	54325	36357	61.1	66.9	100	8648	62.0	15.9	101	16080	61.5	29.6	100	11629	60.1	21.4	98
NATURAL HISTORY	626	440	0.7	70.3	105	*145	1.0	23.2	147	*159	0.6	25.4	86	*136	0.7	21.7	99
NEW WOMAN	1992	1182	2.0	59.3	88	228	1.6	11.4	73	425	1.6	21.3	72	528	2.7	26.5	121
NEW YORK INCLUDING CUE	547	365	0.6	66.7	99	**99	0.7	18.1	115	*159	0.6	29.1	98	*107	0.6	19.6	89
THE NEW YORKER	1380	887	1.5	64.3	96	*185	1.3	13.4	85	430	1.6	31.2	105	272	1.4	19.7	90
NEWSWEEK	6925	4881	8.2	70.5	105	1265	9.1	18.3	116	1927	7.4	27.8	94	1689	8.7	24.4	112
THE N.Y. TIMES DAILY EDITION	1363	847	1.4	62.1	92	*191	1.4	14.0	89	437	1.7	32.1	108	*220	1.1	16.1	74
THE N.Y. TIMES MAGAZINE	2333	1427	2.4	61.2	91	321	2.3	13.8	87	626	2.4	26.8	91	480	2.5	20.6	94
OMNI	872	512	0.9	58.7	87	**125	0.9	14.3	91	*179	0.7	20.5	69	*209	1.1	24.0	110
ON CABLE	1298	775	1.3	59.7	89	*263	1.9	20.3	128	*269	1.0	20.7	70	243	1.3	18.7	86
1001 HOME IDEAS	3032	2166	3.6	71.4	106	517	3.7	17.1	108	904	3.5	29.8	101	745	3.9	24.6	112
ORGANIC GARDENING	1680	1181	2.0	70.3	105	*263	1.9	15.7	99	547	2.1	32.6	110	372	1.9	22.1	101
OUTDOOR LIFE	960	752	1.3	78.3	117	*208	1.5	21.7	137	326	1.2	34.0	115	*219	1.1	22.8	104
PARADE MAGAZINE	26755	17887	30.1	66.9	99	4362	31.3	16.3	103	7771	29.7	29.0	98	5754	29.7	21.5	98

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MOUTHMASH: USAGE IN LAST SEVEN DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	59469	100.0	67.2	100	13958	100.0	15.8	100	26162	100.0	29.6	100	19349	100.0	21.9	100
PARENTS	4173	2647	4.5	63.4	94	528	3.8	12.7	80	941	3.6	22.5	76	1178	6.1	28.2	129
PENTHOUSE	973	623	1.0	64.0	95	*182	1.3	18.7	119	*130	0.5	13.4	45	*311	1.6	32.0	146
PEOPLE	13479	8920	15.0	66.2	98	2021	14.5	15.0	95	3945	15.1	29.3	99	2954	15.3	21.9	100
PLAYBOY	2183	1479	2.5	67.8	101	357	2.6	16.4	104	495	1.9	22.7	77	*622	3.2	28.8	132
POPULAR HOT RODDING	388	*253	0.4	65.2	97	*76	0.5	19.6	124	*97	0.4	25.0	85	*81	0.4	20.9	95
POPULAR MECHANICS	1037	732	1.2	70.6	105	*161	1.2	15.5	98	*332	1.3	32.0	108	*239	1.2	23.0	105
POPULAR SCIENCE	920	675	1.1	73.4	109	*138	1.0	15.0	95	*294	1.1	32.0	108	*242	1.3	26.3	120
PREVENTION	4071	2921	4.9	71.8	107	862	6.2	21.2	134	1268	4.8	31.1	105	791	4.1	19.4	89
PSYCHOLOGY TODAY	1940	1269	2.1	65.4	97	303	2.2	15.6	99	517	2.0	26.6	90	449	2.3	23.1	106
READER'S DIGEST	24031	16679	28.0	69.4	103	4192	30.0	17.4	111	6795	26.0	28.3	96	5692	29.4	23.7	108
REDBOOK	8464	5758	9.7	68.0	101	1554	11.1	18.4	116	2449	9.4	28.9	98	1755	9.1	20.7	95
ROAD & TRACK	429	290	0.5	67.6	101	*52	0.4	12.1	77	*183	0.7	42.7	144	*555	0.3	12.8	59
ROLLING STONE	1355	906	1.5	66.9	99	*218	1.6	16.1	102	331	1.3	24.4	83	357	1.8	26.3	120
RUNNER'S WORLD	329	*231	0.4	70.2	104	*44	0.3	13.4	85	*51	0.2	15.5	52	*136	0.7	41.3	189
SATURDAY EVENING POST	1268	933	1.6	73.6	109	299	2.1	23.6	149	282	1.1	22.2	75	352	1.8	27.8	127
SCIENCE 84	702	346	0.6	49.3	73	*132	0.9	18.8	119	*85	0.3	12.1	41	*129	0.7	18.4	84
SCIENCE DIGEST	553	319	0.5	57.7	86	*84	0.6	15.2	96	*133	0.5	24.1	81	*103	0.5	18.6	85
SCIENTIFIC AMERICAN	615	328	0.6	53.3	79	*72	0.5	11.7	74	*152	0.6	24.7	84	*104	0.5	16.9	77
SELF	2683	1762	3.0	65.7	98	390	2.8	14.5	92	674	2.6	25.1	85	698	3.6	26.0	119
SEVENTEEN	3309	2179	3.7	65.9	98	497	3.6	15.0	95	907	3.5	27.4	93	775	4.0	23.4	107
SKI	591	422	0.7	71.4	106	*119	0.9	20.1	128	*168	0.6	28.4	96	*135	0.7	22.8	104
SMITHSONIAN	3039	2010	3.4	66.1	98	436	3.1	14.3	91	801	3.1	26.4	89	773	4.0	25.4	116
SOAP OPERA DIGEST	3683	2823	4.7	76.6	114	831	6.0	22.6	143	1151	4.4	31.3	106	840	4.3	22.8	104
SOUTHERN LIVING	4434	3359	5.6	75.8	113	799	5.7	18.0	114	1436	5.5	32.4	110	1124	5.8	25.3	116
SPORT	701	542	0.9	77.3	115	*120	0.9	17.1	108	*197	0.8	28.1	95	*226	1.2	32.2	147
THE SPORTING NEWS	518	*323	0.5	62.4	93	*76	0.5	14.7	93	*153	0.6	29.5	100	*95	0.5	18.3	84
SPORTS AFIELD	523	382	0.6	73.0	109	*128	0.9	24.5	155	*149	0.6	28.5	96	*104	0.5	19.9	91
SPORTS ILLUSTRATED	3325	2394	4.0	72.0	107	464	3.3	14.0	88	1116	4.3	33.6	113	814	4.2	24.5	112
STAR	8567	6364	10.7	74.3	111	1750	12.5	20.4	129	3026	11.6	35.3	119	1588	8.2	18.5	85
SUNDAY	27630	18093	30.4	65.5	97	4171	29.9	15.1	96	8344	31.9	30.2	102	5578	28.8	20.2	92
SUNSET	2219	1267	2.1	57.1	85	*239	1.7	10.8	68	532	2.0	24.0	81	497	2.6	22.4	102
TV GUIDE	24258	16874	28.4	69.6	103	4277	30.6	17.6	112	6948	26.6	28.6	97	5649	29.2	23.3	106
TENNIS	609	367	0.6	60.3	90	*62	0.4	10.2	65	*222	0.8	36.5	123	*83	0.4	13.6	62
TIME	9929	6575	11.1	66.2	99	1741	12.5	17.5	111	2981	11.4	30.0	102	1853	9.6	18.7	85
TOWN & COUNTRY	1062	710	1.2	66.9	99	*171	1.2	16.1	102	295	1.1	27.8	94	*244	1.3	23.0	105
TRAVEL & LEISURE	1051	691	1.2	65.7	98	*205	1.5	19.5	124	308	1.2	29.3	99	*177	0.9	16.8	77
TRUE STORY	3946	2955	5.0	74.9	111	1070	7.7	27.1	172	1096	4.2	27.8	94	789	4.1	20.0	91
U.S. NEWS & WORLD REPORT	3782	2771	4.7	73.3	109	732	5.2	19.4	123	1123	4.3	29.7	100	915	4.7	24.2	111
USA TODAY	1874	1193	2.0	63.7	95	305	2.2	16.3	103	482	1.8	25.7	87	406	2.1	21.7	99
US	2213	1538	2.6	69.5	103	407	2.9	18.4	117	505	1.9	22.8	77	626	3.2	28.3	129
VOGUE	4792	3270	5.5	68.2	102	868	6.2	18.1	115	1417	5.4	29.6	100	985	5.1	20.6	94
WALL STREET JOURNAL	2045	1361	2.3	66.6	99	*237	1.7	11.6	73	493	1.9	24.1	82	631	3.3	30.9	141
WEIGHT WATCHERS	2364	1726	2.9	73.0	109	419	3.0	17.7	112	685	2.6	29.0	98	623	3.2	26.4	120
WOMAN'S DAY	15182	10351	17.4	68.2	101	2519	18.0	16.6	105	4568	17.5	30.1	102	3264	16.9	21.5	98
WORKING MOTHER	1198	818	1.4	68.3	102	*179	1.3	14.9	95	359	1.4	30.0	101	281	1.5	23.5	107
WORKING WOMAN	1523	1065	1.8	69.9	104	331	2.4	21.7	138	398	1.5	26.1	88	336	1.7	22.1	101
WORLD TENNIS	*183	*102	0.2	55.7	83	*39	0.3	21.3	135	*35	0.1	19.1	65	*28	0.1	15.3	70
ZIFF-DAVIS MAG NETHK (GROSS)	2776	2004	3.4	72.2	107	544	3.9	19.6	124	888	3.4	32.0	108	571	3.0	20.6	94
BLAIR INSERTS	47909	31602	53.1	66.0	98	7270	52.1	15.2	96	14239	54.4	29.7	100	10093	52.2	21.1	96
DAILY NEWSPAPERS																	
READ ANY	56731	38553	64.8	68.0	101	9477	67.9	16.7	106	16762	64.1	29.5	100	12314	63.6	21.7	99
READ ONE	47696	32139	54.0	67.4	100	7924	56.8	16.6	105	14048	53.7	29.5	100	10167	52.5	21.3	97
READ TWO OR MORE	9034	6414	10.8	71.0	106	1553	11.1	17.2	109	2714	10.4	30.0	102	2147	11.1	23.8	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	38630	65.0	66.9	100	9240	66.2	16.0	101	16949	64.8	29.4	99	12441	64.3	21.5	99
READ ONE	50513	33692	56.7	66.7	99	8045	57.6	15.9	101	14825	56.7	29.3	99	10821	55.9	21.4	98
READ TWO OR MORE	7219	4938	8.3	68.4	102	1195	8.6	16.6	105	2124	8.1	29.4	99	1620	8.4	22.4	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.46				27.26				26.84				28.42			
30 DAY REACH	78184	52272	87.9	66.9	99	12219	87.5	15.6	99	22807	87.2	29.2	99	17246	89.1	22.1	101
50 SHWG - 30 DAY AV FREQ	14.80	14.50				14.41				14.15				15.03			
30 DAY REACH	74239	49630	83.5	66.9	99	11598	83.1	15.6	99	21671	82.8	29.2	99	16362	84.6	22.0	101
25 SHWG - 30 DAY AV FREQ	8.05	7.88				7.90				7.75				8.04			
30 DAY REACH	68254	45677	76.8	66.9	100	10573	75.7	15.5	98	19778	75.6	29.0	98	15326	79.2	22.5	103
CABLE TV: HOME WIRED	35215	24038	40.4	68.3	102	5766	41.3	16.4	104	10064	38.5	28.6	97	8209	42.4	23.3	107
HOME NOT WIRED	53250	35431	59.6	66.5	99	8192	58.7	15.4	98	16098	61.5	30.2	102	11141	57.6	20.9	96
HAVE PAY CABLE	17885	11880	20.0	66.4	99	2769	19.8	15.5	98	4895	18.7	27.4	93	4216	21.8	23.6	108

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	59469	100.0	67.2	100	13958	100.0	15.8	100	26162	100.0	29.6	100	19349	100.0	21.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	32006	53.8	66.7	99	7725	55.3	16.1	102	13865	53.0	28.9	98	10416	53.8	21.7	99
10:00 AM - 3:00 PM	33674	22504	37.8	66.8	99	5346	38.3	15.9	101	9695	37.1	28.8	97	7463	38.6	22.2	101
3:00 PM - 7:00 PM	34431	22850	38.4	66.4	99	5263	37.7	15.3	97	9901	37.8	28.6	97	7685	39.7	22.3	102
7:00 PM - MIDNIGHT	17761	11755	19.8	66.2	98	2931	21.0	16.5	105	4950	18.9	27.9	94	3874	20.0	21.8	100
MIDNIGHT - 6:00 AM	10087	6857	11.5	68.0	101	1802	12.9	17.9	113	2885	11.0	28.6	97	2170	11.2	21.5	98
6:00 AM - MIDNIGHT	64318	42875	72.1	66.7	99	10030	71.9	15.6	99	18733	71.6	29.1	98	14112	72.9	21.9	100
ENTIRE DAY	65181	43519	73.2	66.8	99	10189	73.0	15.6	99	18989	72.6	29.1	99	14341	74.1	22.0	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	11461	19.3	65.8	98	2603	18.6	15.0	95	4840	18.5	27.8	94	4018	20.8	23.1	106
ALL NEWS	2520	1557	2.6	61.8	92	396	2.8	15.7	100	537	2.1	21.3	72	624	3.2	24.8	113
AOR/PROGRESSIVE	4419	2764	4.6	62.5	93	574	4.1	13.0	82	1169	4.5	26.5	89	1022	5.3	23.1	106
BEAUTIFUL MUSIC	6119	4096	6.9	66.9	100	1027	7.4	16.8	106	1877	7.2	30.7	104	1192	6.2	19.5	89
BLACK	2623	1923	3.2	73.3	109	519	3.7	19.8	125	899	3.4	34.3	116	505	2.6	19.3	88
CLASSICAL	1553	954	1.6	61.4	91	*217	1.6	14.0	89	413	1.6	26.6	90	324	1.7	20.9	95
CHR/ROCK	11282	7080	11.9	62.8	93	1424	10.2	12.6	80	2948	11.3	26.1	88	2708	14.0	24.0	110
COUNTRY	13343	9230	15.5	69.2	103	2078	14.9	15.6	99	4309	16.5	32.3	109	2843	14.7	21.3	97
GOLDEN OLDIES	1299	867	1.5	66.7	99	*267	1.9	20.6	130	362	1.4	27.9	94	*238	1.2	18.3	84
MOR/NOSTALGIA	5241	3503	5.9	66.8	99	970	6.9	18.5	117	1453	5.6	27.7	94	1080	5.6	20.6	94
NEMS/TALK	4165	2641	4.4	63.4	94	622	4.5	14.9	95	1169	4.5	28.1	95	851	4.4	20.4	93
RELIGIOUS	3324	2272	3.8	68.4	102	555	4.0	16.7	106	907	3.5	27.3	92	810	4.2	24.4	111
SOFT ROCK	609	381	0.6	62.6	93	*875	0.5	12.3	78	*189	0.7	31.0	105	*117	0.6	19.2	88
URBAN CONTEMPORARY	1853	1382	2.3	74.6	111	465	3.3	25.1	159	598	2.3	32.3	109	320	1.7	17.3	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2329	3.9	62.5	93	495	3.5	13.3	84	1151	4.4	30.9	105	683	3.5	18.3	84
ABC DIRECTION	2488	1719	2.9	69.1	103	379	2.7	15.2	97	799	3.1	32.1	109	541	2.8	21.7	99
ABC ENTERTAINMENT	5129	3435	5.8	67.0	100	822	5.9	16.0	102	1356	5.2	26.4	89	1258	6.5	24.5	112
ABC FM	2498	1765	3.0	70.7	105	455	3.3	18.2	115	730	2.8	29.2	99	581	3.0	23.3	106
ABC INFORMATION	5721	3805	6.4	66.5	99	860	6.2	15.0	95	1661	6.3	29.0	98	1285	6.6	22.5	103
ABC ROCK	2021	1192	2.0	59.0	88	*296	2.1	14.6	93	488	1.9	24.1	82	409	2.1	20.2	93
CBS	4756	3028	5.1	63.7	95	729	5.2	15.3	97	1110	4.2	23.3	79	1189	6.1	25.0	114
MUTUAL	5272	3733	6.3	70.8	105	980	7.0	18.6	118	1516	5.8	28.8	97	1237	6.4	23.5	107
NBC	4964	3268	5.5	65.8	98	845	6.1	17.0	108	1345	5.1	27.1	92	1077	5.6	21.7	99
RADIORADIO	2218	1455	2.4	65.6	98	271	1.9	12.2	77	610	2.3	27.5	93	574	3.0	25.9	118
RKO ONE	2565	1687	2.8	65.8	98	350	2.5	13.6	86	688	2.6	26.8	91	650	3.4	25.3	116
RKO TWO	3640	2580	4.3	70.9	105	618	4.4	17.0	108	1113	4.3	30.6	103	849	4.4	23.3	107
THE SOURCE	2467	1587	2.7	64.3	96	349	2.5	14.1	90	653	2.5	26.5	90	585	3.0	23.7	108
NON-WIRED : BLAIR	9466	6144	10.3	64.9	97	1429	10.2	15.1	96	2704	10.3	28.6	97	2011	10.4	21.2	97
INTERNET	13616	8918	15.0	65.5	97	1868	13.4	13.7	87	4100	15.7	30.1	102	2950	15.2	21.7	99
KATZ RADIO GROUP	16998	11215	18.9	66.0	98	2630	18.8	15.5	98	4872	18.6	28.7	97	3713	19.2	21.8	100
SUPERNET	11622	7708	13.0	66.3	99	1803	12.9	15.5	98	3269	12.5	28.1	95	2636	13.6	22.7	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	6418	10.8	68.1	101	1614	11.6	17.1	109	3005	11.5	31.9	108	1799	9.3	19.1	87
WKDAY 9:00 AM - 1:00 PM	13304	9143	15.4	68.7	102	2305	16.5	17.3	110	4228	16.2	31.8	107	2610	13.5	19.6	90
WKDAY 1:00 PM - 4:30 PM	17591	12250	20.6	69.6	104	3021	21.6	17.2	109	5526	21.1	31.4	106	3704	19.1	21.1	96
WKDAY 4:30 PM - 7:30 PM	24418	17017	28.6	69.7	104	4131	29.6	16.9	107	7938	30.3	32.5	110	4948	25.6	20.3	93
WKDAY 7:30 PM - 8:00 PM	34400	23990	40.3	69.7	104	5849	41.9	17.0	108	11074	42.3	32.2	109	7067	36.5	20.5	94
WKDAY 11:00 PM - 11:30 PM	26120	17999	30.3	68.9	103	4323	31.0	16.6	105	8050	30.8	30.8	104	5626	29.1	21.5	98
WKDAY 11:30 PM - 1:00 AM	8402	5717	9.6	68.0	101	1395	10.0	16.6	105	2540	9.7	30.2	102	1783	9.2	21.2	97
M-SAT 8-11 PM-SUN 7-11 PM	36828	25287	42.5	68.7	102	6004	43.0	16.3	103	11584	44.3	31.5	106	7699	39.8	20.9	96
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	4949	8.3	68.5	102	1266	9.1	17.5	111	2106	8.0	29.2	99	1578	8.2	21.9	100
ANOTHER WORLD	N 4924	3554	6.0	72.2	107	797	5.7	16.2	103	1644	6.3	33.4	113	1113	5.8	22.6	103
AS THE WORLD TURNS	C 5966	4255	7.2	71.3	106	1017	7.3	17.0	108	1953	7.5	32.7	111	1285	6.6	21.5	98
CAPITOL	C 3672	2630	4.4	71.6	107	681	4.9	18.5	118	1175	4.5	32.0	108	774	4.0	21.1	96
CBS MORN. NEWS 1	C 1590	1157	1.9	72.8	108	315	2.3	19.8	126	533	2.0	33.5	113	309	1.6	19.4	89
CBS MORN. NEWS 2	C 1298	927	1.6	71.4	106	245	1.8	18.9	120	478	1.8	36.8	125	204	1.1	15.7	72
DAYS OF OUR LIVES	N 6389	4488	7.5	70.2	104	1028	7.4	16.1	102	2099	8.0	32.9	111	1361	7.0	21.3	97
FACTS OF LIFE - DAYTIME	N 2526	1638	2.8	64.8	96	432	3.1	17.1	108	757	2.9	30.0	101	448	2.3	17.7	81
FAMILY FEUD	A 3427	2362	4.0	68.9	103	625	4.5	18.2	116	1032	3.9	30.1	102	705	3.6	20.6	94
GENERAL HOSPITAL	A 6870	4626	7.8	67.3	100	1155	8.3	16.8	107	2060	7.9	30.0	101	1411	7.3	20.5	94
GOOD MORNING, AMERICA-730A	A 3767	2539	4.3	67.4	100	757	5.4	20.1	127	1055	4.0	28.0	95	728	3.8	19.3	88
GOOD MORNING, AMERICA-830A	A 3076	2150	3.6	69.9	104	588	4.2	19.1	121	999	3.8	32.5	110	563	2.9	18.3	84
GUIDING LIGHT	C 5789	4101	6.9	70.8	105	1029	7.4	17.8	113	1853	7.1	32.0	108	1218	6.3	21.0	96
ONE LIFE TO LIVE	A 4918	3517	5.9	71.5	106	878	6.3	17.9	113	1551	5.9	31.5	107	1088	5.6	22.1	101
PRESS YOUR LUCK	C 2367	1633	2.7	69.0	103	418	3.0	17.7	112	719	2.7	30.4	103	497	2.6	21.0	96
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	TOTAL U.S. '000	CEPACOL				CHLORASEPTIC				COLGATE 100				FLUORIGARD DENTAL RINSE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	16929	100.0	10.1	100	7181	100.0	4.3	100	4122	100.0	2.5	100	4738	100.0	2.8	100
MALES	79263	6888	40.7	8.7	86	2933	40.8	3.7	86	2031	49.3	2.6	104	1733	36.6	2.2	77
FEMALES	88464	10041	59.3	11.4	112	4247	59.1	4.8	112	2091	50.7	2.4	96	3005	63.4	3.4	120
18 - 24	28671	2482	14.7	8.7	86	1223	17.0	4.3	100	699	17.0	2.4	99	*848	17.9	3.0	105
25 - 34	39536	3192	18.9	8.1	80	1463	20.7	3.8	88	908	22.0	2.3	93	1351	28.5	3.4	121
35 - 44	28978	2686	15.9	9.3	92	1073	14.9	3.7	86	660	16.0	2.3	93	1102	23.3	3.8	135
45 - 54	22345	2054	12.1	9.2	91	954	13.3	4.3	100	*411	10.0	1.8	75	580	12.2	2.6	92
55 - 64	22224	2770	16.4	12.5	123	1177	16.4	5.3	124	597	14.5	2.7	109	*387	8.2	1.7	62
65 OR OLDER	25973	3746	22.1	14.4	143	1270	17.7	4.9	114	848	20.6	3.3	133	469	9.9	1.8	64
18 - 34	68207	5673	33.5	8.3	82	2706	37.7	4.0	93	1607	39.0	2.4	96	2199	46.4	3.2	114
18 - 49	108058	9389	55.5	8.7	86	4253	59.2	3.9	92	2489	60.4	2.3	94	3576	75.5	3.3	117
25 - 54	90859	7931	46.8	8.7	86	3511	48.9	3.9	90	1978	48.0	2.2	89	3033	64.0	3.3	118
35 - 49	39851	3716	22.0	9.3	92	1546	21.5	3.9	91	883	21.4	2.2	90	1377	29.1	3.5	122
50 OR OLDER	59669	7540	44.5	12.6	125	2928	40.8	4.9	115	1633	39.6	2.7	111	1162	24.5	1.9	69
GRADUATED COLLEGE	28091	2222	13.1	7.9	78	1097	15.3	3.9	91	428	10.4	1.5	62	922	19.5	3.3	116
ATTENDED COLLEGE	28938	2898	17.1	10.0	99	1294	18.0	4.5	104	*402	9.8	1.4	57	910	19.2	3.1	111
GRADUATED HIGH SCHOOL	65503	7092	41.9	10.8	107	2959	41.2	4.5	106	1576	38.2	2.4	98	1904	40.2	2.9	103
DID NOT GRADUATE HIGH SCHOOL	45195	4716	27.9	10.4	103	1830	25.5	4.0	95	1716	41.6	3.8	154	1002	21.1	2.2	78
EMPLOYED MALES	56429	4383	25.9	7.8	77	1942	27.0	3.4	80	1063	25.8	1.9	77	1178	24.9	2.1	74
EMPLOYED FEMALES	43971	4288	25.3	9.8	97	2093	29.1	4.8	111	971	23.6	2.2	90	1591	33.6	3.6	128
EMPLOYED FULL-TIME	87773	7482	44.2	8.5	84	3485	48.5	4.0	93	1768	42.9	2.0	82	2290	48.3	2.6	92
EMPLOYED PART-TIME	12627	1189	7.0	9.4	93	*550	7.7	4.4	102	*266	6.5	2.1	86	*479	10.1	3.8	134
NOT EMPLOYED	67327	8258	48.8	12.3	122	3146	43.8	4.7	109	2088	50.7	3.1	126	1970	41.6	2.9	104
PROFESSIONAL/MANAGER	25845	2073	12.2	8.0	79	1005	14.0	3.9	91	*348	8.4	1.3	55	817	17.2	3.2	112
TECH/CLERICAL/SALES	30895	2772	16.4	9.0	89	1394	19.4	4.5	105	*530	12.9	1.7	70	909	19.2	2.9	104
PRECISION/CRAFT	12629	921	5.4	7.3	72	*452	6.3	3.6	84	*268	6.5	2.1	86	*204	4.3	1.6	57
OTHER EMPLOYED	31031	2905	17.2	9.4	93	1184	16.5	3.8	89	889	21.6	2.9	117	838	17.7	2.7	96
SINGLE	35557	3042	18.0	8.6	85	1596	22.2	4.5	105	986	23.9	2.8	113	1095	23.1	3.1	109
MARRIED	103585	10547	62.3	10.2	101	4551	63.4	4.4	103	2107	51.1	2.0	83	3148	66.4	3.0	108
DIVORCED/SEPARATED/WIDOWED	28585	3339	19.7	11.7	116	1033	14.4	3.6	84	1029	25.0	3.6	146	494	10.4	1.7	61
PARENTS	59295	5691	33.6	9.6	95	2178	30.3	3.7	86	1385	33.6	2.3	95	2254	47.6	3.8	135
WHITE	146081	14948	88.3	10.2	101	6389	89.0	4.4	102	2964	71.9	2.0	83	4167	87.9	2.9	101
BLACK	17974	1692	10.0	9.4	93	693	9.7	3.9	90	1001	24.3	5.6	227	515	10.9	2.9	101
OTHER	3672	*289	1.7	7.9	78	*99	1.4	2.7	63	*158	3.8	4.3	175	*56	1.2	1.5	54
NORTHEAST-CENSUS	37005	3739	22.1	10.1	100	1589	22.1	4.3	100	829	20.1	2.2	91	1414	29.8	3.8	135
NORTH CENTRAL	42642	4793	28.3	11.2	111	1420	19.8	3.3	78	847	20.5	2.0	81	1128	23.8	2.6	94
SOUTH	56777	5851	34.6	10.3	102	3027	42.2	5.3	125	1664	40.4	2.9	119	1414	29.8	2.5	88
WEST	31303	2546	15.0	8.1	81	1144	15.9	3.7	85	781	18.9	2.5	102	781	16.5	2.5	88
NORTHEAST-MKTG.	38125	3720	22.0	9.8	97	1785	24.9	4.7	109	910	22.1	2.4	97	1442	30.4	3.8	134
EAST CENTRAL	24794	2899	17.1	11.7	116	990	13.8	4.0	93	428	10.4	1.7	70	810	17.1	3.3	116
WEST CENTRAL	28511	3117	18.4	10.9	108	1000	13.9	3.5	82	651	15.8	2.3	93	698	14.7	2.4	87
SOUTH	48953	5040	29.8	10.3	102	2469	34.4	5.0	118	1415	34.3	2.9	118	1094	23.1	2.2	79
PACIFIC	27344	2153	12.7	7.9	78	936	13.0	3.4	80	718	17.4	2.6	107	*695	14.7	2.5	90
COUNTY SIZE A	69301	6532	38.6	9.4	93	2768	38.5	4.0	93	1981	48.1	2.9	116	1978	41.7	2.9	101
COUNTY SIZE B	50633	5447	32.2	10.8	107	2214	30.8	4.4	102	1112	27.0	2.2	89	1232	26.0	2.4	86
COUNTY SIZE C	26259	2619	15.5	10.0	99	1222	17.0	4.7	109	*443	10.7	1.7	69	903	19.1	3.4	122
COUNTY SIZE D	21534	2331	13.8	10.8	107	978	13.6	4.5	106	586	14.2	2.7	111	625	13.2	2.9	103
METRO CENTRAL CITY	50014	5159	30.5	10.3	102	1893	26.4	3.8	88	1634	39.6	3.3	133	1440	30.4	2.9	102
METRO SUBURBAN	76832	7323	43.3	9.5	94	3424	47.7	4.5	104	1427	34.6	1.9	76	1963	41.4	2.6	90
NON METRO	40881	4448	26.3	10.9	108	1863	25.9	4.6	106	1061	25.7	2.6	106	1334	28.2	3.3	116
TOP 5 ADI'S	39550	3292	19.4	8.3	82	1441	20.1	3.6	85	1086	26.3	2.7	112	1239	26.2	3.1	111
TOP 10 ADI'S	54877	4797	28.3	8.7	87	2083	29.0	3.8	89	1574	38.2	2.9	117	1718	36.3	3.1	111
TOP 20 ADI'S	77516	7265	42.9	9.4	93	3042	42.4	3.9	92	2106	51.1	2.7	111	2387	50.4	3.1	109
HSGLD INC. \$50,000 OR MORE	17257	1648	9.7	9.5	95	907	12.6	5.3	123	*149	3.6	0.9	35	478	10.1	2.8	98
\$40,000 OR MORE	33235	2841	16.8	8.5	85	1649	23.0	5.0	116	*403	9.8	1.2	49	1124	23.7	3.4	120
\$30,000 OR MORE	59693	5425	32.0	9.1	90	2646	36.8	4.4	104	813	19.7	1.4	55	2064	43.6	3.5	122
\$25,000 OR MORE	76275	6869	40.6	9.0	89	3423	47.7	4.5	105	1175	28.5	1.5	63	2686	56.7	3.5	125
\$20,000 - \$24,999	18607	1760	10.4	9.5	94	684	9.5	3.7	86	*337	8.2	1.8	74	*428	9.0	2.3	81
\$15,000 - \$19,999	17175	1675	9.9	9.8	97	818	11.4	4.8	111	522	12.7	3.0	124	*317	6.7	1.8	65
\$10,000 - \$14,999	24569	3122	18.4	12.7	126	1140	15.9	4.6	108	670	16.3	2.7	111	642	13.6	2.6	93
UNDER \$10,000	31101	3503	20.7	11.3	112	1116	15.5	3.6	84	1419	34.4	4.6	186	664	14.0	2.1	76
HOUSEHOLD OF 1 PERSON	19441	2095	12.4	10.8	107	709	9.9	3.6	85	639	15.5	3.3	134	314	6.6	1.6	57
2 PEOPLE	51803	5301	31.3	10.2	101	2235	31.1	4.3	121	1168	28.3	2.3	92	1187	25.1	2.3	81
3 OR 4 PEOPLE	66933	6785	40.1	10.1	100	2972	41.4	4.4	104	1502	36.4	2.2	91	2078	43.9	3.1	110
5 OR MORE PEOPLE	29550	2748	16.2	9.3	92	1265	17.6	4.3	100	814	19.7	2.8	112	1159	24.5	3.9	139
NO CHILD IN HSHLD	96587	10289	60.8	10.7	106	4648	64.7	4.8	112	2353	57.1	2.4	99	1990	42.0	2.1	73
CHILD(REN) UNDER 2 YRS	10844	1263	7.5	11.6	115	*412	5.7	3.8	89	*260	6.3	2.4	98	*257	5.4	2.4	84
2 - 5 YEARS	26358	2521	14.9	9.6	95	995	13.9	3.8	88	768	18.6	2.9	119	916	19.3	3.5	123
6 - 11 YEARS	30453	2960	17.5	9.7	96	1141	15.9	3.7	88	870	21.1	2.9	116	1346	28.4	4.4	156
12 - 17 YEARS	36575	3173	18.7	8.7	86	1324	18.4	3.6	85	841	20.4	2.3	94	1329	28.0	3.6	129
RESIDENCE OWNED	117770	11877	70.2	10.1	100	5372	74.8	4.6	107	2278	55.3	1.9	79	3551	74.9	3.0	107
VALUE: \$50,000 OR MORE	70166	6620	39.1	9.4	93	3246	45.2	4.6	108	1331	32.3	1.9	77	2385	50.3	3.4	120
VALUE: UNDER \$50,000	47604	5257	31.1	11.0	109	2126	29.6	4.5	104	947	23.0	2.0	81	1166	24.6	2.4	87

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	16929	100.0	10.1	100	7181	100.0	4.3	100	4122	100.0	2.5	100	4738	100.0	2.8	100
MAGAZINES	QUINTILE 1	34022	3750	22.2	11.0	109	1832	25.5	5.4	126	706	17.1	2.1	84	1086	22.9	3.2	113
	QUINTILE 2	34800	3886	23.0	11.2	111	1666	23.2	4.8	112	581	14.1	1.7	68	1284	27.1	3.7	131
	QUINTILE 3	30514	2634	15.6	8.6	86	1178	16.4	3.9	90	716	17.4	2.3	95	793	16.7	2.6	92
	QUINTILE 4	33324	3510	20.7	10.5	104	1300	18.1	3.9	91	963	23.4	2.9	118	744	15.7	2.2	79
	QUINTILE 5	35066	3149	18.6	9.0	89	1205	16.8	3.4	80	1157	28.1	3.3	134	831	17.5	2.4	84
NEWSPAPERS	QUINTILE 1	29107	3132	18.5	10.8	107	1270	17.7	4.4	102	471	11.4	1.6	66	1053	22.2	3.6	128
	QUINTILE 2	49095	5048	29.8	10.3	102	2445	34.0	5.0	116	1076	26.1	2.2	89	1501	31.7	3.1	108
	QUINTILE 3	23107	2329	13.8	10.1	100	956	13.3	4.1	97	618	15.0	2.7	109	641	13.5	2.8	98
	QUINTILE 4	33556	3487	20.6	10.4	103	1354	18.9	4.0	94	817	19.8	2.4	99	743	15.7	2.2	78
	QUINTILE 5	32863	2934	17.3	8.9	88	1155	16.1	3.5	82	1141	27.7	3.5	141	800	16.9	2.4	86
OUTDOOR	QUINTILE 1	33431	3612	21.3	10.8	107	1430	19.9	4.3	100	770	18.7	2.3	94	946	20.0	2.8	100
	QUINTILE 2	33478	3445	20.3	10.3	102	1377	19.2	4.1	96	822	19.9	2.5	100	984	20.8	2.9	104
	QUINTILE 3	33574	3183	18.8	9.5	94	1523	21.2	4.5	106	950	23.0	2.8	115	992	20.9	3.0	105
	QUINTILE 4	33935	3328	19.7	9.8	97	1446	20.1	4.3	100	612	14.8	1.8	73	953	20.1	2.8	99
	QUINTILE 5	33310	3361	19.9	10.1	100	1405	19.6	4.2	99	968	23.5	2.9	118	863	18.2	2.6	92
RADIO-DRIVE TIME	QUINTILE 1	33136	3265	19.3	9.9	98	1323	18.4	4.0	93	616	14.9	1.9	76	835	17.6	2.5	89
	QUINTILE 2	31658	3163	18.7	10.0	99	1358	18.9	4.3	100	795	19.3	2.5	102	996	21.0	3.1	111
	QUINTILE 3	32541	3021	17.8	9.3	92	1188	16.5	3.7	85	633	15.4	1.9	79	1080	22.8	3.3	117
	QUINTILE 4	34247	3690	21.8	10.8	107	1678	23.4	4.9	114	981	23.8	2.9	117	962	20.3	2.8	99
	QUINTILE 5	36144	3790	22.4	10.5	104	1634	22.8	4.5	106	1098	26.6	3.0	124	865	18.3	2.4	85
RADIO-MID- DAY	QUINTILE 1	45037	4763	28.1	10.6	105	1913	26.6	4.2	99	1094	26.5	2.4	99	1258	26.6	2.8	99
	QUINTILE 2	44819	4663	27.5	10.4	103	1762	24.5	3.9	92	1156	28.0	2.6	105	1563	33.0	3.5	123
	QUINTILE 3	77872	7503	44.3	9.6	95	3506	48.8	4.5	105	1872	45.4	2.4	98	1917	40.5	2.5	87
	QUINTILE 4	33763	3361	19.9	10.0	99	1348	18.8	4.0	93	791	19.2	2.3	95	861	18.2	2.6	90
	QUINTILE 5	33240	3676	21.7	11.1	110	1503	20.9	4.5	106	744	18.0	2.2	91	1158	24.4	3.5	123
RADIO-TOTAL	QUINTILE 1	33408	3337	19.7	10.0	99	1223	17.0	3.7	86	700	17.0	2.1	85	1143	24.1	3.4	121
	QUINTILE 2	34792	3153	18.6	9.1	90	1699	23.7	4.9	114	840	20.4	2.4	98	900	19.0	2.6	92
	QUINTILE 3	32524	3402	20.1	10.5	104	1408	19.6	4.3	101	1048	25.4	3.2	131	677	14.3	2.1	74
	QUINTILE 4	33090	3755	22.2	11.3	112	1277	17.8	3.9	90	909	22.1	2.7	112	914	19.3	2.8	98
	QUINTILE 5	33357	3388	20.0	10.2	101	1451	20.2	4.3	102	644	15.6	1.9	79	1052	22.2	3.2	112
TV-PRIME TIME	QUINTILE 1	33980	3361	19.9	9.9	98	1468	20.4	4.3	101	813	19.7	2.4	97	963	20.3	2.8	100
	QUINTILE 2	33854	3176	18.8	9.4	93	1418	19.7	4.2	98	860	20.9	2.5	103	941	19.9	2.8	98
	QUINTILE 3	33444	3249	19.2	9.7	96	1567	21.8	4.7	109	897	21.8	2.7	109	869	18.3	2.6	92
	QUINTILE 4	49121	5313	31.4	10.8	107	1948	27.1	4.0	93	1385	33.6	2.8	115	1454	30.7	3.0	105
	QUINTILE 5	48823	5377	31.8	11.0	109	2531	35.2	5.2	121	1130	27.4	2.3	94	1619	34.2	3.3	117
TV-DAYTIME	QUINTILE 1	69782	6238	36.8	8.9	89	2702	37.6	3.9	90	1607	39.0	2.3	94	1664	35.1	2.4	84
	QUINTILE 2	33584	3917	23.1	11.7	116	1542	21.5	4.6	107	1016	24.6	3.0	123	1042	22.0	3.1	110
	QUINTILE 3	33441	3392	20.0	10.1	100	1428	19.9	4.3	100	841	20.4	2.5	102	915	19.3	2.7	97
	QUINTILE 4	33505	3518	20.8	10.5	104	1294	18.0	3.9	90	759	18.4	2.3	92	831	17.5	2.5	88
	QUINTILE 5	33466	2894	17.1	8.6	86	1403	19.5	4.2	98	669	16.2	2.0	81	1052	22.2	3.1	111
TV-TOTAL	QUINTILE 1	33731	3207	18.9	9.5	94	1514	21.1	4.5	105	838	20.3	2.5	101	897	18.9	2.7	94
	QUINTILE 2	44503	4947	29.2	11.1	110	2283	31.8	5.1	120	758	18.4	1.7	69	1694	35.8	3.8	135
	QUINTILE 3	39363	4037	23.8	10.3	102	1802	25.1	4.6	107	910	22.1	2.3	94	1049	22.1	2.7	94
	QUINTILE 4	46441	4539	26.8	9.8	97	1858	25.9	4.0	93	1155	28.0	2.5	101	1171	24.7	2.5	89
	QUINTILE 5	33726	3662	21.6	10.9	108	1658	23.1	4.9	115	682	16.5	2.0	82	1124	23.7	3.3	118
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	52846	5436	32.1	10.3	102	2526	35.2	4.8	112	1065	25.8	2.0	82	1707	36.0	3.2	114
	QUINTILE 2	52140	5083	30.0	9.7	97	1896	26.4	3.6	85	1548	37.6	3.0	121	1209	25.5	2.3	82
	QUINTILE 3	37081	4261	25.2	11.5	114	1764	24.6	4.8	111	750	18.2	2.0	82	1284	27.1	3.5	123
	QUINTILE 4	49747	4983	29.4	10.0	99	2398	33.4	4.8	113	962	23.3	1.9	79	1560	32.9	3.1	111
	QUINTILE 5	49208	4747	28.0	9.6	96	1751	24.4	3.6	83	1274	30.9	2.6	105	1289	27.2	2.6	93
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	33103	3579	21.1	10.8	107	1614	22.5	4.9	114	728	17.7	2.2	89	1043	22.0	3.2	112
	QUINTILE 2	54575	5589	33.0	10.2	101	2557	35.6	4.7	109	956	23.2	1.8	71	1782	37.6	3.3	116
	QUINTILE 3	53249	5361	31.7	10.1	100	1996	27.8	3.7	88	1627	39.5	3.1	124	1228	25.9	2.3	82
	QUINTILE 4	36255	4012	23.7	11.1	110	1781	24.8	4.9	115	723	17.5	2.0	81	1162	24.5	3.2	113
	QUINTILE 5	55591	5566	32.9	10.0	99	2562	35.7	4.6	108	1106	26.8	2.0	81	1776	37.5	3.2	113
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	48319	4623	27.3	9.6	95	1798	25.0	3.7	87	1513	36.7	3.1	127	1200	25.3	2.5	88
	QUINTILE 2	37242	4057	24.0	10.9	108	1565	21.8	4.2	98	787	19.1	2.1	86	1283	27.1	3.4	122
	QUINTILE 3	54423	5542	32.7	10.2	101	2605	36.3	4.8	112	1150	27.9	2.1	86	1638	34.6	3.0	107
	QUINTILE 4	46650	4593	27.1	9.8	98	1899	26.4	4.1	95	1203	29.2	2.6	105	1230	26.0	2.6	93
	QUINTILE 5	35974	4026	23.8	11.2	111	1715	23.9	4.8	111	818	19.8	2.3	93	1199	25.3	3.3	118
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	56095	5530	32.7	9.9	98	2515	35.0	4.5	105	1082	26.2	1.9	78	1735	36.6	3.1	109
	QUINTILE 2	47170	4790	28.3	10.2	101	1867	26.0	4.0	92	1429	34.7	3.0	123	1098	23.2	2.3	82
	QUINTILE 3	33748	3654	21.6	10.8	107	1409	19.6	4.2	98	771	18.7	2.3	93	995	21.0	2.9	104
	QUINTILE 4	52785	5297	31.3	10.0	99	2351	32.7	4.5	104	1414	34.3	2.7	109	1377	29.1	2.6	92
	QUINTILE 5	52882	5269	31.1</														

	TOTAL U.S. '000	CEPACOL				CHLORASEPTIC				COLGATE 100				FLUORIGARD DENTAL RINSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	16929	100.0	10.1	100	7181	100.0	4.3	100	4122	100.0	2.5	100	4738	100.0	2.8	100
ATLANTIC MONTHLY	867	**78	0.5	9.0	89	**19	0.3	2.2	51	**10	0.2	1.2	47	**2	0.0	0.2	8
BARRON'S	1580	*165	1.0	10.4	103	**56	0.8	3.5	83	**27	0.7	1.7	70	**63	1.3	4.0	141
BETTER HOMES & GARDENS	22203	2659	15.7	12.0	119	1106	15.4	5.0	116	419	10.2	1.9	77	1010	21.3	4.5	161
BON APPETIT	3810	372	2.2	9.6	97	*251	3.5	6.6	154	**58	1.4	1.5	62	*126	2.7	3.3	117
BUSINESS WEEK	4663	499	2.9	10.7	106	*127	1.8	2.7	64	**74	1.8	1.6	65	*163	3.4	3.5	124
CAR AND DRIVER	3102	*302	1.8	9.7	96	**138	1.9	4.4	104	**54	1.3	1.7	71	**54	1.1	1.7	62
CBS MAGAZINE NETWORK (GROSS)	7311	726	4.3	9.9	98	*243	3.4	3.3	78	**104	2.5	1.4	58	*128	2.7	1.8	62
CHANGING TIMES	3400	482	2.8	14.2	140	*143	2.0	4.2	98	**40	1.0	1.2	48	*154	3.3	4.5	160
COLONIAL HOMES	1796	*219	1.3	12.2	121	**140	1.9	7.8	182	**31	0.8	1.7	70	**55	1.2	3.1	108
CONDE NAST MAG. PKG. (GROSS)	19924	2280	13.5	11.4	113	1010	14.1	5.1	118	404	9.8	2.0	83	808	17.1	4.1	144
CONSUMERS DIGEST	3125	282	1.7	9.0	89	*156	2.2	5.0	117	**470	1.7	2.2	91	**107	2.3	3.4	121
COSMOPOLITAN	10577	1249	7.4	11.8	117	632	8.8	6.0	140	327	7.9	3.1	126	375	7.9	3.5	126
COUNTRY LIVING	3746	429	2.5	11.5	113	*158	2.2	4.2	99	**107	2.6	2.9	116	**120	2.5	3.2	113
CUISINE	2214	319	1.9	14.4	143	**57	0.8	2.6	60	*331	0.8	1.4	57	**76	1.6	3.4	122
CYCLE WORLD	2394	*229	1.4	9.6	95	**76	1.1	3.2	74	**31	0.8	1.3	53	**22	0.5	0.9	33
DCI:CREATIVE IDEAS FOR LIV	3068	316	1.9	10.3	102	*174	2.4	5.7	132	**116	2.8	3.8	154	**65	1.4	2.1	75
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1090	6.4	11.4	113	537	7.5	5.6	131	*292	7.1	3.1	124	*204	4.3	2.1	76
DISCOVER	2277	*214	1.3	9.4	93	**72	1.0	3.2	74	*10	0.2	0.4	18	**51	1.1	2.2	79
EBONY	7187	816	4.8	11.4	112	273	3.8	3.8	89	422	10.2	5.9	239	*209	4.4	2.9	103
ESQUIRE	2560	336	2.0	13.1	130	**95	1.3	3.7	87	*99	2.4	3.9	157	**58	1.2	2.3	80
ESSENCE	3242	453	2.7	14.0	138	*162	2.3	5.0	117	*164	4.0	5.1	206	**72	1.5	2.2	79
FAMILY CIRCLE	19639	2372	14.0	12.1	120	915	12.7	4.7	109	370	9.0	1.9	77	788	16.6	4.0	142
THE FAMILY HANDYMAN	3540	458	2.7	12.9	128	**87	1.2	2.5	57	*444	1.1	1.2	51	*156	3.3	4.4	156
FAMILY WEEKLY	23924	2368	14.0	9.9	98	1068	14.9	4.5	104	317	7.7	1.3	54	698	14.7	2.9	103
FIELD & STREAM	9883	1015	6.0	10.3	102	603	8.4	6.1	143	*189	4.6	1.9	78	*219	4.6	2.2	78
FOOD & WINE	1030	*170	1.0	16.5	164	**60	0.8	5.8	136	**17	0.4	1.7	67	**42	0.9	4.1	144
FORBES	2679	227	1.3	8.5	84	*70	1.0	2.6	61	*26	0.6	1.0	39	**63	1.3	2.4	83
FORTUNE	2931	255	1.5	8.7	86	*102	1.4	3.5	81	*401	1.0	1.4	57	*56	1.2	1.9	68
GENTLEMEN'S QUARTERLY	3481	371	2.2	10.7	106	*181	2.5	5.2	121	**114	2.8	3.3	133	**131	2.8	3.8	133
GLAMOUR	7163	860	5.1	12.0	119	397	5.5	5.5	129	*100	2.4	1.4	57	350	7.4	4.9	173
GOLF DIGEST	2355	276	1.6	11.7	116	**64	0.9	2.7	63	**23	0.6	1.0	40	**89	1.9	3.8	134
GOLF DIGEST/TENNIS (GROSS)	3610	429	2.5	11.9	118	*109	1.5	3.0	71	*68	1.6	1.9	77	*187	3.9	5.2	183
GOLF MAGAZINE	2046	*235	1.4	11.5	114	**103	1.4	5.0	118	*14	0.3	0.7	28	**76	1.6	3.7	131
GOLF MAGAZINE/SKI (GROSS)	3547	350	2.1	9.9	98	*124	1.7	3.5	82	*21	0.5	0.6	24	*107	2.3	3.0	107
GOOD HOUSEKEEPING	20353	2513	14.8	12.3	122	881	12.3	4.3	101	404	9.8	2.0	81	823	17.4	4.0	143
HARPER'S BAZAAR	3362	401	2.4	11.9	118	*179	2.5	5.3	124	**82	2.0	2.4	99	*152	3.2	4.5	160
HEALTH	2987	402	2.4	13.5	133	**85	1.2	2.8	66	**65	1.6	2.2	89	*167	3.5	5.6	198
HEARST MAG CORP. BUY (GROSS)	67928	8080	47.7	11.9	118	3048	42.4	4.5	105	1538	37.3	2.3	92	2526	53.3	3.7	132
HEARST MAN POWER (GROSS)	11282	1179	7.0	10.5	104	424	5.9	3.8	88	222	5.4	2.0	80	373	7.9	3.3	117
HEARST WOMAN POWER (GROSS)	40514	4875	28.8	12.0	119	1898	26.4	4.7	109	907	22.0	2.2	91	1608	33.9	4.0	141
HOUSE BEAUTIFUL	4885	674	4.0	13.8	137	*174	2.4	3.6	83	**153	3.7	3.1	127	*124	2.6	2.5	90
INC.	1308	*121	0.7	9.3	92	*26	0.4	2.0	46	*99	0.2	0.7	28	**43	0.9	3.3	116
JET	6498	561	3.3	8.6	86	265	3.7	4.1	95	343	8.3	5.3	215	*201	4.2	3.1	110
LADIES' HOME JOURNAL	14797	1795	10.6	12.1	120	750	10.4	5.1	118	329	8.0	2.2	90	660	13.9	4.5	158
LHJ FAMILY GRP COMBO(GROSS)	21743	2800	16.5	12.9	128	1044	14.5	4.8	112	465	11.3	2.1	87	940	19.8	4.3	153
LIFE	9881	1134	6.7	11.5	114	559	7.8	5.7	132	*199	4.8	2.0	82	386	8.1	3.9	138
L.A. TIMES HOME MAGAZINE	2775	218	1.3	7.9	78	**82	1.1	3.0	69	**105	2.5	3.8	154	**66	1.4	2.4	84
MADEMOISELLE	4219	444	2.6	10.5	104	*236	3.3	5.6	131	*87	2.1	2.1	84	**143	3.0	3.4	120
MC CALL'S	16422	2138	12.6	13.0	129	884	12.3	5.4	126	365	8.9	2.2	90	713	15.0	4.3	154
MC CALL'S/WRK MOTHER (GROSS)	17919	2358	13.9	13.2	130	921	12.8	5.1	120	401	9.7	2.2	91	781	16.5	4.4	154
MECHANIX ILLUSTRATED	4433	483	2.9	10.9	108	*146	2.0	3.3	77	*73	1.8	1.6	67	*93	2.0	2.1	74
METROPOLITAN HOME	1504	*233	1.4	15.5	153	*71	1.0	4.7	110	*64	1.6	4.3	173	*96	0.8	2.4	85
MONEY	4723	455	2.7	9.6	95	*177	2.5	3.7	88	*71	1.7	1.5	61	*166	3.5	3.5	124
MOTHER EARTH NEWS	2325	349	2.1	15.0	149	*170	2.4	7.3	171	*19	0.5	0.8	33	*62	1.3	2.7	94
MS.	1189	*125	0.7	10.5	104	*56	0.8	4.7	110	*20	0.5	1.7	68	*81	1.7	6.8	241
NATIONAL ENQUIRER	18892	2188	12.9	11.6	115	1046	14.6	5.5	129	487	11.8	2.6	105	680	14.4	3.6	127
NATIONAL GEOGRAPHIC	22129	2180	12.9	9.9	98	958	13.3	4.3	101	341	8.3	1.5	63	753	15.9	3.4	120
NATIONAL SUNDAY MAGAZINE PKG	103750	10627	62.8	10.2	101	4851	67.6	4.7	109	2168	52.6	2.1	85	3190	67.3	3.1	109
NATURAL HISTORY	1379	*147	0.9	10.7	106	*41	0.6	3.0	69	*31	0.8	2.2	91	*29	0.6	2.1	74
NEW WOMAN	2289	306	1.8	13.4	132	*139	1.9	6.1	142	*83	2.0	3.6	148	*78	1.6	3.4	121
NEW YORK INCLUDING CUE	1088	*121	0.7	11.1	110	*36	0.5	3.3	77	*22	0.5	2.0	82	*32	0.7	2.9	104
THE NEW YORKER	2459	265	1.6	10.8	107	*136	1.9	5.5	129	*51	1.2	2.1	84	*102	2.2	4.1	147
NEWSWEEK	16527	1910	11.3	11.6	115	778	10.8	4.7	110	310	7.5	1.9	76	557	11.8	3.4	119
THE N.Y. TIMES DAILY EDITION	2739	214	1.3	7.8	77	*110	1.5	4.0	94	*58	1.4	2.1	86	*80	1.7	2.9	103
THE N.Y. TIMES MAGAZINE	4443	399	2.4	9.0	89	*204	2.8	4.6	107	*85	2.1	1.9	78	*131	2.8	2.9	104
OMNI	2799	*201	1.2	7.2	71	*77	1.1	2.8	64	*14	0.3	0.5	20	*48	1.0	1.7	61
ON CABLE	2209	*193	1.1	8.7	87	*91	1.3	4.1	96	*39	0.9	1.8	72	*93	2.0	4.2	149
1001 HOME IDEAS	3959	603	3.6	15.2	151	*210	2.9	5.3	124	*72	1.7	1.8	74	*113	2.4	2.9	101
ORGANIC GARDENING	3111	411	2.4	13.2	131	*241	3.4	7.7	181	*56	1.4	1.8	73	*70	1.5	2.3	80
OUTDOOR LIFE	5024	496	2.9	9.9	98	*179	2.5	3.6	83	*85	2.1	1.7	69	*147	3.1	2.9	104
PARADE MAGAZINE	51292	5370	31.7	10.5	104	2576	35.9	5.0	117	1113	27.0	2.2	88	1836	38.8	3.6	127

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CEPALCOL				CHLORASEPTIC				COLGATE 100				FLUORIGARD DENTAL RINSE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	16929	100.0	10.1	100	7181	100.0	4.3	100	4122	100.0	2.5	100	4738	100.0	2.8	100
PARENTS	5298	586	3.5	11.1	110	*170	2.4	3.2	75	**84	2.0	1.6	65	*230	4.9	4.3	154
PENTHOUSE	5129	488	2.9	9.5	94	*222	3.1	4.3	101	**108	2.6	2.1	86	*152	3.2	3.0	105
PEOPLE	21070	2238	13.2	10.6	105	1023	14.2	4.9	113	413	10.0	2.0	80	713	15.0	3.4	120
PLAYBOY	10562	943	5.6	8.9	88	*59	5.0	3.4	79	300	7.3	2.8	116	268	5.7	2.5	90
POPULAR HOT RODDING	2498	*327	1.9	13.1	130	**58	0.8	2.3	54	**48	1.2	1.9	78	**44	0.9	1.8	62
POPULAR MECHANICS	5887	614	3.6	10.4	103	*244	3.4	4.1	97	*133	3.2	2.3	92	**130	2.7	2.2	78
POPULAR SCIENCE	4317	451	2.7	10.4	104	*176	2.5	4.1	95	**84	2.0	1.9	79	**114	2.4	2.6	93
PREVENTION	5792	765	4.5	13.2	131	*223	3.1	3.9	90	**133	3.2	2.3	93	*221	4.7	3.8	135
PSYCHOLOGY TODAY	3284	351	2.1	10.7	106	*151	2.1	4.6	107	**54	1.3	1.6	67	**155	3.3	4.7	167
READER'S DIGEST	40046	4813	28.4	12.0	119	2191	30.5	5.5	128	833	20.2	2.1	85	1328	28.0	3.3	117
REDBOOK	9584	1113	6.6	11.6	115	385	5.4	4.0	94	*176	4.3	1.8	75	409	8.6	4.3	151
ROAD & TRACK	2590	*228	1.3	8.8	87	**109	1.5	4.2	98	*21	0.5	0.8	33	**39	0.8	1.5	53
ROLLING STONE	3302	413	2.4	12.5	124	*262	3.6	7.9	185	**46	1.1	1.4	57	**94	2.0	2.8	101
RUNNER'S WORLD	1229	**98	0.6	8.0	79	**23	0.3	1.9	44	**0	0.0	0.0	0	**38	0.8	3.1	109
SATURDAY EVENING POST	2110	310	1.8	14.7	146	**65	0.9	3.1	72	**41	1.0	1.9	79	**122	2.6	5.8	205
SCIENCE 84	1543	*127	0.8	8.2	82	**45	0.6	2.9	68	**11	0.3	0.7	29	**76	1.6	4.9	174
SCIENCE DIGEST	1747	*167	1.0	9.6	95	**35	0.5	2.0	47	**17	0.4	1.0	40	**78	1.6	4.5	158
SCIENTIFIC AMERICAN	1994	*122	0.7	6.1	61	**49	0.7	2.5	57	**25	0.6	1.3	51	**77	1.6	3.9	137
SELF	3119	*313	1.8	10.0	99	*115	1.6	3.7	86	**62	1.5	2.0	81	**123	2.6	3.9	140
SEVENTEEN	3923	343	2.0	8.7	87	**120	1.7	3.1	71	**66	1.6	1.7	68	**97	2.0	2.5	88
SKI	1501	*115	0.7	7.7	76	**20	0.3	1.3	31	**7	0.2	0.5	19	**31	0.7	2.1	73
SMITHSONIAN	5976	633	3.7	10.6	105	243	3.4	4.1	95	**76	1.8	1.3	52	*124	2.6	2.1	73
SOAP OPERA DIGEST	4228	603	3.6	14.3	141	*250	3.5	5.9	138	**93	2.3	2.2	90	*213	4.5	5.0	178
SOUTHERN LIVING	6488	774	4.6	11.9	118	364	5.1	5.6	131	*175	4.2	2.7	110	**139	2.9	2.1	76
SPORT	3500	490	2.9	14.0	139	**60	0.8	1.7	40	**93	2.3	2.7	108	**140	3.0	4.0	142
THE SPORTING NEWS	2456	326	1.9	13.3	132	**179	2.5	7.3	170	**55	1.3	2.2	91	**69	1.5	2.8	99
SPORTS AFIELD	3648	398	2.4	10.9	108	**145	2.0	4.0	93	**71	1.7	1.9	79	**165	3.5	4.5	160
SPORTS ILLUSTRATED	14484	1419	8.4	9.8	97	586	8.2	4.0	94	440	10.7	3.0	124	452	9.5	3.1	110
STAR	12661	1478	8.7	11.7	116	565	7.9	4.5	104	300	7.3	2.4	96	395	8.3	3.1	110
SUNDAY	52799	5717	33.8	10.8	107	2432	33.9	4.6	108	1234	29.9	2.3	95	1659	35.0	3.1	111
SUNSET	3513	365	2.2	10.4	103	**43	0.6	1.2	29	**44	1.1	1.3	51	**90	1.9	2.6	91
TV GUIDE	42766	4685	27.7	11.0	109	2111	29.4	4.9	115	1096	26.6	2.6	104	1305	27.5	3.1	108
TENNIS	1254	**154	0.9	12.3	122	**45	0.6	3.6	84	**44	1.1	3.5	143	**98	2.1	7.8	277
TIME	22054	2365	14.0	10.7	106	865	12.0	3.9	92	406	9.8	1.8	75	597	12.6	2.7	96
TOWN & COUNTRY	1555	*203	1.2	13.1	129	**73	1.0	4.7	110	**11	0.3	0.7	29	**70	1.5	4.5	159
TRAVEL & LEISURE	2173	279	1.6	12.8	127	**59	0.8	2.7	63	**43	1.0	2.0	81	**59	1.2	2.7	96
TRUE STORY	4636	651	3.8	14.0	139	*213	3.0	4.6	107	*174	4.2	3.8	153	**99	2.1	2.1	76
U.S. NEWS & WORLD REPORT	10353	1284	7.6	12.4	123	522	7.3	5.0	118	*208	5.0	2.0	82	345	7.3	3.3	118
USA TODAY	4994	428	2.5	8.6	85	*170	2.4	3.4	80	**47	1.1	0.9	38	129	2.7	2.6	91
US	3528	482	2.8	13.7	135	*159	2.2	4.5	105	**59	1.4	1.7	68	**90	1.9	2.6	90
VOGUE	5424	664	3.9	12.2	121	262	3.6	4.8	113	*156	3.8	2.9	117	*193	4.1	3.6	126
HALL STREET JOURNAL	6292	644	3.8	10.2	101	*228	3.2	3.6	85	*115	2.8	1.8	74	*224	4.7	3.6	126
WEIGHT WATCHERS	2762	373	2.2	13.5	134	*163	2.3	5.9	138	**51	1.2	1.8	75	*136	2.9	4.9	174
WOMAN'S DAY	16320	2027	12.0	10.4	123	990	13.8	6.1	142	279	6.8	1.7	70	745	15.7	4.6	162
WORKING MOTHER	1496	*221	1.3	14.8	146	**37	0.5	2.5	58	**36	0.9	2.4	98	**68	1.4	4.5	161
WORKING WOMAN	1851	*198	1.2	10.7	106	**69	1.0	3.7	87	**38	0.9	2.1	84	**81	1.7	4.4	155
WORLD TENNIS	580	**70	0.4	12.1	120	**3	0.0	0.5	12	**17	0.4	2.9	119	**37	0.8	6.4	226
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1300	7.7	10.5	104	523	7.3	4.2	98	*230	5.6	1.9	75	248	5.2	2.0	71
BLAIR INSERTS	91671	9474	56.0	10.3	102	4133	57.6	4.5	105	2015	48.9	2.2	89	2823	59.6	3.1	109
DAILY NEWSPAPERS																	
READ ANY	109190	11492	67.9	10.5	104	4897	68.2	4.5	105	2473	60.0	2.3	92	3255	68.7	3.0	106
READ ONE	89587	9224	54.5	10.3	102	4137	57.6	4.6	108	2150	52.2	2.4	98	2552	53.9	2.8	101
READ TWO OR MORE	19602	2268	13.4	11.6	115	759	10.6	3.9	90	323	7.8	1.6	67	703	14.8	3.6	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11266	66.5	10.3	102	5097	71.0	4.6	109	2329	56.5	2.1	86	3339	70.5	3.0	108
READ ONE	95074	9759	57.6	10.3	102	4370	60.9	4.6	107	2103	51.0	2.2	90	2821	59.5	3.0	105
READ TWO OR MORE	14588	1507	8.9	10.3	102	728	10.1	5.0	117	*226	5.5	1.5	63	519	11.0	3.6	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.51				27.85				27.83				28.27			
30 DAY REACH	149706	15041	88.8	10.0	100	6494	90.4	4.3	101	3642	88.4	2.4	99	4162	87.8	2.8	98
50 SHWG - 30 DAY AV FREQ	15.16	15.97				14.73				14.60				14.64			
30 DAY REACH	142406	14167	83.7	9.9	99	6150	85.6	4.3	101	3477	84.4	2.4	99	4015	84.7	2.8	100
25 SHWG - 30 DAY AV FREQ	8.23	8.61				8.15				8.22				7.67			
30 DAY REACH	131152	13201	78.0	10.1	100	5569	77.6	4.2	99	3096	75.1	2.4	96	3805	80.3	2.9	103
CABLE TV: HOME WIRED	66879	6902	40.8	10.3	102	2895	40.3	4.3	101	1337	32.4	2.0	81	1931	40.8	2.9	102
HOME NOT WIRED	100848	10027	59.2	9.9	99	4286	59.7	4.2	99	2785	67.6	2.8	112	2807	59.2	2.8	99
HAVE PAY CABLE	35024	3404	20.1	9.7	96	1669	23.2	4.8	111	697	16.9	2.0	81	1046	22.1	3.0	106

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	TOTAL U.S. '000	CEPACOL				CHLORASEPTIC				COLGATE 100				FLUORIGARD DENTAL RINSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	16929	100.0	10.1	100	7181	100.0	4.3	100	4122	100.0	2.5	100	4738	100.0	2.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	5861	34.6	11.2	111	2494	34.7	4.8	111	1351	32.8	2.6	105	1450	30.6	2.8	98
NETWORK AFFILIATES - LATE	39164	4266	25.2	10.9	108	1793	25.0	4.6	107	1087	26.4	2.8	113	1061	22.4	2.7	96
INDEPENDENTS - LATE	5133	559	3.3	10.8	107	262	3.6	5.1	119	140	3.4	2.7	111	184	3.9	3.6	127
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	2155	12.7	9.4	94	920	12.8	4.0	94	618	15.0	2.7	110	695	14.7	3.0	108
ABC MONDAY NIGHT MOVIE	A 11258	1117	6.6	9.9	98	416	5.8	3.7	86	304	7.4	2.7	110	287	6.1	2.5	90
ABC SUNDAY NIGHT MOVIE	A 23600	2257	13.3	9.6	95	861	12.0	3.6	85	637	15.5	2.7	110	696	14.7	2.9	104
ABC WORLD NEWS TONIGHT	A 12801	1326	7.8	10.4	103	555	7.7	4.3	101	322	7.8	2.5	102	358	7.6	2.8	99
AFTERMASH	C 10966	1221	7.2	11.1	110	533	7.4	4.9	114	*208	5.0	1.9	77	*239	5.0	2.2	77
ALICE	C 17050	1880	11.1	11.0	109	715	10.0	4.2	98	397	9.6	2.3	95	425	9.0	2.5	88
AMERICAN PARADE	C 11998	1555	9.2	13.0	128	515	7.2	4.3	100	260	6.3	2.2	88	377	8.0	3.1	111
BENSON	A 19258	2002	11.8	10.4	103	831	11.6	4.3	101	563	13.7	2.9	119	478	10.1	2.5	88
BLUE THUNDER	A 11478	1110	6.6	9.7	96	322	4.5	2.8	66	334	8.1	2.9	118	324	6.8	2.8	100
CAGNEY & LACEY	C 18263	1884	11.1	10.3	102	764	10.6	4.2	98	434	10.5	2.4	97	543	11.5	3.0	105
CBS EVENING NEWS-DEAN	C 7733	978	5.8	12.6	125	381	5.3	4.9	115	*202	4.9	2.6	106	*202	4.3	2.6	92
CBS EVENING NEWS-RATHER	C 15653	1938	11.4	12.4	123	684	9.5	4.4	102	355	8.6	2.3	92	482	10.2	3.1	109
CBS SAT. NEWS-SCHIEFFER	C 8744	1120	6.6	12.8	127	410	5.7	4.7	110	235	5.7	2.7	109	246	5.2	2.8	100
CBS SATURDAY NIGHT MOVIE	C 12000	1302	7.7	10.8	107	493	6.9	4.1	96	312	7.6	2.6	106	397	8.4	3.3	117
CBS WEDNESDAY NIGHT MOVIE	C 11522	1198	7.1	10.4	103	491	6.8	4.3	100	244	5.9	2.1	86	375	7.9	3.3	115
CHEERS	M 16818	1456	8.6	8.7	86	849	11.8	5.0	118	250	6.1	1.5	60	480	10.1	2.9	101
DALLAS	C 37510	4189	24.7	11.2	111	1801	25.1	4.8	112	740	18.0	2.0	80	1010	21.3	2.7	95
DIFF'RENT STROKES	N 11258	1287	7.6	11.4	113	513	7.1	4.6	106	267	6.5	2.4	97	251	5.3	2.2	79
DOUBLE TROUBLE	N 12248	1394	8.2	11.4	113	480	6.7	3.9	92	334	8.1	2.7	111	407	8.6	3.3	118
DUCK FACTORY	N 11100	915	5.4	8.2	82	510	7.1	4.6	107	*202	4.9	1.8	74	291	6.1	2.6	93
DUKES OF HAZZARD	C 12353	1328	7.8	10.8	107	626	8.7	5.1	118	213	5.2	1.7	70	326	6.9	2.6	93
DYNASTY	A 33279	3514	20.8	10.6	105	1362	19.0	4.1	96	749	18.2	2.3	92	990	20.9	3.0	105
FACTS OF LIFE	N 13410	1310	7.7	9.8	97	629	8.8	4.7	110	393	9.5	2.9	119	409	8.6	3.0	108
FALCON CREST	C 31093	3799	22.4	12.2	121	1724	24.0	5.5	130	706	17.1	2.3	92	774	16.3	2.5	88
FALL GUY	A 18649	1813	10.7	9.7	96	674	9.4	3.6	84	521	12.6	2.8	114	529	11.2	2.8	100
FAMILY TIES	N 13101	1228	7.3	9.4	93	635	8.8	4.8	113	304	7.4	2.3	94	423	8.9	3.2	114
FANTASY ISLAND	A 13069	1372	8.1	10.5	104	470	6.5	3.6	84	430	10.4	3.3	134	287	6.1	2.2	78
FOULUPS, BLEEPES & BLUNDERS	A 16588	1783	10.5	10.7	106	689	9.6	4.2	97	401	9.7	2.4	98	344	7.3	2.1	73
FOUR SEASONS	C 9302	1039	6.1	11.2	111	424	5.9	4.6	106	*218	5.3	2.3	95	*224	4.7	2.4	85
GIMME A BREAK	N 13955	1495	8.8	10.7	104	732	10.2	5.2	123	364	8.8	2.6	106	392	8.3	2.8	99
HART TO HART	A 15735	1758	10.4	11.2	111	749	10.4	4.8	111	413	10.0	2.6	107	524	11.1	3.3	118
HILL STREET BLUES	N 18257	1676	9.9	9.2	91	834	11.6	4.6	107	430	10.4	2.4	96	592	12.5	3.2	115
HOTEL	A 24236	2696	15.9	11.1	110	1145	15.9	4.7	110	705	17.1	2.9	118	600	12.7	2.5	88
JEFFERSONS	C 17010	1878	11.1	11.0	109	634	8.8	3.7	87	448	10.9	2.6	107	398	8.4	2.3	83
JENNIFER SLEPT HERE	N 9397	969	5.7	10.3	102	414	5.8	4.4	103	*192	4.7	2.0	83	*193	4.1	2.1	73
KATE & ALLIE	C 16762	1694	10.0	10.1	100	570	7.9	3.4	79	298	7.2	1.8	72	491	10.4	2.9	104
KNIGHT RIDER	N 13164	1306	7.7	9.9	98	630	8.8	4.8	112	265	6.4	2.0	82	470	9.9	3.6	126
LOVE BOAT	A 20400	2041	12.1	10.0	99	807	11.2	4.0	92	658	16.0	3.2	131	581	12.3	2.8	101
MAGNUM PI	C 22543	2227	13.2	9.9	98	1014	14.1	4.5	105	498	12.1	2.2	90	709	15.0	3.1	111
MAMA'S FAMILY	N 9852	1053	6.2	10.7	106	401	5.6	4.1	95	*209	5.1	2.1	86	242	5.1	2.5	87
MASTER, THE	N 8082	732	4.3	9.1	90	327	4.6	4.0	95	196	4.8	2.4	99	328	6.9	4.1	144
MATT HOUSTON	A 12881	1279	7.6	9.9	98	447	6.2	3.5	81	336	8.2	2.6	106	441	9.3	3.4	121
NBC MONDAY NIGHT MOVIE	N 23889	2543	15.0	10.6	105	898	12.5	3.8	88	478	11.6	2.0	81	759	16.0	3.2	112
NBC NIGHTLY NEWS	N 11156	1128	6.7	10.1	100	464	6.5	4.2	97	284	6.9	2.5	104	289	6.1	2.6	92
NBC NIGHTLY NEWS-SAT	N 7363	937	5.5	12.7	126	447	6.2	6.1	142	*215	5.2	2.9	119	*257	5.4	3.5	124
NBC NIGHTLY NEWS-SUN	N 6214	798	4.7	12.8	127	292	4.1	4.7	110	*152	3.7	2.4	100	*163	3.4	2.6	93
NBC SUNDAY NIGHT MOVIE	N 17590	1764	10.4	10.0	99	753	10.5	4.3	100	451	10.9	2.6	104	548	11.6	3.1	110
NEWHART	C 16740	1720	10.2	10.3	102	639	8.9	3.8	89	329	8.0	2.0	80	466	9.8	2.8	99
ONE DAY AT A TIME	C 11820	1143	6.8	9.7	96	486	6.8	4.1	96	302	7.3	2.6	104	382	8.1	3.2	114
PEOPLE ARE FUNNY	N 9138	1155	6.8	12.6	125	522	7.3	5.7	133	*238	5.8	2.6	106	254	5.4	2.8	98
REAL PEOPLE	N 15979	1820	10.8	11.4	113	758	10.6	4.7	111	344	8.3	2.2	88	392	8.3	2.5	87
REMINGTON SYEELE	N 14395	1523	9.0	10.6	105	523	7.3	3.6	85	338	8.2	2.3	96	492	10.4	3.4	121
RIPLEY'S BELIEVE IT - NOT	A 11362	1097	6.5	9.7	96	372	5.2	3.3	76	226	5.5	2.0	81	349	7.4	3.1	109
RIPTIDE	N 13920	1403	8.3	10.1	100	579	8.1	4.2	97	385	9.3	2.8	113	435	9.2	3.1	111
SCARECROW & MRS. KING	C 17571	1684	9.9	9.6	95	739	10.3	4.2	98	358	8.7	2.0	83	636	13.4	3.6	128
SIMON & SIMON	C 20208	2391	14.1	11.8	117	875	12.2	4.3	101	409	9.9	2.0	82	613	12.9	3.0	107
60 MINUTES	C 27668	3122	18.4	11.3	112	1331	18.5	4.8	112	735	17.8	2.7	108	782	16.5	2.8	100
ST. ELSEWHERE	N 13699	1288	7.6	9.4	93	636	8.9	4.6	108	295	7.2	2.2	88	420	8.9	3.1	109
THREE'S COMPANY	A 20632	2273	13.5	11.1	110	842	11.7	4.1	95	469	11.4	2.3	92	572	12.1	2.8	98
T.J. HOOKER	A 17136	1923	11.4	11.2	111	781	10.9	4.6	106								

	TOTAL U.S. '000	LAVORIS REGULAR				LISTERINE				LISTERMINT				SCOPE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	8025	100.0	4.8	100	39178	100.0	23.4	100	16021	100.0	9.6	100	46399	100.0	27.7	100
MALES	79263	3870	48.2	4.9	102	17222	44.0	21.7	93	6845	42.7	8.6	90	21064	45.4	26.6	96
FEMALES	88464	4154	51.8	4.7	98	21956	56.0	24.8	106	9176	57.3	10.4	109	25335	54.6	28.6	104
18 - 24	28671	1032	12.9	3.6	75	5238	13.4	18.3	78	3503	21.9	12.2	128	7523	16.2	26.2	95
25 - 34	37536	1546	19.3	3.9	82	6999	17.9	17.7	76	3767	23.5	9.5	100	10957	23.6	27.7	100
35 - 44	28978	1556	19.4	5.4	112	6592	16.8	22.7	97	2678	16.7	9.2	97	8765	18.9	30.2	109
45 - 54	22345	1009	12.6	4.5	94	5445	13.9	24.4	104	2020	12.6	9.0	95	6007	12.9	26.9	97
55 - 64	22224	1277	15.9	5.7	120	6440	16.4	29.0	124	1826	11.4	8.2	86	6196	13.4	27.9	101
65 OR OLDER	25973	1605	20.0	6.2	129	8464	21.6	32.6	140	2228	13.9	8.6	90	6951	15.0	26.8	97
18 - 34	68207	2578	32.1	3.8	79	12237	31.2	17.9	77	7270	45.4	10.7	112	18480	39.8	27.1	98
18 - 49	108058	4577	57.0	4.2	89	21469	54.8	19.9	85	11030	68.8	10.2	107	30237	65.2	28.0	101
25 - 54	90859	4111	51.2	4.5	95	19037	48.6	21.0	90	8465	52.8	9.3	98	25729	55.5	28.3	102
35 - 49	39851	1999	24.9	5.0	105	9233	23.6	23.2	99	3760	23.5	9.4	99	11757	25.3	29.5	107
50 OR OLDER	59669	3448	43.0	5.8	121	17708	45.2	29.7	127	4991	31.2	8.4	88	16162	34.8	27.1	98
GRADUATED COLLEGE	28091	1263	15.7	4.5	94	4764	12.2	17.0	73	2616	16.3	9.3	97	7124	15.4	25.4	92
ATTENDED COLLEGE	28938	1363	17.0	4.7	98	6010	15.3	20.8	89	2791	17.4	9.6	101	7900	17.0	27.3	99
GRADUATED HIGH SCHOOL	65503	3222	40.1	4.9	103	14908	38.1	22.8	97	6400	39.9	9.8	102	18530	39.9	28.3	102
DID NOT GRADUATE HIGH SCHOOL	45195	2177	27.1	4.8	101	13495	34.4	29.9	128	4215	26.3	9.3	98	12845	27.7	28.4	103
EMPLOYED MALES	56429	2521	31.4	4.5	93	11230	28.7	19.9	85	4649	29.0	8.2	86	14719	31.7	26.1	94
EMPLOYED FEMALES	43971	2053	25.6	4.7	98	9193	23.5	20.9	90	4886	30.5	11.1	116	12340	26.6	28.1	101
EMPLOYED FULL-TIME	87773	4067	50.7	4.6	97	18057	46.1	20.6	88	8225	51.3	9.4	98	23679	51.0	27.0	98
EMPLOYED PART-TIME	12627	*507	6.3	4.0	84	2367	6.0	18.7	80	1310	8.2	10.4	109	3380	7.3	26.8	97
NOT EMPLOYED	67327	3451	43.0	5.1	107	18754	47.9	27.9	119	6486	40.5	9.6	101	19339	41.7	28.7	104
PROFESSIONAL/MANAGER	25845	1426	17.8	5.5	115	4799	12.2	18.6	79	2248	14.0	8.7	91	7028	15.1	27.2	98
TECH/CLERICAL/SALES	30895	1360	16.9	4.4	92	5826	14.9	18.9	81	3141	19.6	10.2	106	8281	17.8	26.8	97
PRECISION/CRAFT	12629	*511	6.4	4.0	85	2624	6.7	20.8	89	1213	7.6	9.6	101	3190	6.9	25.3	91
OTHER EMPLOYED	31031	1277	15.9	4.1	86	7175	18.3	23.1	99	2933	18.3	9.5	99	8560	18.4	27.6	100
SINGLE	35557	1570	19.6	4.4	92	6900	17.6	19.4	83	4308	26.9	12.1	127	9199	19.8	25.9	94
MARRIED	103585	4828	60.2	4.7	97	24604	62.8	23.8	102	9058	56.5	8.7	92	29590	63.8	28.6	103
DIVORCED/SEPARATED/WIDOWED	28585	1627	20.3	5.7	119	7674	19.6	26.8	115	2655	16.6	9.3	97	7611	16.4	26.6	96
PARENTS	59295	2264	28.2	3.8	80	12215	31.2	20.6	88	5417	33.8	9.1	96	17229	37.1	29.1	105
WHITE	146081	7141	89.0	4.9	102	32116	82.0	22.0	94	13852	86.5	9.5	99	40614	87.5	27.8	101
BLACK	17974	743	9.3	4.1	86	6227	15.9	34.6	148	1929	12.0	10.7	112	4884	10.5	27.2	98
OTHER	3672	**141	1.8	3.8	80	*835	2.1	22.7	97	**240	1.5	6.5	68	*900	1.9	24.5	89
NORTHEAST-CENSUS	37005	2090	26.0	5.6	118	6967	17.8	18.8	81	4219	26.3	11.4	119	9924	21.4	26.8	97
NORTH CENTRAL	42642	1814	22.6	4.3	89	9331	23.8	21.9	94	3785	23.6	8.9	93	12842	27.7	30.1	109
SOUTH	56777	2775	34.6	4.9	102	16338	41.7	28.8	123	5638	35.2	9.9	104	16599	35.8	29.2	106
WEST	31303	1346	16.8	4.3	90	6543	16.7	20.9	89	2379	14.8	7.6	80	7034	15.2	22.5	81
NORTHEAST-MKTG.	38125	2096	26.1	5.5	115	6661	17.0	17.5	75	4326	27.0	11.3	119	9693	20.9	25.4	92
EAST CENTRAL	24794	1058	13.2	4.3	89	5715	14.6	23.0	99	2485	15.5	10.0	105	7316	15.8	29.5	107
WEST CENTRAL	28511	1317	16.4	4.6	97	6186	15.8	21.7	93	2569	16.0	9.0	94	8462	18.2	29.7	107
SOUTH	48953	2388	29.8	4.9	102	14947	38.2	30.5	131	4693	29.3	9.6	100	14793	31.9	30.2	109
PACIFIC	27344	1166	14.5	4.3	89	5669	14.5	20.7	89	1948	12.2	7.1	75	6134	13.2	22.4	81
COUNTY SIZE A	69301	3276	40.8	4.7	99	14121	36.0	20.4	87	6506	40.6	9.4	98	18100	39.0	26.1	94
COUNTY SIZE B	50633	2449	30.5	4.8	101	12275	31.3	24.2	104	5214	32.5	10.3	108	14654	31.6	28.9	105
COUNTY SIZE C	26259	1372	17.1	5.2	109	6484	16.6	24.7	106	2594	16.2	9.9	103	6855	14.8	26.1	94
COUNTY SIZE D	21534	927	11.6	4.3	90	6298	16.1	29.2	125	1708	10.7	7.9	83	6790	14.6	31.5	114
METRO CENTRAL CITY	50014	2355	29.3	4.7	98	12104	30.9	24.2	104	4555	28.4	9.1	95	13316	28.7	26.6	96
METRO SUBURBAN	76832	3760	46.9	4.9	102	15753	40.2	20.5	88	7770	48.5	10.1	106	21151	45.6	27.5	100
NON METRO	40881	1910	23.8	4.7	98	11321	28.9	27.7	119	3696	23.1	9.0	95	11932	25.7	29.2	106
TOP 5 ADI'S	39550	2013	25.1	5.1	106	7888	20.1	19.9	85	4108	25.6	10.4	109	10347	22.3	26.2	95
TOP 10 ADI'S	54877	2712	33.8	4.9	103	10630	27.1	19.4	83	5266	32.9	9.6	100	14099	30.4	25.7	93
TOP 20 ADI'S	77516	3899	48.6	5.0	105	15604	39.8	20.1	86	7242	45.2	9.3	98	20049	43.2	25.9	93
MSHLD INC. \$50,000 OR MORE	17257	893	11.1	5.2	108	3235	8.3	18.7	80	1600	10.0	9.3	97	4892	10.5	28.3	102
\$40,000 OR MORE	33235	1652	20.6	5.0	104	6098	15.6	18.3	79	3319	20.7	10.0	105	9424	20.3	28.4	103
\$30,000 OR MORE	59693	2682	33.4	4.5	94	11377	29.0	19.1	82	5732	35.8	9.6	101	16960	36.6	28.4	103
\$25,000 OR MORE	76275	3374	42.0	4.4	92	14720	37.6	19.3	83	7605	47.5	10.0	104	21247	45.8	27.9	101
\$20,000 - \$24,999	18607	1006	12.5	5.4	113	4641	11.8	24.9	107	1666	10.4	9.0	94	4957	10.7	26.6	96
\$15,000 - \$19,999	17175	689	8.6	4.0	84	4128	10.5	24.0	103	1464	9.1	8.5	89	4735	10.2	27.6	100
\$10,000 - \$14,999	24569	1192	14.9	4.9	101	6491	16.6	26.4	113	2267	14.2	9.2	97	6980	15.0	28.4	103
UNDER \$10,000	31101	1764	22.0	5.7	119	9198	23.5	29.6	127	3019	18.8	9.7	102	8479	18.3	27.3	99
HOUSEHOLD OF 1 PERSON	19441	1132	14.1	5.8	122	4720	12.0	24.3									

			TOTAL	LAVORIS REGULAR					LISTERINE					LISTERMINT					SCOPE				
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL ADULTS			167727	8025	100.0	4.8	100	39178	100.0	23.4	100	16021	100.0	9.6	100	46399	100.0	27.7	100				
MAGAZINES	QUINTILE 1		34022	1893	21.1	5.0	104	8031	20.5	23.6	101	3788	23.6	11.1	117	10601	22.8	31.2	113				
	QUINTILE 2		34800	1866	23.3	5.4	112	7635	19.5	21.9	94	3593	22.4	10.3	108	9769	21.1	28.1	101				
	QUINTILE 3		30514	1403	17.5	4.6	96	6376	16.3	20.9	89	2887	18.0	9.5	99	8183	17.6	26.8	97				
	QUINTILE 4		33324	1607	20.0	4.8	101	7993	20.4	24.0	103	3000	18.7	9.0	94	9002	19.4	27.0	98				
	QUINTILE 5		35066	1455	18.1	4.1	87	9144	23.3	26.1	112	2753	17.2	7.9	82	8845	19.1	25.2	91				
NEWSPAPERS	QUINTILE 1		29107	1657	20.6	5.7	119	6168	15.7	21.2	91	2799	17.5	9.6	101	8387	18.1	28.8	104				
	QUINTILE 2		49095	2269	28.3	4.6	97	11524	29.4	23.5	100	4586	28.6	9.3	98	13889	29.9	28.3	102				
	QUINTILE 3		23107	1208	15.1	5.2	109	5146	13.1	22.3	95	2548	15.9	11.0	115	6276	13.5	27.2	98				
	QUINTILE 4		33556	1516	18.9	4.5	94	7724	19.7	23.0	99	3002	18.7	8.9	94	9237	19.9	27.5	100				
	QUINTILE 5		32863	1375	17.1	4.2	87	8617	22.0	26.2	112	3086	19.3	9.4	98	8609	18.6	26.2	95				
OUTDOOR	QUINTILE 1		33431	1740	21.7	5.2	109	6470	16.5	19.4	83	3515	21.9	10.5	110	8900	19.2	26.6	96				
	QUINTILE 2		33478	1483	18.5	4.4	93	7405	18.9	22.1	95	3252	20.3	9.7	102	9280	20.0	27.7	100				
	QUINTILE 3		33574	1819	22.7	5.4	113	7953	20.3	23.7	101	3138	19.6	9.3	98	9857	21.2	29.4	106				
	QUINTILE 4		33939	1571	19.6	4.6	97	8467	21.6	25.0	107	3123	19.5	9.2	96	9883	21.3	29.1	105				
	QUINTILE 5		33310	1411	17.6	4.2	89	8883	22.7	26.7	114	2993	18.7	9.0	94	8479	18.3	25.5	92				
RADIO-DRIVE TIME	QUINTILE 1		33136	1594	19.9	4.8	101	7650	19.5	23.1	99	3244	20.2	9.8	102	9823	21.2	29.6	107				
	QUINTILE 2		31658	1564	19.5	4.9	103	6993	17.8	22.1	95	2936	18.3	9.3	97	8728	18.8	27.6	100				
	QUINTILE 3		32541	1308	16.3	4.0	84	6881	17.6	21.1	91	3393	21.2	10.4	109	9252	19.9	28.4	103				
	QUINTILE 4		34247	1606	20.0	4.7	98	8340	21.3	24.4	104	3192	19.9	9.3	98	9254	19.9	27.0	98				
	QUINTILE 5		36144	1951	24.3	5.4	113	9314	23.8	25.8	110	3255	20.3	9.0	94	9342	20.1	25.8	93				
RADIO-MID- DAY	TERCILE 1		45037	2043	25.5	4.5	95	9927	25.3	22.0	94	4589	28.6	10.2	107	12916	27.8	28.7	104				
	TERCILE 2		44819	2234	27.8	5.0	104	10545	26.9	23.5	101	4640	29.0	10.4	108	12540	27.0	28.0	101				
	TERCILE 3		77872	3747	46.7	4.8	101	18706	47.7	24.0	103	6792	42.4	8.7	91	20943	45.1	26.9	97				
	QUINTILE 1		33783	1523	19.0	4.5	94	7599	19.4	22.5	96	3294	20.6	9.8	102	10037	21.6	29.7	107				
	QUINTILE 2		33240	1477	18.4	4.4	93	7842	20.0	23.6	101	3560	22.2	10.7	112	9362	20.2	28.2	102				
RADIO-TOTAL	QUINTILE 3		33408	1623	20.2	4.9	102	7368	18.8	22.1	94	3078	19.2	9.2	96	9017	19.4	27.0	98				
	QUINTILE 4		34792	1554	19.4	4.5	93	7889	20.1	22.7	97	3277	20.5	9.4	99	9409	20.3	27.0	98				
	QUINTILE 5		32524	1844	23.0	5.7	119	8480	21.6	26.1	112	2812	17.6	8.6	91	8575	18.5	26.4	95				
	QUINTILE 1		33090	1643	20.5	5.0	104	7998	20.4	24.2	103	3742	23.4	11.3	118	9705	20.9	29.3	106				
	QUINTILE 2		33357	1839	22.9	5.5	115	7991	20.4	24.0	103	3081	19.2	9.2	97	9583	20.7	28.7	104				
TV-DAYTIME	QUINTILE 3		33560	1347	16.8	4.0	83	8044	20.5	23.7	101	3279	20.5	9.6	101	9738	21.0	28.7	104				
	QUINTILE 4		33854	1601	20.0	4.7	99	7584	19.4	22.4	96	3056	19.1	9.0	95	8949	19.3	26.4	96				
	QUINTILE 5		33444	1594	19.9	4.8	100	7560	19.3	22.6	97	2862	17.9	8.6	90	8422	18.2	25.2	91				
	TERCILE 1		49121	2344	29.2	4.8	100	13623	34.8	27.7	119	4978	31.1	10.1	106	13852	29.9	28.2	102				
	TERCILE 2		48873	2423	30.2	5.0	104	11078	28.3	22.7	97	4796	29.9	9.8	103	13347	28.8	27.3	99				
TV-TOTAL	TERCILE 3		49782	3257	40.6	4.7	98	14477	37.0	20.7	89	6247	39.0	9.0	94	19200	41.4	27.5	99				
	QUINTILE 1		33584	1666	21.0	5.0	105	9050	23.1	26.9	115	3533	22.1	10.5	110	9575	20.6	28.5	103				
	QUINTILE 2		33441	1846	23.0	5.5	115	8531	21.8	25.5	109	3202	20.0	9.6	100	9618	20.7	28.8	104				
	QUINTILE 3		33508	1565	19.5	4.7	98	7298	18.6	21.8	93	3458	21.6	10.3	108	9014	19.4	26.9	97				
	QUINTILE 4		33466	1375	17.1	4.1	86	6994	17.9	20.9	89	2925	18.3	8.7	92	9202	19.8	27.5	99				
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5		33731	1553	19.4	4.6	96	7305	18.6	21.7	93	2903	18.1	8.6	90	8990	19.4	26.7	96				
	MAGAZINE IMPERATIVE		44503	2203	27.5	5.0	103	10469	26.7	23.5	101	4889	30.5	11.0	115	13141	28.3	29.5	107				
	NEWSPAPER IMPERATIVE		33363	2057	25.6	5.2	109	8645	22.1	22.0	94	4161	26.0	10.6	111	11276	24.3	28.6	104				
	NEWSPAPER IMPERATIVE		46441	2382	29.7	5.1	107	10021	25.6	21.6	92	3906	24.4	8.4	88	12580	27.1	27.1	98				
	QUINTILE 1		33726	1624	20.3	4.8	101	6546	16.7	19.4	83	3832	23.9	11.4	119	9930	21.4	29.4	106				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE		52846	2706	33.7	5.1	107	13021	33.2	24.6	105	5177	32.3	9.8	103	15326	33.0	29.0	105				
	OUTDOOR IMPERATIVE		52140	2441	30.4	4.7	98	11680	29.8	22.4	96	4627	28.9	8.9	93	13283	28.6	25.5	92				
	QUINTILE 1		37081	1797	22.4	4.8	101	8361	21.3	22.5	97	4044	25.2	10.9	114	11312	24.4	30.5	110				
	MAGAZINE IMPERATIVE		49747	2709	33.8	5.4	114	11025	28.1	22.2	95	5040	31.5	10.1	106	13974	30.1	28.1	102				
	RADIO IMPERATIVE		49208	2084	26.0	4.2	89	11422	29.2	23.2	99	4377	27.3	8.9	93	13099	28.2	26.6	96				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE		33103	1818	22.7	5.5	115	8473	21.6	25.6	110	3587	22.4	10.8	113	9999	21.6	30.2	109				
	TELEVISION IMPERATIVE		54575	2566	32.0	4.7	98	10830	27.6	19.8	85	5508	34.4	10.1	106	15220	32.8	27.9	101				
	TELEVISION IMPERATIVE		53249	2617	32.6	4.9	103	13476	34.4	25.3	108	4862	30.3	9.1	96	14234	30.7	26.7	97				
	QUINTILE 1		36259	1872	23.3	5.2	108	7039	18.0	19.4	83	3583	22.4	9.9	103	10239	22.1	28.2	102				
	NEWSPAPER IMPERATIVE		55591	2620	35.1	5.1	106	13863	35.4	24.9	107	5283	33.0	9.5	99	15736	33.9	28.3	102				
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE		46319	2257	28.1	4.7	98	10709	27.3	22.2	95	4739	29.6	9.8	103	12964	27.9	26.8	97				
	QUINTILE 1		37242	1842	23.0	4.9	103	7881	20.1	21.2	91	3794	23.7	10.2	107	10775	23.2	28.9	105				
	NEWSPAPER IMPERATIVE		54423	2825	35.2	5.2	108	12652	32.3	23.2	100	5056	31.6	9.3	97	14884	32.1	27.3	99				
	RADIO IMPERATIVE		46650	2025	25.2	4.3	91	11158	28.5	23.9	102	4741	29.6	10.2	106	12984	28.0	27.8	101				
	QUINTILE 1		35974	2087	26.0	5.8	121	8765	22.4	24.4	104	3734	23.3	10.4	109	10753	23.2	29.9	108				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE		56095	2532	31.6	4.5	94	11594	29.6	20.7	88	5114	31.9	9.1	95	15287	32.9	27.3	99				
	TELEVISION IMPERATIVE		47170	2203	27.5	4.7	98	12185	31.1	25.8	111	4834	30.2	10.2	107	12721	27.4	27.0	97				
	QUINTILE 1		3374																				

	TOTAL U.S. '000	LAVORIS REGULAR				LISTERINE				LISTERMINT				SCOPE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8025	100.0	4.8	100	39178	100.0	23.4	100	16021	100.0	9.6	100	46399	100.0	27.7	100
ATLANTIC MONTHLY	867	**20	0.2	7.3	48	*176	0.4	20.3	87	**36	0.2	4.2	43	*151	0.3	17.4	63
BARRON'S	1580	**82	1.0	5.2	108	384	1.0	24.3	104	*182	1.1	11.5	121	412	0.9	26.1	94
BETTER HOMES & GARDENS	22203	1155	14.4	5.2	109	5947	15.2	26.8	115	2425	15.1	10.9	114	7120	15.3	32.1	116
BON APPETIT	3810	*203	2.5	5.3	111	747	1.9	19.6	84	524	3.3	13.8	144	1028	2.2	27.0	98
BUSINESS WEEK	4443	272	3.4	5.8	122	1241	3.2	26.6	114	475	3.0	10.2	107	1118	2.4	24.0	87
CAR AND DRIVER	3102	**203	2.5	6.5	137	650	1.7	21.0	90	385	2.4	12.4	130	906	2.0	29.2	106
CBS MAGAZINE NETWORK (GROSS)	7311	393	4.9	5.4	112	1601	4.1	21.9	94	694	4.3	9.5	99	2010	4.3	27.5	99
CHANGING TIMES	3400	259	3.2	7.6	159	962	2.5	28.3	121	*222	1.4	6.5	68	1129	2.4	33.2	120
COLONIAL HOMES	1796	**76	0.9	4.2	88	549	1.4	30.6	131	*175	1.1	9.7	102	474	1.0	26.4	95
CONDE NAST MAG. PKG. (GROSS)	19924	1029	12.8	5.2	108	4367	11.1	21.9	94	2174	13.6	10.9	114	6160	13.3	30.9	112
CONSUMERS DIGEST	3125	*205	2.6	6.6	137	913	2.3	29.2	125	*232	1.4	7.4	78	885	1.9	28.3	102
COSMOPOLITAN	10577	402	5.0	3.8	79	2184	5.6	20.6	88	982	6.1	9.3	97	3132	6.8	29.6	107
COUNTRY LIVING	3744	**103	1.3	2.7	57	804	2.1	21.5	92	405	2.5	10.8	113	1069	2.3	28.5	103
CUISINE	2214	**99	1.2	4.5	93	531	1.4	24.0	103	*168	1.0	7.6	79	545	1.2	24.6	89
CYCLE WORLD	1394	**201	2.5	8.4	175	504	1.3	21.1	90	*237	1.5	9.9	104	610	1.3	25.5	92
DCI:CREATIVE IDEAS FOR LIV	3068	**98	1.2	3.2	67	839	2.1	27.3	117	335	2.1	10.9	114	909	2.0	29.6	107
DCI:CREAT.IDEA/SO.LIV(GROSS)	7556	382	4.8	4.0	84	2616	6.7	27.4	117	1203	7.5	12.6	132	3074	6.6	32.2	116
DISCOVER	2277	**74	0.9	3.2	68	582	1.5	25.6	109	*252	1.6	11.1	116	573	1.2	25.2	91
ELEGY	7187	282	3.5	3.9	82	2434	6.2	33.9	145	835	5.2	11.6	122	1939	4.2	27.0	98
ESQUIRE	2560	*132	1.6	5.2	108	774	2.0	30.2	129	294	1.8	11.5	120	754	1.6	29.5	106
ESSENCE	3242	*103	1.3	3.2	66	1227	3.1	37.8	162	401	2.5	12.4	129	918	2.0	28.3	102
FAMILY CIRCLE	19639	880	11.0	4.5	94	4621	11.8	23.5	101	2225	13.9	11.3	119	6111	13.2	31.1	112
THE FAMILY HANDYMAN	3540	*254	3.2	7.2	150	827	2.1	23.4	100	324	2.0	9.2	96	1051	2.3	29.7	107
FAMILY WEEKLY	23924	1083	13.5	4.5	95	5720	14.6	23.9	102	2482	15.5	10.4	109	6851	14.8	28.6	104
FIELD & STREAM	9883	379	4.7	3.8	80	2804	7.2	28.4	121	1021	6.4	10.3	108	3053	6.6	30.9	112
FOOD & WINE	1030	**44	0.5	4.3	89	*241	0.6	23.4	100	*112	0.7	10.9	114	289	0.6	28.1	101
FOUR	2679	*163	2.0	6.1	127	602	1.5	22.5	96	186	1.2	6.9	73	618	1.3	23.1	83
FORTUNE	2931	*203	2.5	6.9	145	681	1.7	23.2	99	309	1.9	10.5	110	936	2.0	31.9	115
GENTLEMEN'S QUARTERLY	3481	*164	2.0	4.7	98	807	2.1	23.2	99	479	3.0	13.8	144	972	2.1	27.9	101
ISLANDOUR	7163	431	5.4	6.0	126	1441	3.7	20.1	86	731	4.6	10.2	107	2148	4.6	30.0	108
GOLF DIGEST	2355	**52	0.6	2.2	46	649	1.7	27.6	118	*171	1.1	7.3	76	782	1.7	33.2	120
GOLF DIGEST/TENNIS (GROSS)	3610	*90	1.1	2.5	52	979	2.5	27.1	114	250	1.6	6.9	73	1108	2.4	30.7	111
GOLF MAGAZINE	2046	**56	0.7	2.7	57	581	1.5	28.4	122	*181	1.1	8.8	93	690	1.5	33.7	122
GOLF MAGAZINE/SKI (GROSS)	3547	*130	1.6	3.7	77	849	2.2	23.9	102	336	2.1	9.5	99	1055	2.3	29.7	101
GOOD HOUSEKEEPING	20353	1053	13.1	5.2	108	4983	12.7	24.5	105	2257	14.1	11.1	116	6415	13.8	31.5	114
HARPER'S BAZAAR	3362	*225	2.8	6.7	140	850	2.2	25.3	108	320	2.0	9.5	100	1083	2.3	32.2	116
HEALTH	2987	*199	2.5	6.7	139	924	2.4	30.9	132	*290	1.8	9.7	102	1047	2.3	35.1	127
HEARST MAG CORP. BUY (GROSS)	67928	3008	37.5	4.4	93	16599	42.4	24.4	105	6961	43.4	10.2	107	20701	44.6	30.5	110
HEARST MAN POWER (GROSS)	11282	360	4.5	3.2	67	2749	7.0	24.4	104	849	5.3	7.5	79	3282	7.1	29.1	105
HEARST WOMAN POWER (GROSS)	40514	1961	24.4	4.8	101	9582	24.5	23.7	101	4475	27.9	11.0	116	12631	27.2	31.2	113
HOUSE BEAUTIFUL	4885	237	3.0	4.9	101	1510	3.9	30.9	132	540	3.4	11.1	116	1474	3.2	30.2	109
INC.	1308	**60	0.7	4.6	96	*355	0.9	27.1	114	*123	0.8	9.4	98	402	0.9	30.7	111
JET	6498	206	2.6	3.2	66	2383	6.1	36.7	157	726	4.5	11.2	117	1789	3.9	27.5	100
LADIES' HOME JOURNAL	14797	828	10.3	5.6	117	3626	9.3	24.5	105	1726	10.8	11.7	122	4725	10.2	31.9	115
LHJ FAMILY GRP COMBO(GROSS)	21743	1237	15.4	5.7	119	5545	14.2	25.5	109	2499	15.6	11.5	120	6927	14.9	31.9	115
LIFE	9881	389	4.8	3.9	82	2329	5.9	23.6	101	1089	6.8	11.0	115	2733	5.9	27.7	100
L.A. TIMES HOME MAGAZINE	2775	*160	2.0	5.8	121	556	1.4	20.0	86	265	1.7	9.5	100	724	1.6	26.1	94
MADemoiselle	4219	*173	2.2	4.1	86	956	2.4	22.7	97	513	3.2	12.2	127	1330	2.9	31.5	114
MC CALL'S	16422	779	9.7	4.7	99	4355	11.1	26.5	114	2090	13.0	12.7	133	5481	11.8	33.4	121
MC CALL'S/WRK MOTHER (GROSS)	17919	877	10.9	4.9	102	4811	12.3	26.8	115	2295	14.3	12.8	134	5929	12.8	33.1	120
MECHANIX ILLUSTRATED	4433	*195	2.4	4.4	92	1188	3.0	26.8	115	362	2.3	8.2	85	1210	2.6	27.3	99
METROPOLITAN HOME	1504	**98	1.2	6.5	136	498	1.3	33.1	142	*172	1.1	11.4	120	501	1.1	33.0	120
MONEY	4723	*234	2.9	5.0	104	1054	2.7	22.3	96	447	2.8	9.5	99	1513	3.3	32.3	116
MOTHER EARTH NEWS	2325	**86	1.1	3.7	77	515	1.3	22.2	95	*210	1.3	9.0	95	659	1.4	28.3	102
MS.	1189	**34	0.4	2.9	60	257	0.7	21.6	93	*84	0.4	5.4	56	303	0.7	25.5	92
NATIONAL ENQUIRER	18892	971	12.1	5.1	107	4877	12.4	25.8	111	1999	12.5	10.6	111	5921	12.8	31.3	113
NATIONAL GEOGRAPHIC	22129	1026	12.8	4.6	97	4700	12.0	21.2	91	1865	11.6	8.4	88	6213	13.4	28.1	101
NATIONAL SUNDAY MAGAZINE PKG	103750	5081	63.3	4.9	102	23209	59.2	22.4	96	10257	64.0	9.9	104	28973	62.4	27.9	101
NATURAL HISTORY	1379	**40	0.5	2.9	61	355	0.9	25.7	110	**50	0.3	3.6	38	270	0.6	19.6	71
NEW WOMAN	2289	**70	0.9	3.1	64	491	1.3	21.5	92	*203	1.3	8.9	93	534	1.2	23.3	84
NEW YORK INCLUDING CUE	1088	**56	0.7	5.1	108	*254	0.6	23.3	100	*130	0.8	11.9	125	262	0.6	24.1	87
THE NEW YORKER	2459	*80	1.0	3.3	68	507	1.3	20.6	88	306	1.9	12.4	130	599	1.3	24.4	88
NEWSWEEK	16527	828	10.3	5.0	105	3908	10.0	23.6	101	1416	8.8	8.6	90	4655	10.0	28.2	102
THE N.Y. TIMES DAILY EDITION	2739	*206	2.6	7.5	157	505	1.3	18.4	79	460	2.9	16.8	176	756	1.6	27.6	100
THE N.Y. TIMES MAGAZINE	4443	317	4.0	7.1	149	784	2.0	17.6	76	654	4.1	14.7	154	1153	2.5	26.0	94
DMHI	2799	**62	0.8	2.2	46	604	1.5	21.6	92	*321	2.0	11.5	120	675	1.5	24.1	87
ON CABLE	2209	**42	0.5	1.9	40	547	1.4	24.8	106	*176	1.1	8.0	83	514	1.1	23.3	84
1001 HOME IDEAS	3959	*210	2.6	5.3	111	996	2.5	25.2	108	483	3.0	12.2	128	1155	2.5	29.2	105
ORGANIC GARDENING	3111	*190	2.4	6.1	128	853	2.2	27.4	117	345	2.2	11.1	116	906	2.0	29.1	105
OUTDOOR LIFE	5024	*187	2.3	3.7	78	1472	3.8	29.3	125	415	2.6	8.3	86	1568	3.4	31.2	113
PARADE MAGAZINE	51292	2481	30.9	4.8	101	11284	28.8	22.0	94	5340	33.3	10.4	109	14259	30.7	27.8	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	LAVORIS REGULAR				LISTERINE				LISTERMINT				SCOPE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8025	100.0	4.8	100	39178	100.0	23.4	100	16021	100.0	9.6	100	46399	100.0	27.7	100
PARENTS	5298	*232	2.9	4.4	92	1237	3.2	23.3	100	506	3.2	9.6	100	1564	3.4	29.5	107
PENTHOUSE	5129	*220	2.7	4.3	90	994	2.5	19.4	83	438	2.7	8.5	89	1451	3.1	28.3	102
PEOPLE	21070	1070	13.3	5.1	106	4167	10.6	19.8	85	2388	14.9	11.3	119	6038	13.0	28.7	104
PLAYBOY	10562	428	5.3	4.1	85	2008	5.1	19.0	81	998	6.2	9.4	99	2942	6.3	27.9	101
POPULAR HOT RODDING	2498	**184	2.3	7.4	154	469	1.2	18.8	80	*213	1.3	8.5	89	711	1.5	28.5	103
POPULAR MECHANICS	5887	*198	2.5	3.4	70	1531	3.9	26.0	111	469	2.9	8.0	83	1780	3.8	30.2	109
POPULAR SCIENCE	4317	271	3.4	6.3	131	1052	2.7	24.4	104	346	2.2	8.0	84	947	2.0	21.9	79
PREVENTION	5792	274	3.4	4.7	99	1595	4.1	27.5	118	482	3.0	8.3	87	1755	3.8	30.3	110
PSYCHOLOGY TODAY	3284	**69	0.9	2.1	44	767	2.0	23.4	100	388	2.4	11.8	124	894	1.9	27.2	98
READER'S DIGEST	40046	2241	27.9	5.6	117	10244	26.1	25.6	110	3858	24.1	9.6	101	12403	26.7	31.0	112
REDBOOK	9584	506	6.3	5.3	110	2416	6.2	25.2	108	1235	7.7	12.9	135	3085	6.6	32.2	116
ROAD & TRACK	2590	**66	0.8	2.5	53	511	1.3	19.7	84	*175	1.1	6.8	71	800	1.7	30.9	112
ROLLING STONE	3302	*188	2.3	5.7	119	548	1.4	16.6	71	423	2.6	12.8	134	805	1.7	24.4	88
RUNNER'S WORLD	1229	**29	0.4	2.4	49	*272	0.7	22.1	95	**89	0.6	7.2	76	*334	0.7	27.2	98
SATURDAY EVENING POST	2110	*119	1.5	5.6	118	626	1.6	29.7	127	*199	1.2	9.4	99	672	1.4	31.8	115
SCIENCE 84	1543	**54	0.7	3.5	73	*290	0.7	18.8	80	**113	0.7	7.3	77	296	0.6	19.2	69
SCIENCE DIGEST	1747	**68	0.8	3.9	81	404	1.0	23.1	99	**67	0.4	3.8	40	408	0.9	23.4	84
SCIENTIFIC AMERICAN	1994	**98	1.2	4.9	103	337	0.9	16.9	72	*126	0.8	6.3	66	431	0.9	21.6	78
SELF	3119	**172	2.1	5.5	115	711	1.8	22.8	98	328	2.0	10.5	110	1023	2.2	32.8	119
SEVENTEEN	3923	*155	1.9	4.0	83	1001	2.6	25.5	109	423	2.6	10.8	113	1205	2.6	30.7	111
SKI	1501	**74	0.9	4.9	103	*268	0.7	17.9	76	**155	1.0	10.3	108	365	0.8	24.3	88
SMITHSONIAN	5976	294	3.7	4.9	103	1248	3.2	20.9	89	525	3.3	8.8	92	1510	3.3	25.3	91
SOAP OPERA DIGEST	4228	*146	1.8	3.5	72	1216	3.1	28.8	123	476	3.0	11.3	118	1578	3.4	37.3	135
SOUTHERN LIVING	6488	284	3.5	4.4	91	1776	4.5	27.4	117	869	5.4	13.4	140	2165	4.7	33.4	121
SPORT	3500	*187	2.3	5.3	112	753	1.9	21.5	92	372	2.3	10.6	111	1053	2.3	30.1	109
THE SPORTING NEWS	2456	**90	1.1	3.7	77	599	1.5	24.4	104	234	1.5	9.5	100	821	1.8	33.4	121
SPORTS AFIELD	3648	**94	1.2	2.6	54	814	2.1	22.3	96	314	2.0	8.6	90	1094	2.4	30.0	108
SPORTS ILLUSTRATED	14484	667	8.3	4.6	96	2948	7.5	20.4	87	1444	9.0	10.0	104	4333	9.3	29.9	108
STAR	12661	615	7.7	4.9	102	3425	8.7	27.1	116	1573	9.8	12.4	130	3829	8.3	30.2	109
SUNDAY	52799	2669	33.3	5.1	106	11018	28.1	20.9	89	4846	30.2	9.2	96	14152	30.5	26.8	97
SUNSET	3513	**163	2.0	4.6	97	790	2.0	22.5	96	*214	1.3	6.1	64	674	1.5	19.2	69
TV GUIDE	42766	2242	27.9	5.2	110	10303	26.3	24.1	103	4378	27.3	10.2	107	12919	27.8	30.2	109
TENNIS	1254	**39	0.5	3.1	65	330	0.8	26.3	113	**79	0.5	6.3	66	327	0.7	26.1	94
TIME	22054	1247	15.5	5.7	118	4468	11.4	20.3	87	2107	13.2	9.6	100	6274	13.5	28.4	103
TOWN & COUNTRY	1555	**41	0.5	2.6	55	342	0.9	22.0	94	*170	1.1	10.9	114	440	0.9	28.3	102
TRAVEL & LEISURE	2173	**67	0.8	3.1	64	664	1.7	30.6	131	*175	1.1	8.1	84	575	1.2	26.5	96
TRUE STORY	4636	*245	3.1	5.3	110	1554	4.0	33.5	144	505	3.2	10.9	114	1607	3.5	34.7	125
U.S. NEWS & WORLD REPORT	10353	530	6.6	5.1	107	2629	6.7	25.4	109	1339	8.4	12.9	135	2996	6.5	28.9	105
USA TODAY	4994	240	3.0	4.8	100	978	2.5	19.6	84	501	3.1	10.0	105	1595	3.4	31.9	115
US	3528	*143	1.8	4.1	85	1097	2.8	31.1	133	426	2.7	12.1	126	1007	2.2	28.5	103
VOGUE	5424	253	3.2	4.7	97	1289	3.2	23.2	99	601	3.8	11.1	116	1660	3.6	30.6	111
WALL STREET JOURNAL	6292	309	3.9	4.9	103	1202	3.1	19.1	82	568	3.5	9.0	95	1643	3.5	26.1	94
WEIGHT WATCHERS	2762	*148	1.8	5.4	112	699	1.8	25.3	108	301	1.9	10.9	114	945	2.0	34.2	124
WOMAN'S DAY	16320	733	9.1	4.5	94	3838	9.8	23.5	101	1985	12.4	12.2	127	5267	11.4	32.3	117
WORKING MOTHER	1496	**98	1.2	6.6	137	456	1.2	30.5	130	*205	1.3	13.7	143	447	1.0	29.9	108
WORKING WOMAN	1851	**99	1.2	5.3	112	460	1.2	24.9	106	*268	1.7	14.5	152	575	1.2	31.1	112
WORLD TENNIS	580	**12	0.1	2.1	43	*173	0.4	29.8	128	**19	0.1	3.3	34	*178	0.4	30.7	111
ZIFF-DAVIS MAG NETWK (GROSS)	12412	597	7.4	4.8	101	3041	7.8	24.5	105	1233	7.7	9.9	104	3353	7.2	27.0	98
BLAIR INSERTS	91671	4582	57.1	5.0	104	19457	49.7	21.2	91	8918	55.7	9.7	102	25282	54.5	27.6	100
DAILY NEWSPAPERS																	
READ ANY	109190	5377	67.0	4.9	103	25384	64.8	23.2	100	10339	64.5	9.5	99	30906	66.6	28.3	102
READ ONE	89587	4369	54.4	4.9	102	21388	54.6	23.9	102	8483	52.9	9.5	99	24958	53.8	27.9	101
READ TWO OR MORE	19602	1008	12.6	5.1	107	3996	10.2	20.4	87	1856	11.6	9.5	99	5949	12.8	30.3	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5435	67.7	5.0	104	24285	62.0	22.1	95	10725	66.9	9.8	102	30582	65.9	27.9	101
READ ONE	95074	4590	57.2	4.8	101	21278	54.3	22.4	96	9179	57.3	9.7	101	26456	57.0	27.8	101
READ TWO OR MORE	14588	846	10.5	5.8	121	3007	7.7	20.6	88	1546	9.6	10.6	111	4127	8.9	28.3	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.24				25.77				29.87				28.43			
30 DAY REACH	149706	7226	90.0	4.8	101	34471	88.0	23.0	99	14424	90.0	9.6	101	41607	89.7	27.8	100
50 SHWG - 30 DAY AV FREQ	15.16	16.75				13.64				15.62				14.95			
30 DAY REACH	142406	6971	86.9	4.9	102	32584	83.2	22.9	98	13822	86.3	9.7	102	39642	85.4	27.8	101
25 SHWG - 30 DAY AV FREQ	8.23	9.13				7.54				8.50				8.05			
30 DAY REACH	131152	6426	80.1	4.9	102	29477	75.2	22.5	96	12728	79.4	9.7	102	36802	79.3	28.1	101
CABLE TV: HOME WIRED	66879	3423	42.7	5.1	107	15627	39.9	23.4	100	6548	40.9	9.8	103	19073	41.1	28.5	103
HOME NOT WIRED	100848	4602	57.3	4.6	95	23551	60.1	23.4	100	9473	59.1	9.4	98	27325	58.9	27.1	98
HAVE PAY CABLE	35024	1884	23.5	5.4	112	7536	19.2	21.5	92	3489	21.8	10.0	104	10263	22.1	29.3	106

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	TOTAL U.S. '000	LAVORIS REGULAR				LISTERINE				LISTERMINT				SCOPE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8025	100.0	4.8	100	39178	100.0	23.4	100	16021	100.0	9.6	100	46399	100.0	27.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4412	55.0	4.6	96	21487	54.8	22.5	96	9245	57.7	9.7	101	27083	58.4	28.3	102
10:00 AM - 3:00 PM	63599	2946	36.7	4.6	97	14448	36.9	22.7	97	6580	41.1	10.3	108	18041	38.9	28.4	103
3:00 PM - 7:00 PM	72097	3426	42.7	4.8	99	15600	39.8	21.6	93	7132	44.5	9.9	104	20511	44.2	28.4	103
7:00 PM - MIDNIGHT	36670	1711	21.3	4.7	98	8221	21.0	22.4	96	3781	23.6	10.3	108	10120	21.8	27.6	100
MIDNIGHT - 6:00 AM	21908	1130	14.1	5.2	108	5112	13.0	23.3	100	2043	12.8	9.3	98	6490	14.0	29.6	107
6:00 AM - MIDNIGHT	127571	5888	73.4	4.6	96	28844	73.6	22.6	97	12626	78.8	9.9	104	35972	77.5	28.2	102
ENTIRE DAY	129239	6002	74.8	4.6	97	29328	74.9	22.7	97	12775	79.7	9.9	103	36377	78.4	28.1	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	34009	1614	20.1	4.7	99	7354	18.8	21.6	93	3325	20.8	9.8	102	9867	21.3	29.0	105
ALL NEWS	6062	331	4.1	5.5	114	1184	3.0	19.5	84	491	3.1	8.1	85	1662	3.6	27.4	99
AOR/PROGRESSIVE	11884	466	5.8	3.9	82	1999	5.1	16.8	72	1325	8.3	11.1	117	2871	6.2	24.2	87
BEAUTIFUL MUSIC	11180	585	7.3	5.2	109	2260	5.8	20.2	87	1059	6.6	9.5	99	3206	6.9	28.7	104
BLACK	4538	*215	2.7	4.7	99	1533	3.9	33.8	145	510	3.2	11.2	118	1339	2.9	29.5	107
CLASSICAL	3857	*175	2.2	4.5	95	892	2.3	23.1	99	281	1.8	7.3	76	883	1.9	22.9	83
CHR/ROCK	21946	936	11.7	4.3	89	4251	10.9	19.4	83	2615	16.3	11.9	125	6127	13.2	27.9	101
COUNTRY	27262	1284	16.0	4.7	98	7051	18.0	25.9	111	2601	16.2	9.5	100	8087	17.4	29.7	107
GOLDEN OLDIES	3339	*243	3.0	7.3	152	726	1.9	21.7	93	347	2.2	10.4	109	956	2.1	28.6	103
MOR/NOSTALGIA	10346	601	7.5	5.8	121	2398	6.1	23.2	99	993	6.2	9.6	100	2811	6.1	27.2	98
NEWS/TALK	8929	522	6.5	5.8	122	1970	5.0	22.1	94	849	5.3	9.5	100	2213	4.8	24.8	90
RELIGIOUS	5488	*268	3.3	4.9	102	1289	3.3	23.5	101	684	4.3	12.5	130	1627	3.5	29.6	107
SOFT ROCK	1232	*66	0.8	5.4	112	*252	0.6	20.5	88	**122	0.8	9.9	104	326	0.7	26.5	96
URBAN CONTEMPORARY	3184	*106	1.3	3.3	70	893	2.3	28.0	120	338	2.1	10.6	111	779	1.7	24.5	88
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	251	3.1	3.6	76	1385	3.5	20.0	86	643	4.0	9.3	97	1738	3.7	25.1	91
ABC DIRECTION	5212	289	3.6	5.5	116	1234	3.1	23.7	101	522	3.3	10.0	105	1520	3.3	29.2	105
ABC ENTERTAINMENT	10385	519	6.5	5.0	104	2650	6.8	25.5	109	979	6.1	9.4	99	3151	6.8	30.3	110
ABC FM	4762	*187	2.3	3.9	82	1227	3.1	25.8	110	559	3.5	11.7	123	1354	2.9	28.4	103
ABC INFORMATION	11339	546	6.8	4.8	101	2530	6.5	22.3	96	1049	6.5	9.3	97	3006	6.5	26.5	96
ABC ROCK	4878	*161	2.0	3.3	69	819	2.1	16.8	72	656	4.1	13.4	141	1321	2.8	27.1	98
CBS	10709	691	8.6	6.5	135	2554	6.5	23.8	102	921	5.7	8.6	90	2824	6.1	26.4	95
MUTUAL	10251	425	5.3	4.1	87	2606	6.7	25.4	109	872	5.4	8.5	89	3004	6.5	29.3	106
NBC	12243	731	9.1	6.0	125	2656	6.8	21.7	93	1278	8.0	10.4	109	3590	7.7	29.3	106
RADIORADIO	4606	*181	2.3	3.9	82	937	2.4	20.3	87	449	2.8	9.7	102	1256	2.7	27.3	99
RKO ONE	5148	*270	3.4	5.2	110	1137	2.9	22.1	95	513	3.2	10.0	104	1347	2.9	26.2	95
RKO TWO	7313	237	3.0	3.2	68	1638	4.2	22.4	96	580	3.6	7.9	83	1897	4.1	25.9	94
THE SOURCE	5981	*297	3.7	5.0	104	1134	2.9	19.0	81	635	4.0	10.6	111	1479	3.2	24.7	89
NON-WIRED : BLAIR	19329	986	12.3	5.1	107	4488	11.5	23.2	99	2099	13.1	10.9	114	5725	12.3	29.6	107
INTERNET	27139	1388	17.3	5.1	107	5823	14.9	21.5	92	2801	17.5	10.3	108	7330	15.8	27.0	98
KATZ RADIO GROUP	36319	1780	22.2	4.9	102	8060	20.6	22.2	95	3610	22.5	9.9	104	9943	21.4	27.4	99
SUPERNET	22361	991	12.3	4.4	93	4876	12.4	21.8	93	2287	14.3	10.2	107	6019	13.0	26.9	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	774	9.6	5.3	111	3924	10.0	27.0	116	1548	9.7	10.7	112	3871	8.3	26.6	96
MKDAY 9:00 AM - 1:00 PM	18688	838	10.4	4.5	94	5347	13.6	28.6	122	1875	11.7	10.0	105	5310	11.4	28.4	103
MKDAY 1:00 PM - 4:30 PM	24061	1127	14.0	4.7	98	6676	17.0	27.7	119	2447	15.3	10.2	106	6926	14.9	28.8	104
MKDAY 4:30 PM - 7:30 PM	44079	2246	28.0	5.1	106	11332	28.9	25.7	110	4363	27.2	9.9	104	12417	26.8	28.2	102
MKDAY 7:30 PM - 8:00 PM	61979	3062	38.2	4.9	103	15561	39.7	25.1	107	6314	39.4	10.2	107	17474	37.7	28.2	102
MKDAY 11:00 PM - 11:30 PM	49084	2529	31.5	5.2	108	12145	31.0	24.7	106	4917	30.7	10.0	105	13887	29.9	28.3	102
MKDAY 11:30 PM - 1:00 AM	16560	878	10.9	5.3	111	4118	10.5	24.9	106	1629	10.2	9.8	103	4534	9.8	27.4	99
M-SAT 8-11 PM-SUN 7-11 PM	66967	3282	40.9	4.9	102	15990	40.8	23.9	102	6828	42.6	10.2	107	19188	41.4	28.7	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	488	6.1	5.3	110	2513	6.4	27.1	116	1019	6.4	11.0	115	2548	5.5	27.5	99
ANOTHER WORLD	N 6138	229	2.9	3.7	78	2030	5.2	33.1	142	629	3.9	10.2	107	1880	4.1	30.6	111
AS THE WORLD TURNS	C 7707	342	4.3	4.4	93	2139	5.5	27.8	119	701	4.4	9.1	95	2271	4.9	29.5	105
CAPITOL	C 4688	192	2.4	4.1	86	1329	3.4	28.3	121	425	2.7	9.1	95	1396	3.0	29.8	108
CBS MORN. NEWS 1	C 2792	177	2.2	6.3	132	836	2.1	29.9	128	302	1.9	10.8	113	778	1.7	27.9	101
CBS MORN. NEWS 2	C 2071	171	2.1	8.3	173	627	1.6	30.3	130	183	1.1	8.8	93	613	1.3	29.6	107
DAYS OF OUR LIVES	N 8018	301	3.8	3.8	78	2419	6.2	30.2	129	836	5.2	10.4	109	2459	5.3	30.7	111
FACTS OF LIFE - DAYTIME	N 3487	134	1.7	3.8	80	844	2.2	24.2	104	312	1.9	8.9	94	944	2.0	27.1	98
FAMILY FEUD	A 4817	224	2.8	4.7	97	1440	3.7	29.9	128	525	3.3	10.9	114	1417	3.1	29.4	106
GENERAL HOSPITAL	A 8333	325	4.0	3.9	82	2234	5.7	26.8	115	897	5.6	10.8	113	2355	5.1	28.3	102
GOOD MORNING, AMERICA-730 A	A 5472	327	4.1	6.0	125	1565	4.0	28.6	122	574	3.6	10.5	110	1438	3.1	26.3	95
GOOD MORNING, AMERICA-830 A	A 3965	267	3.3	6.7	141	1063	2.7	26.8	115	482	3.0	12.2	127	1120	2.4	28.2	102
GUIDING LIGHT	C 7542	345	4.3	4.6	96	2088	5.3	27.7	119	700	4.4	9.3	97	2204	4.8	29.2	106
ONE LIFE TO LIVE	A 6018	292	3.6	4.9	101	1835	4.7	30.5	131	679	4.2	11.3	118	1678	3.6	27.9	101
PRESS YOUR LUCK	C 3589	167	2.1	4.7	97	1060	2.7	29.5	126	347	2.2	9.7	101	1092	2.4	30.4	110
PRICE IS RIGHT 1	C 7418	349	4.3	4.7	98	2252	5.7	30.4	130	738	4.6	9.9	104	2273	4.9	30.6	111
PRICE IS RIGHT 2	C 8276	371	4.6	4.5	94	2527	6.5	30.5	131	870	5.4	10.5	110	2554	5.5	30.9	112
RYAN'S HOPE	A 4358	265	3.3	6.1	127	1285	3.3	29.5	126	521	3.3	12.0	125	1304	2.8	29.9	108
SALE OF THE CENTURY	N </																

	TOTAL U.S. '000	LAVORIS REGULAR				LISTERINE				LISTERMINT				SCOPE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8025	100.0	4.8	100	39178	100.0	23.4	100	16021	100.0	9.6	100	46399	100.0	27.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	2841	35.4	5.4	114	13945	35.6	26.7	114	5106	31.9	9.8	102	14628	31.5	28.0	101
NETWORK AFFILIATES - LATE	39164	2046	25.5	5.2	109	9680	24.7	24.7	106	3859	24.1	9.9	103	11002	23.7	28.1	102
INDEPENDENTS - LATE	5133	309	3.9	6.0	126	1286	3.3	25.1	107	579	3.6	11.3	118	1494	5.2	29.1	105
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	M 22825	1103	13.7	4.8	101	5524	14.1	24.2	104	2556	16.0	11.2	117	6537	14.1	28.6	104
ABC MONDAY NIGHT MOVIE	A 11258	658	8.2	5.8	122	2656	6.8	23.6	101	1080	6.7	9.6	100	3144	6.8	27.9	101
ABC SUNDAY NIGHT MOVIE	A 23600	1021	12.7	4.3	90	5428	13.9	23.0	98	2558	16.0	10.8	113	6733	14.5	28.5	103
ABC WORLD NEWS TONIGHT	A 12801	653	8.1	5.1	107	3485	8.9	27.2	117	1331	8.3	10.4	109	3661	7.9	28.6	103
AFTERMASH	C 10966	640	8.0	5.8	122	2597	6.6	23.7	101	977	6.1	8.9	93	3032	6.5	27.6	100
ALICE	C 17050	891	11.1	5.2	109	4006	10.2	23.5	101	1673	10.4	9.8	103	4952	10.7	29.0	105
AMERICAN PARADE	C 11998	631	7.9	5.3	110	2953	7.5	24.6	105	1116	7.0	9.3	97	3342	7.2	27.9	101
BENSON	A 19258	962	12.0	5.0	104	4585	11.7	23.8	102	2030	12.7	10.5	110	5104	11.0	26.5	96
BLUE THUNDER	A 11478	566	7.1	4.9	103	2834	7.2	24.7	106	1168	7.3	10.2	107	3325	7.2	29.0	105
CAGNEY & LACEY	C 18263	933	11.6	5.1	107	3980	10.2	21.8	93	2200	13.7	12.0	126	5194	11.2	28.4	103
CBS EVENING NEWS-DEAN	C 7733	415	5.2	5.4	112	2268	5.8	29.3	126	620	3.9	8.0	84	2090	4.5	27.0	98
CBS EVENING NEWS-RATHER	C 15653	856	10.7	5.5	114	4011	10.2	25.6	110	1389	8.7	8.9	93	4158	9.0	26.6	96
CBS SAT. NEWS-SCHIEFFER	C 8744	525	6.5	6.0	125	2475	6.3	28.3	121	680	4.2	7.8	81	2429	5.2	27.8	100
CBS SATURDAY NIGHT MOVIE	C 12000	528	6.6	4.4	92	2504	6.4	20.9	89	1258	7.9	10.5	110	3505	7.6	29.2	106
CBS WEDNESDAY NIGHT MOVIE	C 11522	461	5.7	4.0	84	2858	7.3	24.8	106	1057	6.6	9.2	96	3167	6.8	27.5	99
CHEERS	N 16818	693	8.6	4.1	86	3270	8.3	19.4	83	1548	9.7	9.2	96	4513	9.7	26.8	97
DALLAS	C 37510	1963	24.5	5.2	109	9965	25.4	26.6	114	3852	24.0	10.3	108	10909	23.5	29.1	105
DIFF'RENT STROKES	N 11258	531	6.6	4.7	99	3010	7.7	26.7	114	1036	6.5	9.2	96	3143	6.8	27.9	101
DOUBLE TROUBLE	N 12248	541	6.7	4.4	92	2891	7.4	23.6	101	1205	7.5	9.8	103	3407	7.3	27.8	101
DUCK FACTORY	N 11100	397	4.9	3.6	75	2417	6.2	21.8	93	958	6.0	8.6	90	2853	6.1	25.7	93
DUKES OF HAZZARD	C 12353	609	7.6	4.9	103	3125	8.0	25.3	108	1344	8.4	10.9	114	3552	7.7	28.8	104
DYNASTY	A 33279	1633	20.3	4.9	103	8530	21.8	25.6	110	3402	21.2	10.2	107	9545	20.6	28.7	104
FACTS OF LIFE	N 13410	588	7.3	4.4	92	3226	8.2	24.1	103	1238	7.7	9.2	97	3976	8.6	29.6	107
FALCON CREST	C 31093	1702	21.2	5.5	114	8194	20.9	26.4	113	3454	21.6	11.1	116	9214	19.9	29.6	107
FALL GUY	A 18649	924	11.5	5.0	104	4340	11.1	23.3	100	1891	11.8	10.1	106	5424	11.7	29.1	105
FAMILY TIES	N 13101	447	5.6	3.4	71	2931	7.5	22.4	96	1285	8.0	9.8	103	3748	8.1	28.6	103
FANTASY ISLAND	A 13069	636	7.9	4.9	102	3602	9.2	27.6	118	1208	7.5	9.2	97	3548	7.6	27.1	98
FOULUPS, BLEEPES & BLUNDERS	A 16588	806	10.0	4.9	102	3984	10.2	24.0	103	1438	9.0	8.7	91	4617	10.0	27.8	101
FOUR SEASONS	C 9302	502	6.3	5.4	113	2284	5.8	24.6	105	868	5.4	9.3	98	2471	5.3	26.6	96
GIMME A BREAK	N 13955	608	7.6	4.4	91	3575	9.1	25.6	110	1371	8.6	9.8	103	3973	8.6	28.5	103
HART TO HART	A 15735	666	8.3	4.2	88	3921	10.0	24.9	107	1447	9.0	9.2	96	4410	9.5	28.0	101
HILL STREET BLUES	N 18257	863	10.8	4.7	99	3629	9.3	19.9	85	1677	10.5	9.2	96	4677	10.1	25.6	93
HOTEL	A 24236	1191	14.8	4.9	103	6379	16.3	26.3	113	2332	14.6	9.6	101	6849	14.8	28.3	102
JEFFERSONS	C 17010	857	10.7	5.0	105	4405	11.2	25.9	111	1547	9.7	9.1	95	4886	10.5	28.7	104
JENNIFER SLEPT HERE	N 9397	474	5.9	5.0	105	2329	5.9	24.8	106	973	6.1	10.4	108	2756	5.9	29.3	106
KATE & ALLIE	C 16762	753	9.4	4.5	94	3624	9.3	21.6	93	1573	9.8	9.4	98	4905	10.6	29.3	106
KNIGHT RIDER	N 13164	581	7.2	4.4	92	2932	7.5	22.3	95	1358	8.5	10.3	108	3627	7.8	27.6	100
LOVE BOAT	A 20400	992	12.4	4.9	102	5294	13.5	26.0	111	1928	12.0	9.5	99	5879	12.7	28.8	104
MAGNUM PI	C 22543	1021	12.7	4.5	95	5367	13.7	23.8	102	2313	14.4	10.3	107	6692	14.4	29.7	107
MAMA'S FAMILY	N 9852	458	5.7	4.6	97	2780	7.1	28.2	121	871	5.4	8.8	93	3080	6.6	31.3	113
MASTER, THE	N 8082	282	3.5	3.5	73	1829	4.7	22.6	97	741	4.6	9.2	96	2324	5.0	28.8	104
MATT HOUSTON	A 12881	631	7.9	4.9	102	3021	7.7	23.5	100	1502	9.4	11.7	122	3812	8.2	29.6	107
NBC MONDAY NIGHT MOVIE	N 23889	1016	12.7	4.3	89	5246	13.4	22.0	94	2532	15.8	10.6	111	6844	14.8	28.6	104
NBC NIGHTLY NEWS	N 11156	565	7.0	5.1	106	3174	8.1	28.5	122	876	5.5	7.9	82	3159	6.8	28.3	102
NBC NIGHTLY NEWS-SAT	N 7363	333	4.1	4.5	95	2004	5.1	27.2	117	738	4.6	10.0	105	1939	4.2	26.3	95
NBC NIGHTLY NEWS-SUN	N 6214	302	3.8	4.9	102	1561	4.0	25.1	108	491	3.1	7.9	83	1623	3.5	26.1	94
NBC SUNDAY NIGHT MOVIE	N 17590	850	10.6	4.8	101	3812	9.7	21.7	93	1833	11.4	10.4	109	5095	11.0	29.0	105
NEWMART	C 16740	824	10.3	4.9	103	4024	10.3	24.0	103	1824	11.4	10.9	114	4902	10.6	29.3	106
ONE DAY AT A TIME	C 11820	450	5.6	3.8	80	2922	7.5	24.7	106	1175	7.3	9.9	104	3235	7.0	27.4	99
PEOPLE ARE FUNNY	N 9138	486	6.1	5.3	111	2276	5.8	24.9	107	869	5.4	9.5	100	2880	6.2	31.5	114
REAL PEOPLE	N 15979	716	8.9	4.5	94	4525	11.5	28.3	121	1377	8.6	8.6	90	4698	10.1	29.4	106
REMINGTON STEELE	N 14395	649	8.1	4.5	94	3134	8.0	21.8	93	1560	9.7	10.8	113	4179	9.0	29.0	105
RIPLY'S BELIEVE IT - NOT	A 11362	441	5.5	3.9	81	2711	6.9	23.9	102	1112	6.9	9.8	102	3067	6.6	27.0	98
RIPTIDE	N 13920	598	7.5	4.3	90	3021	7.7	21.7	93	1373	8.6	9.9	103	4007	8.6	28.8	104
SCARECROW & MRS. KING	C 17571	780	9.7	4.4	93	4236	10.8	24.1	103	1742	10.9	9.9	104	4982	10.7	28.4	102
SIMON & SIMON	C 20208	868	10.8	4.3	90	5552	14.2	27.5	118	2088	13.0	10.3	108	6225	13.4	30.8	111
60 MINUTES	C 27668	1553	19.4	5.6	117	6962	17.8	25.2	108	2516	15.7	9.1	95	7965	17.2	28.8	104
ST. ELSEWHERE	N 13699	671	8.4	4.9	102	2963	7.6	21.6	93	1410	8.8	10.3	108	3692	8.0	27.0	97
THREE'S COMPANY</																	

	TOTAL U.S. '000	A '000	SIGNAL B % ACROSS DOWN	C % INDX	D INDX	A '000	B % DOWN	C % ACROSS DOWN	D INDX	ALL LAZORIS A '000	B % DOWN	C % ACROSS DOWN	D INDX	A '000	B % DOWN	C % ACROSS DOWN	D INDX
TOTAL ADULTS	167727	16095	100.0	9.6	100					9059	100.0	5.4	100				
MALES	79263	6981	43.4	8.8	92					4258	47.0	5.4	99				
FEMALES	88464	9114	56.6	10.3	107					4802	53.0	5.4	101				
18 - 24	28671	3474	21.6	12.1	126					1321	14.6	4.6	85				
25 - 34	39536	4299	26.7	10.9	113					1692	18.7	4.3	79				
35 - 44	28978	3146	19.5	10.9	113					1631	18.0	5.6	104				
45 - 54	22345	1862	11.6	8.3	87					1126	12.4	5.0	93				
55 - 64	22224	1620	10.1	7.3	76					1460	16.1	6.6	122				
65 OR OLDER	25973	1694	10.5	6.5	68					1829	20.2	7.0	130				
18 - 34	68207	7773	48.3	11.4	119					3013	33.3	4.4	82				
18 - 49	108058	11798	73.3	10.9	114					5123	56.6	4.7	88				
25 - 54	90859	9307	57.8	10.2	107					4450	49.1	4.9	91				
35 - 49	39851	4025	25.0	10.1	105					2110	23.3	5.3	98				
50 OR OLDER	59669	4298	26.7	7.2	75					3936	43.4	6.6	122				
GRADUATED COLLEGE	28091	2182	13.6	7.8	81					1399	15.4	5.0	92				
ATTENDED COLLEGE	28938	2790	17.3	9.6	100					1501	16.6	5.2	96				
GRADUATED HIGH SCHOOL	65503	6975	43.3	10.6	111					3697	40.8	5.6	104				
DID NOT GRADUATE HIGH SCHOOL	45195	4149	25.8	9.2	96					2462	27.2	5.4	101				
EMPLOYED MALES	56429	4832	30.0	8.6	89					2740	30.2	4.9	90				
EMPLOYED FEMALES	43971	4790	29.8	10.9	114					2368	26.1	5.4	100				
EMPLOYED FULL-TIME	87773	8295	51.5	9.5	95					4502	49.7	5.1	95				
EMPLOYED PART-TIME	12627	1327	8.2	10.5	110					605	6.7	4.8	89				
NOT EMPLOYED	67327	6473	40.2	9.6	100					3952	43.6	5.9	109				
PROFESSIONAL/MANAGER	25845	2314	14.4	9.0	93					1544	17.0	6.0	111				
TECH/CLERICAL/SALES	30895	3024	18.8	9.8	102					1571	17.3	5.1	94				
PRECISION/CRAFT	12629	1098	6.8	8.7	91					*549	6.1	4.3	80				
OTHER EMPLOYED	31031	3186	19.8	10.3	107					1443	15.9	4.7	86				
SINGLE	35557	3902	24.2	11.0	114					1853	20.5	5.2	96				
MARRIED	103585	9724	60.4	9.4	98					5304	58.5	5.1	95				
DIVORCED/SEPARATED/WIDOWED	28585	2469	15.3	8.6	90					1902	21.0	6.7	123				
PARENTS	59295	6592	41.0	11.1	116					2463	27.2	4.2	77				
WHITE	146081	13964	86.9	9.6	100					7953	87.8	5.4	101				
BLACK	17974	1834	11.4	10.2	106					929	10.3	5.2	96				
OTHER	3672	**278	1.7	7.6	79					**178	2.0	4.8	90				
NORTHEAST-CENSUS	37005	3821	23.7	10.3	108					2299	25.4	6.2	115				
NORTH CENTRAL	42642	4507	28.0	10.6	110					1929	21.3	4.5	84				
SOUTH	56777	5274	32.8	9.3	97					3338	36.8	5.9	109				
WEST	31303	2494	15.5	8.0	83					1494	16.5	4.8	88				
NORTHEAST-MKTG.	38125	3999	24.8	10.5	109					2503	27.6	6.6	122				
EAST CENTRAL	24794	2563	15.9	10.3	108					1151	12.7	4.6	86				
WEST CENTRAL	28511	2756	17.1	9.7	101					1380	15.2	4.8	90				
SOUTH	48953	4627	28.7	9.5	98					2715	30.0	5.5	103				
PACIFIC	27344	2150	13.4	7.9	82					1311	14.5	4.8	89				
COUNTY SIZE A	69301	5984	37.2	8.6	90					3752	41.4	5.4	100				
COUNTY SIZE B	50633	5552	34.5	11.0	114					2737	30.2	5.4	100				
COUNTY SIZE C	26259	2354	14.6	9.0	93					1501	16.6	5.7	106				
COUNTY SIZE D	21534	2201	13.7	10.2	107					1069	11.8	5.0	92				
METRO CENTRAL CITY	50014	4824	30.0	9.6	101					2741	30.3	5.5	101				
METRO SUBURBAN	76832	7143	44.4	9.3	97					4176	46.1	5.4	101				
NON METRO	40881	4128	25.6	10.1	105					2143	23.7	5.2	97				
TOP 5 ADI'S	39550	3496	21.7	8.8	92					2213	24.4	5.6	104				
TOP 10 ADI'S	54877	4940	30.7	9.0	94					3134	34.6	5.7	106				
TOP 20 ADI'S	77516	6759	42.0	8.7	91					4454	49.2	5.7	106				
HSOLD INC. \$50,000 OR MORE	17257	1501	9.3	8.7	91					1022	11.3	5.9	110				
\$40,000 OR MORE	33235	3153	19.6	9.5	99					1860	20.5	5.6	104				
\$30,000 OR MORE	59693	5755	35.8	9.6	100					3061	33.8	5.1	95				
\$25,000 OR MORE	76275	7467	46.4	9.8	102					3822	42.2	5.0	93				
\$20,000 - \$24,999	18607	1867	11.6	10.0	105					1041	11.5	5.6	104				
\$15,000 - \$19,999	17175	1639	10.2	9.5	99					851	9.4	5.0	92				
\$10,000 - \$14,999	24569	2577	16.0	10.5	109					1341	14.8	5.5	101				
UNDER \$10,000	31101	2545	15.8	8.2	85					2005	22.1	6.4	119				
HOUSEHOLD OF 1 PERSON	19441	1257	7.8	6.5	67					1234	13.6	6.3	118				
2 PEOPLE	51803	4473	27.8	8.6	90					3194	35.3	6.2	114				
3 OR 4 PEOPLE	66933	7112	44.2	10.6	111					3159	34.9	4.7	87				
5 OR MORE PEOPLE	29550	3253	20.2	11.0	115					1472	16.2	5.0	92				
NO CHILD IN HSOLD	96587	7961	49.5	8.2	86					6045	66.7	6.3	116				
CHILD(REN) UNDER 2 YRS	10844	1114	6.9	10.3	107					*257	2.8	2.4	44				
2 - 5 YEARS	26358	3146	19.5	11.9	124					1029	11.4	3.9	72				
6 - 11 YEARS	30453	3453	21.5	11.3	118					1336	14.7	4.4	81				
12 - 17 YEARS	36575	4115	25.6	11.3	117					1824	20.1	5.0	92				
RESIDENCE OWNED	117770	10842	67.4	9.2	96					6613	73.0	5.6	104				
VALUE: \$50,000 OR MORE	70166	5984	37.2	8.5	89					4046	44.7	5.8	107				
VALUE: UNDER \$50,000	47604	4858	30.2	10.2	106					2567	28.3	5.4	100				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION

**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	SIGNAL				ALL FAVORIS				A				B				C				D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL ADULTS		167727	16095	100.0	9.6	100					9059	100.0	5.4	100												
MAGAZINES	QUINTILE 1	34022	3670	22.8	10.8	112					1927	21.3	5.7	105												
	QUINTILE 2	34800	3566	22.2	10.2	107					2121	23.4	6.1	113												
	QUINTILE 3	30514	3043	18.9	10.0	104					1539	17.0	5.0	93												
	QUINTILE 4	33324	3140	19.5	9.4	98					1883	20.8	5.7	105												
	QUINTILE 5	35066	2677	16.6	7.6	80					1590	17.6	4.5	84												
NEWSPAPERS	QUINTILE 1	29107	2824	17.5	9.7	101					1856	20.5	6.4	118												
	QUINTILE 2	49095	4841	30.1	9.9	103					2663	29.4	5.4	100												
	QUINTILE 3	23107	2265	14.1	9.8	102					1381	15.2	6.0	111												
	QUINTILE 4	33556	3262	20.3	9.7	101					1659	18.3	4.9	92												
	QUINTILE 5	32863	2903	18.0	8.8	92					1501	16.6	4.6	85												
OUTDOOR	QUINTILE 1	33431	3362	20.9	10.1	105					1878	20.7	5.6	104												
	QUINTILE 2	33478	3604	22.4	10.8	112					1706	18.8	5.1	94												
	QUINTILE 3	33574	3298	20.5	9.8	102					2024	22.3	6.0	112												
	QUINTILE 4	33935	3130	19.4	9.2	96					1855	20.5	5.5	101												
	QUINTILE 5	33310	2702	16.8	8.1	85					1597	17.6	4.8	89												
RADIO-DRIVE TIME	QUINTILE 1	33136	3336	20.7	10.1	105					1839	20.3	5.5	103												
	QUINTILE 2	31658	3241	20.1	10.2	107					1801	19.9	5.7	105												
	QUINTILE 3	32541	3058	19.0	9.4	98					1454	16.1	4.5	83												
	QUINTILE 4	34247	3231	20.1	9.4	98					1813	20.0	5.3	98												
	QUINTILE 5	36144	3229	20.1	8.9	93					2152	23.8	6.0	110												
RADIO-MID- DAY	TERCILE 1	45037	4821	30.0	10.7	112					2407	26.6	5.3	99												
	TERCILE 2	44819	4236	26.3	9.5	98					2464	27.2	5.5	102												
	TERCILE 3	77872	7039	43.7	9.0	94					4189	46.2	5.4	100												
RADIO-TOTAL	QUINTILE 1	33763	3572	22.2	10.6	110					1766	19.5	5.2	97												
	QUINTILE 2	33240	3425	21.3	10.3	107					1693	18.7	5.1	94												
	QUINTILE 3	33408	3172	19.7	9.5	99					1814	20.0	5.4	101												
	QUINTILE 4	34792	2995	18.6	8.6	90					1780	19.6	5.1	95												
	QUINTILE 5	32524	2931	18.2	9.0	94					2006	22.1	6.2	114												
TV-PRIME TIME	QUINTILE 1	33090	3022	18.8	9.1	95					1994	22.0	6.0	112												
	QUINTILE 2	33357	3375	21.0	10.1	105					2025	22.4	6.1	112												
	QUINTILE 3	33980	3563	22.1	10.5	109					1490	16.4	4.4	81												
	QUINTILE 4	33854	3439	21.4	10.2	106					1740	19.2	5.1	95												
	QUINTILE 5	33444	2696	16.8	8.1	84					1810	20.0	5.4	100												
TV-DAYTIME	TERCILE 1	49121	4919	30.6	10.0	104					2586	28.5	5.3	97												
	TERCILE 2	48823	4694	29.2	9.6	100					2687	29.7	5.5	102												
	TERCILE 3	69782	6483	40.3	9.3	97					3786	41.8	5.4	100												
TV-TOTAL	QUINTILE 1	33584	3357	20.9	10.0	104					1900	21.0	5.7	105												
	QUINTILE 2	33441	3063	19.0	9.2	95					2038	22.5	6.1	113												
	QUINTILE 3	33505	3454	21.5	10.3	107					1869	20.6	5.6	103												
	QUINTILE 4	33466	3221	20.0	9.6	100					1523	16.8	4.6	84												
	QUINTILE 5	33731	3001	18.6	8.9	93					1729	19.1	5.1	95												
MAGAZINES-NEWSPAPERS: DUAL		44503	4705	29.2	10.6	110					2576	28.4	5.8	107												
MAGAZINE IMPERATIVE		39363	4114	25.6	10.5	109					2231	24.6	5.7	105												
NEWSPAPER IMPERATIVE		46441	4048	25.2	8.7	91					2721	30.0	5.9	108												
MAGAZINES-OUTDOOR: DUAL		33726	3885	24.1	11.5	120					1752	19.3	5.2	96												
MAGAZINE IMPERATIVE		52846	5005	31.1	9.5	99					3183	35.1	6.0	112												
OUTDOOR IMPERATIVE		52140	4801	29.8	9.2	96					2774	30.6	5.3	99												
MAGAZINES-RADIO: DUAL		37081	4468	27.8	12.0	126					2109	23.3	5.7	105												
MAGAZINE IMPERATIVE		49747	4645	28.9	9.3	97					3000	33.1	6.0	112												
RADIO IMPERATIVE		49208	4343	27.0	8.8	92					2356	26.0	4.8	89												
MAGAZINES-TELEVISION: DUAL		33103	3308	20.6	10.0	104					2055	22.7	6.2	115												
MAGAZINE IMPERATIVE		54575	5653	35.1	10.4	108					2881	31.8	5.3	98												
TELEVISION IMPERATIVE		53249	4820	29.9	9.1	94					2980	32.9	5.6	104												
NEWSPAPERS-OUTDOOR: DUAL		36255	4125	25.6	11.4	119					2106	23.2	5.8	108												
NEWSPAPER IMPERATIVE		55591	4855	30.2	8.7	91					3312	36.6	6.0	110												
OUTDOOR IMPERATIVE		48319	4714	29.3	9.8	102					2474	27.3	5.1	95												
NEWSPAPERS-RADIO: DUAL		37242	3999	24.8	10.7	112					2125	23.5	5.7	106												
NEWSPAPER IMPERATIVE		54423	4820	29.9	8.9	92					3229	35.6	5.9	110												
RADIO IMPERATIVE		46650	4603	28.6	9.9	103					2243	24.8	4.8	89												
NEWSPAPERS-TELEVISION: DUAL		35974	3655	22.7	10.2	106					2403	26.5	6.7	124												
NEWSPAPER IMPERATIVE		56095	5440	33.8	9.7	101					2930	32.3	5.2	97												
TELEVISION IMPERATIVE		47170	4281	26.6	9.1	95					2428	26.8	5.1	95												
OUTDOOR-RADIO: DUAL		33748	3683	22.9	10.9	114					1762	19.5	5.2	97												
OUTDOOR IMPERATIVE		52785	5049	31.4	9.6	100					3110	34.3	5.9	109												
RADIO IMPERATIVE		52882	4971	30.9	9.4	98					2683	29.6	5.1	94												
OUTDOOR-TELEVISION: DUAL		32030	3199	19.9	10.0	104					2078	22.9	6.5	120												
OUTDOOR IMPERATIVE		54626	5699	35.4	10.4	109					2619	28.9	4.8	89												
TELEVISION IMPERATIVE		54874	4991	31.0	9.1	95					3026	33.4	5.5	102												
RADIO-TELEVISION: DUAL		33386	3565	22.1	10.7	111					1883	20.8	5.6	104												
RADIO IMPERATIVE		53810	5373	33.4	10.0	104					2600	28.7	4.8	89												
TELEVISION IMPERATIVE		54023	4779	29.7	8.8	92					3218	35.5	6.0	110												

	TOTAL U.S. '000	SIGNAL				ALL FAVORITS							
		A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	16095	100.0	9.6	100	9059	100.0	5.4	100				
ATLANTIC MONTHLY	867	**60	0.4	6.9	72	**22	0.2	2.5	47				
BARRON'S	1580	**93	0.6	5.9	61	**82	0.9	5.2	96				
BETTER HOMES & GARDENS	22203	2428	15.1	10.9	114	1288	14.2	5.8	107				
BON APPETIT	3810	353	2.2	9.3	97	**209	2.3	5.5	152				
BUSINESS WEEK	4663	472	2.9	10.1	105	291	3.2	6.2	116				
CAR AND DRIVER	3102	311	1.9	10.0	104	*244	2.7	7.9	146				
CBS MAGAZINE NETWORK (GROSS)	7311	815	5.1	11.1	116	410	4.5	5.6	104				
CHANGING TIMES	3400	360	2.2	10.6	110	264	2.9	7.8	144				
COLONIAL HOMES	1796	*168	1.0	9.4	97	**85	0.9	4.7	88				
CONDE NAST MAG. PKG. (GROSS)	19924	3429	15.1	12.2	127	1279	14.1	6.4	119				
CONSUMERS DIGEST	3125	287	1.8	9.2	96	*238	2.6	7.6	141				
COSMOPOLITAN	10577	1316	8.2	12.4	130	539	5.9	5.1	94				
COUNTRY LIVING	3746	456	2.8	12.2	127	**105	1.2	2.8	52				
CUISINE	2214	*211	1.3	9.5	99	*110	1.2	5.0	92				
CYCLE WORLD	2394	296	1.8	12.4	129	*205	2.3	8.6	159				
DCI:CREATIVE IDEAS FOR LIV	3068	488	3.0	15.9	166	*109	1.2	3.6	66				
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	1348	8.4	14.1	147	429	4.7	4.5	83				
DISCOVER	2277	*170	1.1	7.5	78	**79	0.9	3.5	64				
EBONY	7187	751	4.7	10.4	109	368	4.1	5.1	95				
ESQUIRE	2560	309	1.9	12.1	126	*146	1.6	5.7	106				
ESSENCE	3242	391	2.4	12.1	126	*133	1.5	4.1	76				
FAMILY CIRCLE	19639	2217	13.8	11.3	118	1086	12.0	5.5	102				
THE FAMILY HANDYMAN	3540	433	2.7	12.2	127	*279	3.1	7.9	146				
FAMILY WEEKLY	23924	2386	14.7	9.9	103	1260	13.9	5.3	98				
FIELD & STREAM	9883	1134	7.0	11.5	120	471	5.2	4.8	88				
FOOD & WINE	1030	*173	1.1	16.8	175	**62	0.7	6.0	111				
FORBES	2679	*221	1.4	8.2	86	*173	1.9	6.5	120				
FORTUNE	2931	286	1.8	9.8	102	*209	2.3	7.1	132				
GENTLEMEN'S QUARTERLY	3481	424	2.6	12.2	127	*182	2.0	5.2	97				
GLAMOUR	7163	804	5.0	11.2	117	511	5.6	7.1	132				
GOLF DIGEST	2355	*153	1.0	6.5	68	**64	0.7	2.7	50				
GOLF DIGEST/TENNIS (GROSS)	3610	*237	1.5	6.6	68	*103	1.1	2.9	53				
GOLF MAGAZINE	2046	*70	0.4	3.4	36	**63	0.7	3.1	57				
GOLF MAGAZINE/SKI (GROSS)	3547	233	1.4	6.6	68	*136	1.5	3.8	71				
GOOD HOUSEKEEPING	20353	2319	14.4	11.4	119	1163	12.8	5.7	106				
HARPER'S BAZAAR	3362	430	2.7	12.8	133	*275	3.0	8.2	151				
HEALTH	2987	372	2.3	12.5	130	*249	2.7	8.3	154				
HEARST MAG CORP. BUJY (GROSS)	67928	7676	47.7	11.3	118	3423	37.8	5.0	93				
HEARST MAN POWER (GROSS)	11282	1037	6.4	9.2	96	412	4.5	3.7	68				
HEARST WOMAN POWER (GROSS)	40514	4750	29.5	11.7	122	2239	24.7	5.5	102				
HOUSE BEAUTIFUL	4885	483	3.0	9.9	103	261	2.9	5.3	99				
INC.	1308	**109	0.7	8.3	87	**63	0.7	4.8	89				
JET	6498	896	5.6	13.8	144	270	3.0	4.2	77				
LADIES' HOME JOURNAL	14797	1579	9.8	10.7	111	921	10.2	6.2	115				
LHJ FAMILY GRP COMBO(GROSS)	21743	2473	15.4	11.4	119	1399	15.4	6.4	119				
LIFE	9881	963	6.0	9.7	102	554	6.1	5.6	104				
L.A. TIMES HOME MAGAZINE	2775	*223	1.4	8.0	84	*206	2.3	7.4	137				
MADAMOISELLE	4219	538	3.3	12.8	133	*222	2.5	5.3	97				
MC CALL'S	16422	1947	12.1	11.9	124	893	9.9	5.4	101				
MC CALL'S/WRK MOTHER (GROSS)	17919	2099	13.0	11.7	122	995	11.0	5.6	103				
MECHANIX ILLUSTRATED	4433	497	3.1	11.2	117	*219	2.4	4.9	91				
METROPOLITAN HOME	1504	*174	1.1	11.6	121	**129	1.4	8.6	159				
MONEY	4723	522	3.2	11.1	115	257	2.8	5.4	101				
MOTHER EARTH NEWS	2325	*240	1.5	10.3	108	**90	1.0	3.9	72				
MS.	1189	*157	1.0	13.2	138	**80	0.9	6.7	125				
NATIONAL ENQUIRER	18892	2402	14.9	12.7	132	1107	12.2	5.9	108				
NATIONAL GEOGRAPHIC	22129	1914	11.9	8.6	90	1160	12.8	5.2	97				
NATIONAL SUNDAY MAGAZINE PKG	103750	10007	62.2	9.6	101	5873	64.8	5.7	105				
NATURAL HISTORY	1379	**75	0.5	5.4	57	**55	0.6	4.0	74				
NEW WOMAN	2289	*173	1.1	7.6	79	**93	1.0	4.1	75				
NEW YORK INCLUDING CUE	1088	*97	0.6	8.9	93	**79	0.9	7.3	134				
THE NEW YORKER	2459	*227	1.4	9.2	96	*84	0.9	3.4	63				
NEWSWEEK	16527	1512	9.4	9.1	95	1030	11.4	6.2	115				
THE N.Y. TIMES DAILY EDITION	2739	229	1.4	8.4	87	235	2.6	8.6	159				
THE N.Y. TIMES MAGAZINE	4443	428	2.7	9.6	100	382	4.2	8.6	159				
OMNI	2799	272	1.7	9.7	101	**70	0.8	2.5	46				
ON CABLE	2209	*125	0.8	5.7	59	**57	0.6	2.6	48				
1001 HOME IDEAS	3959	521	3.2	13.2	137	*229	2.5	5.8	107				
ORGANIC GARDENING	3111	412	2.6	13.2	138	*195	2.2	6.3	116				
OUTDOOR LIFE	5024	520	3.2	10.4	108	*211	2.3	4.2	78				
PARADE MAGAZINE	51292	4969	30.9	9.7	101	3003	33.1	5.9	108				

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SIGNAL				ALL FAVORIS							
		A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	16095	100.0	9.6	100					9059	100.0	5.4	100
PARENTS	5298	698	4.3	13.2	137					*259	2.9	4.9	91
PENTHOUSE	5129	647	4.0	12.6	131					*262	2.9	5.1	95
PEOPLE	21070	2313	14.4	11.0	114					1234	13.6	5.9	108
PLAYBOY	10562	1141	7.1	10.8	113					490	5.4	4.6	86
POPULAR HOT RODDING	2498	347	2.2	13.9	145					*207	2.3	8.3	153
POPULAR MECHANICS	5887	554	3.4	9.4	98					223	2.5	3.8	70
POPULAR SCIENCE	4317	319	2.0	7.4	77					273	3.0	6.3	117
PREVENTION	5792	486	3.0	8.4	87					361	4.0	6.2	115
PSYCHOLOGY TODAY	3284	261	1.6	7.9	83					**82	0.9	2.5	46
READER'S DIGEST	40046	3934	24.4	9.8	102					2551	28.2	6.4	118
REDBOOK	9584	1115	6.9	11.6	121					536	5.9	5.6	104
ROAD & TRACK	2590	336	2.1	13.0	135					**74	0.8	2.9	53
ROLLING STONE	3302	391	2.4	11.8	123					*203	2.2	6.1	114
RUNNER'S WORLD	1229	**114	0.7	9.3	97					**49	0.5	4.0	74
SATURDAY EVENING POST	2110	*233	1.4	11.0	115					*130	1.4	6.2	114
SCIENCE 84	1543	**73	0.5	4.7	49					**54	0.6	3.5	65
SCIENCE DIGEST	1747	**114	0.7	6.5	68					**68	0.8	3.9	72
SCIENTIFIC AMERICAN	1994	**110	0.7	5.5	57					**99	1.1	5.0	92
SELF	3119	447	2.8	14.3	149					*210	2.3	6.7	125
SEVENTEEN	3923	422	2.6	10.8	112					*182	2.0	4.6	86
SKI	1501	*163	1.0	10.9	113					**74	0.8	4.9	91
SMITHSONIAN	5976	395	2.5	6.6	69					316	3.5	5.3	98
SOAP OPERA DIGEST	4228	583	3.6	13.8	144					*171	1.9	4.0	75
SOUTHERN LIVING	6488	860	5.3	13.3	138					320	3.5	4.9	91
SPORT	3500	274	1.7	7.8	82					*201	2.2	5.7	106
THE SPORTING NEWS	2456	*229	1.4	9.3	97					**102	1.1	4.2	77
SPORTS AFIELD	3648	369	2.3	10.1	105					**121	1.3	3.3	61
SPORTS ILLUSTRATED	14484	1424	8.8	9.8	102					753	8.3	-5.2	96
STAR	12661	1482	9.2	11.7	122					769	8.5	6.1	112
SUNDAY	52799	5118	31.8	9.7	101					3120	34.4	5.9	109
SUNSET	3513	*267	1.7	7.6	79					*165	1.8	4.7	87
TV GUIDE	42766	4634	28.8	10.8	113					2467	27.2	5.8	107
TENNIS	1254	**83	0.5	6.6	69					**39	0.4	3.1	58
TIME	22054	2128	13.2	9.6	101					1455	16.1	6.6	122
TOWN & COUNTRY	1555	*224	1.4	14.4	150					**41	0.5	2.6	49
TRAVEL & LEISURE	2173	*142	0.9	6.5	68					**110	1.2	5.1	94
TRUE STORY	4636	618	3.8	13.3	139					*315	3.5	6.8	126
U.S. NEWS & WORLD REPORT	10353	923	5.7	8.9	93					621	6.9	6.0	111
USA TODAY	4994	414	2.6	8.3	86					253	2.8	5.1	94
US	3528	364	2.3	10.3	108					*173	1.9	4.9	91
VOGUE	5424	640	4.0	11.8	123					335	3.7	6.2	114
WALL STREET JOURNAL	6292	490	3.0	7.8	81					320	3.5	5.1	94
WEIGHT WATCHERS	2762	328	2.0	11.9	124					*193	2.1	7.0	129
WOMAN'S DAY	16320	1927	12.0	11.8	123					876	9.7	5.4	99
WORKING MOTHER	1496	*152	-0.9	10.2	106					**102	1.1	6.8	126
WORKING WOMAN	1851	*206	1.3	11.1	116					**102	1.1	5.5	102
WORLD TENNIS	580	**47	0.3	8.1	84					**12	0.1	2.1	38
ZIFF-DAVIS MAG NETHK (GROSS)	12412	1116	6.9	9.0	94					708	7.8	5.7	106
BLAIR INSERTS	91671	8884	55.2	9.7	101					5270	58.2	5.7	106
DAILY NEWSPAPERS													
READ ANY	109190	10648	66.2	9.8	102					6141	67.8	5.6	104
READ ONE	89587	8849	55.0	9.9	103					4968	54.8	5.5	103
READ TWO OR MORE	19602	1799	11.2	9.2	96					1173	12.9	6.0	111
WEEKEND/SUNDAY NEWSPAPERS													
READ ANY	109661	10614	65.9	9.7	101					6233	68.8	5.7	105
READ ONE	95074	9112	56.6	9.6	100					5258	58.0	5.5	102
READ TWO OR MORE	14588	1503	9.3	10.3	107					974	10.8	6.7	124
OUTDOOR													
100 SHWG - 30 DAY AV FREQ	28.80	30.55								31.46			
30 DAY REACH	149706	14432	89.7	9.6	100					8186	90.4	5.5	101
50 SHWG - 30 DAY AV FREQ	15.16	15.80								16.39			
30 DAY REACH	142406	13947	86.7	9.8	102					7877	87.0	5.5	102
25 SHWG - 30 DAY AV FREQ	8.23	8.41								8.93			
30 DAY REACH	131152	13124	81.5	10.0	104					7255	80.1	5.5	102
CABLE TV: HOME WIRED	66879	6178	38.4	9.2	96					3664	40.4	5.5	101
HOME NOT WIRED	100848	9917	61.6	9.8	102					5396	59.6	5.4	99
HAVE PAY CABLE	35024	3498	21.7	10.0	104					2019	22.3	5.8	107

	TOTAL U.S. '000	SIGNAL				ALL LAVORIS				ALL LAVORIS				ALL LAVORIS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	16095	100.0	9.6	100					9099	100.0	5.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9400	58.4	9.8	102					5034	55.6	5.3	97				
10:00 AM - 3:00 PM	63599	6384	39.7	10.0	105					3377	37.3	5.3	98				
3:00 PM - 7:00 PM	72097	7320	45.5	10.2	106					3783	41.8	5.2	97				
7:00 PM - MIDNIGHT	36670	3810	23.7	10.4	108					1855	20.8	5.1	95				
MIDNIGHT - 6:00 AM	21908	2206	13.7	10.1	105					1253	13.8	5.7	106				
6:00 AM - MIDNIGHT	127571	12642	78.5	9.9	103					6663	73.6	5.2	97				
ENTIRE DAY	129239	12821	79.7	9.9	103					6780	74.8	5.2	97				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3592	22.3	10.6	110					1821	20.1	5.4	99				
ALL NEWS	6062	433	2.7	7.1	74					383	4.2	6.3	117				
AOR/PROGRESSIVE	11884	1217	7.6	10.2	107					518	5.7	4.4	81				
BEAUTIFUL MUSIC	11180	1222	7.6	10.9	114					463	7.3	5.9	110				
BLACK	4538	454	2.8	10.0	104					*249	2.7	5.5	102				
CLASSICAL	3857	263	1.6	6.8	71					*178	2.0	4.6	85				
CHR/ROCK	21946	2297	14.3	10.5	109					1043	11.5	4.8	88				
COUNTRY	27262	2947	18.3	10.8	113					1453	16.0	5.3	99				
GOLDEN OLDIES	3339	432	2.7	12.9	135					*273	3.0	8.2	151				
MOR/NOSTALGIA	10346	847	5.3	8.2	85					686	7.6	6.6	123				
NEWS/TALK	8929	757	4.7	8.5	88					569	6.3	6.4	118				
RELIGIOUS	5488	517	3.2	9.4	98					*321	3.5	5.8	108				
SOFT ROCK	1232	**158	1.0	12.8	134					**66	0.7	5.4	99				
URBAN CONTEMPORARY	3184	341	2.1	10.7	112					*144	1.6	4.5	84				
MIXED NETWORKS:																	
ABC CONTEMPORARY	6911	851	5.3	12.3	128					286	3.2	4.1	77				
ABC DIRECTION	5212	531	3.3	10.2	106					329	3.6	6.3	117				
ABC ENTERTAINMENT	10385	1003	6.2	9.7	101					579	6.4	5.6	103				
ABC FM	4762	356	2.2	7.5	78					*225	2.5	4.7	87				
ABC INFORMATION	11339	974	6.1	8.6	90					624	6.9	5.5	102				
ABC ROCK	4878	590	3.7	12.1	126					*207	2.3	4.2	79				
CBS	10709	1076	6.7	10.0	105					773	8.5	7.2	134				
MUTUAL	10251	928	5.8	9.1	94					515	5.7	5.0	93				
NBC	12243	1195	7.4	9.8	102					809	8.9	6.6	122				
RADIORADIO	4606	572	3.6	12.4	129					*207	2.3	4.5	83				
RKO ONE	5148	578	3.6	11.2	117					*283	3.1	5.5	102				
RKO TWO	7313	710	4.4	9.7	101					247	2.7	3.4	63				
THE SOURCE	5981	569	3.5	9.5	99					329	3.6	5.5	102				
NON-MIXED: BLAIR	19329	1933	12.0	10.0	104					1091	12.0	5.6	105				
INTERNET	27139	2941	18.3	10.8	113					1510	16.7	5.6	103				
KATZ RADIO GROUP	36319	3493	21.7	9.6	100					1997	22.0	5.5	102				
SUPERNET	22361	2269	14.1	10.1	106					1146	12.7	5.1	95				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1492	9.3	10.3	107					845	9.3	5.8	108				
WKDAY 9:00 AM - 1:00 PM	18688	1937	12.0	10.4	108					973	10.7	5.2	96				
WKDAY 1:00 PM - 4:30 PM	24061	2535	15.8	10.5	110					1309	14.4	5.4	101				
WKDAY 4:30 PM - 7:30 PM	44079	4262	26.5	9.7	101					2562	28.3	5.8	108				
WKDAY 7:30 PM - 8:00 PM	61979	6008	37.3	9.7	101					3534	39.0	5.7	106				
WKDAY 11:00 PM - 11:30 PM	49084	4819	29.9	9.8	102					2818	31.1	5.7	106				
WKDAY 11:30 PM - 1:00 AM	16560	1630	10.1	9.8	103					984	10.9	5.9	110				
M-SAT 8-11 PM-SUN 7-11 PM	66967	6560	40.8	9.8	102					3778	41.7	5.6	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	962	6.0	10.4	108					590	6.5	6.4	118				
ANOTHER WORLD	M 6138	687	4.3	11.2	117					241	2.7	3.9	73				
AS THE WORLD TURNS	C 7707	847	5.3	11.0	115					407	4.5	5.3	98				
CAPITOL	C 4688	640	4.0	13.7	142					230	2.5	4.9	91				
CBS MORN. NEWS 1	C 2792	226	1.4	8.1	84					188	2.1	6.7	125				
CBS MORN. NEWS 2	C 2071	197	1.2	9.5	99					193	2.1	9.3	173				
DAYS OF OUR LIVES	M 8018	844	5.2	10.5	110					337	3.7	4.2	78				
FACTS OF LIFE - DAYTIME	A 3487	411	2.6	11.8	123					155	1.7	4.4	82				
FAMILY FEUD	A 4817	497	3.1	10.3	108					253	2.8	5.3	97				
GENERAL HOSPITAL	A 8333	940	5.8	11.3	118					434	4.8	5.2	96				
GOOD MORNING, AMERICA-730	A 5472	506	3.1	9.2	94					358	4.0	6.5	121				
GOOD MORNING, AMERICA-830	A 3965	377	2.3	9.5	99					316	3.5	8.0	148				
GUIDING LIGHT	C 7542	846	5.4	11.5	120					409	4.5	5.4	100				
ONE LIFE TO LIVE	C 6018	624	3.9	10.4	108					389	4.3	6.5	120				
PRESS YOUR LUCK	C 3589	415	2.6	11.6	120					185	2.0	5.2	95				
PRICE IS RIGHT 1	C 7418	826	5.1	11.1	116					390	4.3	5.3	97				
PRICE IS RIGHT 2	C 8276	967	6.0	11.7	122					413	4.6	5.0	92				
RYAN'S HOPE	A 4358	481	3.0	11.0	115					354	3.9	8.1	150				
SALE OF THE CENTURY	A 3749	340	2.1	9.1	95					163	1.8	4.3	80				
SEARCH FOR TOMORROW	M 2884	315	2.0	10.9	114					*105	1.2	3.6	67				
TODAY SHOW 1	M 4869	660	4.1	13.6	141					259	2.9	5.3	98				
TODAY SHOW 2	M 4135	360	2.2	8.7	91					222	2.5	5.4	99				
\$25,000 PYRAMID	C 4361	455	2.8	10.4	109					249	2.7	5.7	106				
WHEEL OF FORTUNE	M 6187	625	3.9	10.1	105					304	3.4	4.9	91				
YOUNG AND THE RESTLESS	C 8186	922	5.7	11.3	117					387	4.3	4.7	88				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 4727	453	2.8	9.6	100					340	3.8	7.2	133				
NBA PLAYOFF GAME -1	C 5127	422	2.6	8.2	86					311	3.4	6.1	112				
NBC MAJOR LEAGUE PRE-GAME N	3945	428	2.7	10.8	113					*255	2.8	6.5	120				
SPORTSWORLD - SUN	N 3370	355	2.2	10.5	110					275	3.0	8.2	151				
SUNDAY MORNING	C 4200	421	2.6	10.0	104					361	4.0	8.6	159				

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	TOTAL U.S. '000	SIGNAL								ALL LAORIS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	16095	100.0	9.6	100					9059	100.0	5.4	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4939	30.7	9.4	98					3148	34.7	6.0	111				
NETWORK AFFILIATES - LATE	39164	3819	23.7	9.8	102					2265	25.0	5.8	107				
INDEPENDENTS - LATE	5133	424	2.6	8.3	86					345	3.8	6.7	124				
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 22825	2270	14.1	9.9	104					1317	14.5	5.8	107				
ABC MONDAY NIGHT MOVIE	A 11258	1083	6.7	9.6	100					711	7.8	6.3	117				
ABC SUNDAY NIGHT MOVIE	A 23600	2171	13.5	9.2	96					1237	13.7	5.2	97				
ABC WORLD NEWS TONIGHT	A 12801	1154	7.2	9.0	94					731	8.1	5.7	106				
AFTERMASH	C 10966	1170	7.3	10.7	111					679	7.5	6.2	115				
ALICE	C 17050	1777	11.0	10.4	109					1002	11.1	5.9	109				
AMERICAN PARADE	C 11998	1092	6.8	9.1	95					687	7.6	5.7	106				
BENSON	A 19258	1876	11.7	9.7	102					1182	13.0	6.1	114				
BLUE THUNDER	A 11478	1057	6.6	9.2	96					660	7.3	5.8	106				
CAGNEY & LACEY	C 18263	1835	11.4	10.0	105					1009	11.1	5.5	102				
CBS EVENING NEWS-DEAN	C 7733	521	3.2	6.7	70					454	5.0	5.9	109				
CBS EVENING NEWS-RATHER	C 15653	1392	8.6	8.9	93					970	10.7	6.2	115				
CBS SAT. NEWS-SCHIEFFER	C 8744	755	4.7	8.6	90					573	6.3	6.6	121				
CBS SATURDAY NIGHT MOVIE	C 12000	1149	7.1	9.6	100					652	7.2	5.4	101				
CBS WEDNESDAY NIGHT MOVIE	C 11522	1097	6.8	9.5	99					502	5.5	4.4	81				
CHEERS	N 16818	1627	10.1	9.7	101					810	8.9	4.8	89				
DALLAS	C 37510	3328	20.7	8.9	92					2241	24.7	6.0	111				
DIFF'RENT STROKES	N 11258	1148	7.1	10.2	106					610	6.7	5.4	100				
DOUBLE TROUBLE	N 12248	1304	8.1	10.6	111					615	6.8	5.0	93				
DUCK FACTORY	N 11100	980	6.1	8.8	92					481	5.3	4.3	80				
DUKES OF HAZZARD	C 12353	1160	7.2	9.4	98					715	7.9	5.8	107				
DYNASTY	A 33279	3310	20.6	9.9	104					1889	20.9	5.7	105				
FACTS OF LIFE	N 13410	1413	8.8	10.5	110					688	7.6	5.1	95				
FALCON CREST	C 31093	2847	17.7	9.2	95					1910	21.1	6.1	114				
FALL GUY	A 18649	2018	12.5	10.8	113					1171	12.9	6.3	116				
FAMILY TIES	N 13101	1400	8.7	10.7	111					538	5.9	4.1	76				
FANTASY ISLAND	A 13069	1181	7.3	9.0	94					717	7.9	5.5	102				
FOULUPS, BLEEPs & BLUNDERS	A 16588	1623	10.1	9.8	102					926	10.2	5.6	103				
FOUR SEASONS	C 9302	1045	6.5	11.2	117					549	6.1	5.9	109				
GIMME A BREAK	N 13955	1339	8.3	9.6	100					696	7.7	5.0	92				
HART TO HART	A 15735	1532	9.5	9.7	101					807	8.9	5.1	95				
HILL STREET BLUES	N 18257	1767	11.0	9.7	101					1022	11.3	5.6	104				
HOTEL	A 24236	2420	15.0	10.0	104					1469	16.2	6.1	112				
JEFFERSONS	C 17010	1690	10.5	9.9	104					1005	11.1	5.9	109				
JENNIFER SLEPT HERE	N 9397	925	5.7	9.8	103					539	5.9	5.7	106				
KATE & ALLIE	C 16762	1700	10.6	10.1	106					851	9.4	5.1	94				
KNIGHT RIDER	N 13164	1398	8.7	10.6	111					636	7.0	4.8	89				
LOVE BOAT	A 20400	1766	11.0	8.7	90					1235	13.6	6.1	112				
MAGNUM PI	C 22543	2145	13.3	9.5	99					1263	13.9	5.6	104				
MAMA'S FAMILY	N 9852	978	6.1	9.9	103					486	5.4	4.9	91				
MASTER, THE	N 8082	918	5.7	11.4	118					329	3.6	4.1	75				
MATT HOUSTON	A 12881	1405	8.7	10.9	114					740	8.2	5.7	106				
NBC MONDAY NIGHT MOVIE	N 23889	2414	15.0	10.1	105					1142	12.6	4.8	89				
NBC NIGHTLY NEWS	N 11156	1076	6.7	9.6	101					625	6.9	5.6	104				
NBC NIGHTLY NEWS-SAT	N 7363	747	4.6	10.1	106					373	4.1	5.1	94				
NBC NIGHTLY NEWS-SUN	N 6214	616	3.8	9.9	103					340	3.8	5.5	101				
NBC SUNDAY NIGHT MOVIE	N 17590	1751	10.9	10.0	104					925	10.2	5.3	97				
NEMHART	C 16740	1549	9.6	9.3	96					926	10.2	5.5	102				
ONE DAY AT A TIME	C 11820	1059	6.6	9.0	93					502	5.5	4.2	79				
PEOPLE ARE FUNNY	N 9138	976	6.1	10.7	111					511	5.6	5.6	104				
REAL PEOPLE	N 15979	1782	11.1	11.2	116					833	9.2	5.2	97				
REMINGTON STEELE	N 14395	1525	9.5	10.6	110					797	8.8	5.5	103				
RIPLEY'S BELIEVE IT - NOT	A 11362	1075	6.7	9.5	99					559	6.2	4.9	91				
RIPTIDE	N 13920	1419	8.8	10.2	106					718	7.9	5.2	96				
SCARECROW & MRS. KING	C 17571	1769	11.0	10.1	105					957	10.6	5.4	101				
SIMON & SIMON	C 20208	2090	13.0	10.3	108					1021	11.3	5.1	94				
60 MINUTES	C 27668	2652	16.5	9.6	100					1697	18.7	6.1	114				
ST. ELSEWHERE	N 13699	1319	8.2	9.6	100					784	8.7	5.7	106				
THREE'S COMPANY	A 20632	2136	13.3	10.4	108					1081	11.9	5.2	97				
T.J. HOOKER	A 17136	1679	10.4	9.8	102					1034	11.4	6.0	112				
TONIGHT SHOW	N 4963	431	2.7	8.7	90					309	3.4	6.2	115				
TRAPPER JOHN, M.D.	C 16332	1628	10.1	10.0	104					946	10.4	5.8	107				
TV BLOOPERS & PRAC. JOKES	N 18881	1961	12.2	10.4	108					1052	11.6	5.6	103				
20/20	A 18315	1600	9.9	8.7	91					1207	13.3	6.6	122				
WEBSTER	A 18722	1835	11.4	9.8	102					1154	12.7	6.2	114				
WORLD NEWS - SUN	A 5327	437	2.7	8.2	85					316	3.5	5.9	110				
YELLOW ROSE	N 8370	887	5.5	10.6	110					498	5.5	5.9	110				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	2764	17.2	10.7	111					1500	16.6	5.8	107				
BASKETBALL - COLLEGE GAMES	14468	1769	11.0	12.2	127					691	7.6	4.8	88				
BASKETBALL - PRO GAMES	12124	1548	9.6	12.8	133					661	7.3	5.5	101				
BOWLING	9412	1223	7.6	13.0	135					614	6.8	6.5	121				
BOXING	15409	1843	11.5	12.0	125					911	10.1	5.9	109				
FOOTBALL - COLLEGE GAMES	21400	2440	15.2	11.4	119					1065	11.8	5.0	92				
FOOTBALL - PRO GAMES	35944	3855	24.0	10.7	112					1920	21.2	5.3	99				
GOLF	9759	950	5.9	9.7	101					613	6.8	6.3	116				
POST-SEASON COLL. FOOTBALL	18123	1895	11.8	10.5	109					1147	12.7	6.3	117				
POST-SEASON PRO FOOTBALL	22091	2410	15.0	10.9	114					1230	13.6	5.6	103				
TENNIS	6764	832	5.2	12.3	128					*454	5.0	6.7	124				
WRESTLING - PROFESSIONAL	9695	1455	9.0	15.0	156					*486	5.4	5.0	93				



TOOTHBRUSHES

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-1

	'000	%	UNWEIGHTED	
2A. DO YOU YOURSELF USE THEM?				
YES	159524	95.1	18094	
NO	8203	4.9	1016	
	ALL		SOLE	
	'000	%	'000	%
			PRIMARY	
	'000	%	'000	%
			SECONDARY	
	'000	%	'000	%
			UNWEIGHTED	
IF YOU DO				
2B. WHAT TYPES DO YOU USE?				
HARD BRISTLE	38535	23.0	29676	17.7
MEDIUM BRISTLE	91289	54.4	75877	45.2
SOFT BRISTLE	46118	27.5	36314	21.7
DO NOT KNOW	1013	.6		
2C. WHAT SHAPES DO YOU USE?				
STRAIGHT HANDLE	122933	73.3	112213	66.9
ANGLED HANDLE	45696	27.2	34977	20.9
DO NOT KNOW	1614	1.0		

TOOTHBRUSHES: TYPES USED
(ADULTS)

	TOTAL U.S. '000	TOOTHBRUSHES				HARD BRISTLE				MEDIUM BRISTLE				SOFT BRISTLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	38535	100.0	23.0	100	91289	100.0	54.4	100	46118	100.0	27.5	100
MALES	79263	74941	47.0	94.5	99	19127	49.6	24.1	105	42929	47.0	54.2	100	20297	44.0	25.6	93
FEMALES	88464	84582	53.0	95.6	101	19407	50.4	21.9	95	48361	53.0	54.7	100	25821	56.0	29.2	106
18 - 24	18671	27934	17.5	97.4	102	7164	18.6	25.0	109	16935	18.6	59.1	109	7347	15.9	25.6	93
25 - 34	39536	48752	24.3	98.0	103	8709	22.6	22.0	96	22310	24.4	56.4	104	12680	27.5	32.1	117
35 - 44	28978	28280	17.7	97.6	103	6561	17.0	22.6	99	16148	17.7	55.7	102	8896	19.3	30.7	112
45 - 54	22345	21336	13.4	95.5	100	5132	13.3	23.0	100	12189	13.4	54.5	100	5822	12.6	26.1	95
55 - 64	22224	20669	13.0	93.0	98	5231	13.6	23.5	102	11165	12.2	50.2	92	5671	12.3	25.5	93
65 OR OLDER	25973	22553	14.1	86.8	91	5737	14.9	22.1	96	12544	13.7	48.3	89	5702	12.4	22.0	80
18 - 34	68207	66686	41.8	97.8	103	15873	41.2	23.3	101	39245	43.0	57.5	106	20027	43.4	29.4	107
35 - 49	108058	105442	66.1	97.6	103	24831	64.4	23.0	100	61465	67.3	56.9	105	31827	69.0	29.5	107
25 - 54	90859	88368	55.4	97.3	102	20403	52.9	22.5	98	50646	55.5	55.7	102	27398	59.4	30.2	110
35 - 49	39851	38757	24.3	97.3	102	8959	23.2	22.5	98	22221	24.3	55.8	102	11799	25.6	29.6	108
50 OR OLDER	59669	54081	33.9	90.6	95	13703	35.6	23.0	100	29824	32.7	50.0	92	14291	31.0	24.0	87
GRADUATED COLLEGE	28091	27364	17.2	97.4	102	5927	15.4	21.1	92	14490	15.9	51.6	95	10114	21.9	36.0	131
ATTENDED COLLEGE	28938	28245	17.7	97.6	103	6222	16.1	21.5	94	16583	18.2	57.3	105	9329	20.2	32.2	117
GRADUATED HIGH SCHOOL	65503	62960	39.5	96.1	101	15475	40.2	23.6	103	37199	40.7	56.8	104	16954	36.8	25.9	94
DID NOT GRADUATE HIGH SCHOOL	45195	40955	25.7	90.6	95	10910	28.3	24.1	105	23018	25.2	50.9	94	9720	21.1	21.5	78
EMPLOYED MALES	56429	54358	34.1	96.3	101	14012	34.4	24.8	108	30965	33.9	54.9	101	15123	32.8	26.8	97
EMPLOYED FEMALES	43971	43058	27.0	97.9	103	9079	23.6	20.6	90	24599	26.9	55.9	103	14254	30.9	32.4	118
EMPLOYED FULL-TIME	87773	85277	53.5	97.2	102	19950	51.8	22.7	99	48888	53.6	55.7	102	25369	55.0	28.9	105
EMPLOYED PART-TIME	12627	12138	7.6	96.1	101	3141	8.2	24.9	108	6676	7.3	52.9	97	4008	8.7	31.7	115
NOT EMPLOYED	67327	62108	38.9	92.2	97	15443	40.1	22.9	100	35725	39.1	53.1	97	16741	36.3	24.9	90
PROFESSIONAL/MANAGER	25845	25158	15.8	97.3	102	5502	14.3	21.3	93	13237	14.5	51.2	94	9278	20.1	35.9	131
TECH/CLERICAL/SALES	30895	30205	18.9	97.8	103	6449	16.7	20.9	91	18040	19.8	58.4	107	9331	20.2	30.2	110
PRECISION/CRAFT	12629	12115	7.6	95.9	101	3377	8.8	26.7	116	6974	7.6	55.2	101	3024	6.6	23.9	87
OTHER EMPLOYED	31031	29937	18.8	96.5	101	7763	20.1	25.0	109	17314	19.0	55.8	103	7744	16.8	25.0	91
SINGLE	35557	34504	21.6	97.0	102	8698	22.6	24.5	106	20329	22.3	57.2	105	9663	21.0	27.2	99
MARRIED	103585	98760	61.9	95.3	100	23422	60.8	22.6	98	56022	61.4	54.1	99	29412	63.8	28.4	103
DIVORCED/SEPARATED/WIDOWED	28585	26259	16.5	91.9	97	6415	16.6	22.4	98	14939	16.4	52.3	96	7043	15.3	24.6	90
PARENTS	59295	57984	36.3	97.8	103	13926	36.1	23.5	102	33248	36.4	56.1	103	17665	38.3	29.8	108
WHITE	146081	138922	87.1	95.1	100	32623	84.7	22.3	97	79732	87.3	54.6	100	41193	89.3	28.2	103
BLACK	17974	17004	10.7	94.6	99	5207	13.5	29.0	126	9486	10.4	52.8	97	3613	7.8	20.1	73
OTHER	2673	3598	2.3	98.0	103	*705	1.8	19.2	84	2072	2.3	56.4	104	1311	2.8	35.7	130
NORTHEAST-CENSUS	37005	34666	21.7	93.7	98	9125	23.7	24.7	107	18883	20.7	51.0	94	10359	22.5	28.0	102
NORTH CENTRAL	42642	40718	25.5	95.5	100	9715	25.2	22.8	99	23938	26.2	56.1	103	11470	24.9	26.9	98
SOUTH	56777	53814	33.7	94.8	100	13020	33.8	22.9	100	31156	34.1	54.9	101	14249	30.9	25.1	91
WEST	31503	30326	19.0	96.9	102	6675	17.3	21.3	93	17312	19.0	55.3	102	10040	21.8	32.1	117
NORTHEAST-MKTG.	38125	35779	22.4	93.8	99	9324	24.2	24.5	106	19869	21.8	52.1	96	10558	22.9	27.7	101
EAST CENTRAL	24794	23287	14.6	93.9	99	5585	14.5	22.5	98	13192	14.5	53.2	98	6716	14.6	27.1	99
WEST CENTRAL	38511	27402	17.2	96.1	101	6659	17.3	23.4	102	16161	17.7	56.7	104	7742	16.8	27.2	99
SOUTH	48953	46546	29.2	95.1	100	11170	29.0	22.8	99	26939	29.5	55.0	101	12338	26.8	25.2	92
PACIFIC	27344	26510	16.6	96.9	102	5797	15.0	21.2	92	15128	16.6	55.3	102	8764	19.0	32.1	117
COUNTY SIZE A	61301	66194	41.5	95.5	100	15722	40.8	22.7	99	37703	41.3	54.4	100	19833	43.0	28.6	104
COUNTY SIZE B	50633	48331	30.3	95.5	100	11917	30.9	23.5	102	27579	30.2	54.5	100	14207	30.8	28.1	103
COUNTY SIZE C	26259	24795	15.5	94.4	99	6121	15.9	23.3	101	14283	15.6	54.4	100	6595	14.3	25.1	91
COUNTY SIZE D	21534	20204	12.7	93.8	99	4774	12.4	22.2	96	11725	12.8	54.4	100	5483	11.9	25.5	93
METRO CENTRAL CITY	50014	47454	29.7	94.9	100	11588	30.1	23.2	101	26737	29.3	53.5	98	14297	31.0	28.6	104
METRO SUBURBAN	76832	73671	46.2	95.9	101	17461	45.3	22.7	99	42452	46.5	55.3	102	21842	47.4	28.4	103
NON METRO	40881	38398	24.1	93.9	99	9486	24.6	23.2	101	22101	24.2	54.1	99	9979	21.6	24.4	89
TOP 5 ADI'S	39550	37725	23.6	95.4	100	9686	25.1	24.5	107	20896	22.9	52.8	97	11397	24.7	28.8	105
TOP 10 ADI'S	54877	52005	32.6	94.8	100	12706	33.0	23.2	101	29675	32.5	54.1	99	15340	33.3	28.0	102
TOP 20 ADI'S	77516	73847	46.3	95.3	100	17700	45.9	22.8	99	41991	46.0	54.2	100	22203	48.1	28.6	104
HSHLD INC. \$50,000 OR MORE	17257	16756	10.5	97.1	102	3576	9.3	20.7	90	9061	9.9	52.5	96	5858	12.7	33.9	123
\$40,000 OR MORE	33235	32468	20.4	97.7	103	6935	18.0	20.9	91	17906	19.6	53.9	99	11470	24.9	34.5	126
\$30,000 OR MORE	59693	58167	36.5	97.4	102	12942	33.6	21.7	94	32667	35.8	54.7	101	19764	42.9	33.1	120
\$25,000 OR MORE	76275	74233	46.5	97.3	102	16710	43.4	21.9	95	41706	45.7	54.7	101	24598	53.3	32.2	117
\$20,000 - \$24,999	18607	17887	11.2	96.1	101	4132	10.7	22.2	97	10446	11.4	56.1	103	4971	10.8	26.7	97
\$15,000 - \$19,999	17175	16310	10.2	95.0	100	4289	11.1	25.0	109	9382	10.3	54.6	100	4176	9.1	24.3	83
\$10,000 - \$14,999	24569	23003	14.4	93.6	98	5738	14.9	23.4	102	14338	15.7	58.4	107	5295	11.5		

TOOTHBRUSHES: TYPES USED
(ADULTS)

			USE																
			TOOTHBRUSHES				HARD BRISTLE				MEDIUM BRISTLE				SOFT BRISTLE				
			TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS			167727	159524	100.0	95.1	100	18535	100.0	23.0	100	91289	100.0	54.4	100	46118	100.0	27.5	100
MAGAZINES	QUINTILE 1	34022	33005	20.7	97.0	102	8116	21.1	23.9	104	18550	20.3	54.5	100	10475	22.7	30.8	112	
	QUINTILE 2	34800	33837	21.2	97.2	102	8449	21.9	24.3	106	19256	21.1	55.3	102	10038	21.8	28.8	105	
	QUINTILE 3	30514	29352	18.4	96.2	101	6705	17.4	22.0	96	16365	17.9	53.6	99	8953	19.4	29.3	107	
	QUINTILE 4	33274	31525	19.8	94.6	99	7159	18.6	21.5	94	18873	20.7	56.6	104	8484	18.4	25.5	93	
	QUINTILE 5	35066	31805	19.9	90.7	95	8107	21.0	23.1	101	18246	20.0	52.0	96	8167	17.7	23.3	85	
NEWSPAPERS	QUINTILE 1	29107	27954	17.5	96.0	101	6937	18.0	23.8	104	15643	17.1	53.7	99	8375	18.2	28.8	105	
	QUINTILE 2	49095	46588	29.4	95.5	100	11527	29.9	23.5	102	26761	29.3	54.5	100	13798	29.9	28.1	102	
	QUINTILE 3	23107	22226	13.9	96.2	101	5372	13.9	23.2	101	12464	13.7	53.9	99	6616	14.3	28.6	104	
	QUINTILE 4	33556	32129	20.1	95.7	101	7337	19.0	21.9	95	18752	20.5	55.9	103	9139	19.8	27.2	99	
	QUINTILE 5	32863	30329	19.0	92.3	97	7361	19.1	22.4	97	17670	19.4	53.8	99	8190	17.8	24.9	91	
OUTDOOR	QUINTILE 1	33431	32213	20.2	96.4	101	7638	19.8	22.8	99	17879	19.6	53.5	98	10051	21.8	30.1	109	
	QUINTILE 2	33478	32166	20.2	96.1	101	7616	19.8	22.7	99	18498	20.3	55.3	102	9680	21.0	28.9	105	
	QUINTILE 3	33574	32045	20.1	95.4	100	7539	19.6	22.5	98	18608	20.4	55.4	102	9529	20.7	28.4	103	
	QUINTILE 4	33935	32046	20.1	94.4	99	8236	21.4	24.3	106	18346	20.1	54.1	99	8499	18.4	25.0	91	
	QUINTILE 5	33310	31054	19.5	93.2	98	7505	19.5	22.5	98	17958	19.7	53.9	99	8359	18.1	25.1	91	
RADIO-DRIVE TIME	QUINTILE 1	33136	31929	20.0	96.4	101	7862	20.4	23.7	103	18403	20.2	55.5	102	9228	20.0	27.8	101	
	QUINTILE 2	33658	32049	19.0	95.5	100	7933	20.6	25.1	109	16580	18.2	52.4	96	9041	19.6	28.6	104	
	QUINTILE 3	32541	31288	19.6	96.1	101	7610	19.7	23.4	102	17888	19.6	55.0	101	9127	20.0	28.4	103	
	QUINTILE 4	34247	32653	20.5	95.3	100	7282	18.9	21.3	93	19245	21.1	56.2	103	9160	19.9	26.7	97	
	QUINTILE 5	36144	33405	20.9	92.4	97	7848	20.4	21.7	95	19173	21.0	53.0	97	9462	20.5	26.2	95	
RADIO-MID- DAY	TERCILE 1	45037	43310	27.1	96.2	101	10856	28.2	24.1	105	24934	27.3	55.4	102	12267	26.6	27.2	99	
	TERCILE 2	44819	42425	26.6	94.7	100	10135	26.3	22.6	98	24608	27.0	54.9	101	12509	27.1	27.9	102	
	TERCILE 3	77872	73788	46.3	94.8	100	17544	45.5	22.5	98	41747	45.7	53.6	98	21342	46.3	27.4	100	
RADIO-TOTAL	QUINTILE 1	33763	32705	20.5	96.9	102	8387	21.8	24.8	108	19079	20.9	56.5	104	9164	19.9	27.1	99	
	QUINTILE 2	33240	31571	19.8	95.0	100	7821	20.3	23.5	102	17961	19.7	54.0	99	9147	19.8	27.5	100	
	QUINTILE 3	33408	32227	20.2	96.5	101	7399	19.2	22.1	96	18090	19.8	54.1	99	10077	21.9	30.2	110	
	QUINTILE 4	34792	32976	20.7	94.8	100	7747	20.1	22.3	97	18912	20.7	54.4	100	9592	20.8	27.6	100	
	QUINTILE 5	32574	30046	18.8	92.4	97	7181	18.6	22.1	96	17247	18.9	53.0	97	8138	17.6	25.0	91	
TV-PRIME TIME	QUINTILE 1	33090	31242	19.6	94.4	99	7464	19.4	22.6	98	18386	20.1	55.6	102	8451	18.3	25.5	93	
	QUINTILE 2	33357	31664	19.8	94.9	100	8054	20.9	24.1	105	18348	20.1	55.0	101	8989	19.5	26.9	98	
	QUINTILE 3	33980	32515	20.4	95.7	101	7844	20.4	23.1	100	17980	19.7	52.9	97	10088	21.9	29.7	108	
	QUINTILE 4	33854	32293	20.2	95.4	100	7957	20.6	23.5	102	18135	19.9	53.6	98	9497	20.6	28.1	102	
	QUINTILE 5	33444	31808	19.9	95.1	100	7216	18.7	21.6	94	18440	20.2	55.1	101	9093	19.7	27.2	99	
TV-DAYTIME	TERCILE 1	49121	46124	28.9	93.9	99	12020	31.2	24.5	107	26258	28.8	53.5	98	12895	28.0	26.3	95	
	TERCILE 2	48823	46476	29.1	95.2	100	11352	29.5	23.3	101	26992	29.6	55.3	102	12806	27.8	26.2	95	
	TERCILE 3	49782	46924	42.0	95.9	101	15163	39.3	21.7	95	38039	41.7	54.5	100	20417	44.3	29.3	106	
TV-TOTAL	QUINTILE 1	33584	31291	19.6	93.2	98	8306	21.6	24.7	108	17977	19.7	53.5	98	8199	17.8	24.4	89	
	QUINTILE 2	33441	31773	19.9	95.0	100	7465	19.4	22.3	97	18571	20.3	55.5	102	9008	19.5	26.9	98	
	QUINTILE 3	33505	32078	20.1	95.7	101	7930	20.6	23.7	103	18624	20.4	55.6	102	9171	19.9	27.4	100	
	QUINTILE 4	33466	32024	20.1	95.7	101	7306	19.0	21.8	95	18148	19.9	54.2	100	10044	21.8	30.0	109	
	QUINTILE 5	33731	32358	20.3	95.9	101	7528	19.5	22.3	97	17970	19.7	53.3	98	8696	21.0	28.7	105	
MAGAZINES-NEWSPAPERS: DUAL		44503	43280	27.1	97.3	102	11018	28.6	24.8	108	24038	26.3	54.0	99	13250	28.7	29.8	108	
	MAGAZINE IMPERATIVE	39363	38126	23.9	96.9	102	8909	23.1	22.6	99	21682	23.8	55.1	101	11662	25.3	29.6	108	
	NEWSPAPER IMPERATIVE	46441	43710	27.4	94.1	99	10518	27.3	22.6	99	25140	27.5	54.1	99	12527	27.2	27.0	98	
MAGAZINES-OUTDOOR: DUAL		33728	32337	20.6	97.4	102	8076	21.0	23.9	104	18260	20.0	54.1	99	10189	22.1	30.2	110	
	MAGAZINE IMPERATIVE	52646	51020	32.0	96.5	102	12571	32.6	23.8	104	28952	31.7	54.8	101	15273	33.1	28.9	105	
	OUTDOOR IMPERATIVE	52140	49278	30.9	94.5	99	11277	29.3	21.6	94	28464	31.2	54.6	100	14364	31.1	27.5	100	
MAGAZINES-RADIO: DUAL		37081	36052	22.6	97.2	102	9027	23.4	24.3	106	20531	22.5	55.4	102	10958	23.8	29.6	107	
	MAGAZINE IMPERATIVE	49747	48088	30.1	96.7	102	11383	29.5	22.9	100	26777	29.6	54.2	100	14865	32.2	29.9	109	
	RADIO IMPERATIVE	49208	46690	29.3	94.9	100	11368	29.5	23.1	101	26820	29.4	54.5	100	13105	28.4	26.6	97	
MAGAZINES-TELEVISION: DUAL		33103	31857	20.0	96.2	101	7916	20.5	23.9	104	18370	20.1	55.5	102	9199	19.9	27.8	101	
	MAGAZINE IMPERATIVE	48475	53183	33.3	97.4	102	12665	32.9	23.2	101	29381	32.2	53.8	99	17255	37.4	31.6	115	
	TELEVISION IMPERATIVE	53249	49495	31.0	93.0	98	12129	31.5	22.8	99	29007	31.8	54.5	100	12925	28.0	24.3	88	
NEWSPAPERS-OUTDOOR: DUAL		36255	35008	21.9	96.6	102	8487	22.0	23.4	102	19319	21.2	53.3	98	11045	23.9	30.5	111	
	NEWSPAPER IMPERATIVE	55591	52910	33.2	95.2	100	12982	33.7	23.4	102	30700	33.6	55.2	101	14844	32.2	26.7	97	
	OUTDOOR IMPERATIVE	48319	46146	28.9	95.5	100	10754	27.9	22.3	97	26650	29.2	55.2	101	13648	29.6	28.2	103	
NEWSPAPERS-RADIO: DUAL		37242	35782	22.4	96.1	101	9132	23.7	24.5	107	20241	22.2	54.3	100	10671	23.1	28.7	104	
	NEWSPAPER IMPERATIVE	54423	51950	32.6	95.5	100	12235	31.8	22.5	98	29504	32.3	54.2	100	15326	33.2	28.2	102	
	RADIO IMPERATIVE	46550	44771	28.1	96.0	101	10835	28.1	23.2	101	25977	28.5	55.7	102	12807	27.8	27.5	100	
NEWSPAPERS-TELEVISION: DUAL		35974	34208	21.4	95.1	100	8924	23.2	24.8	108	19818	21.7	55.1	101	9518	20.6	26.5	96	
	NEWSPAPER IMPERATIVE	56095	54032	33.9	96.3	101	12877	33.4	23.0	100	29825	32.7	53.2	98	16815	36.5	30.0	109	
	TELEVISION IMPERATIVE	47170	44299	27.8	93.9	99	10647	27.6	22.6	98	25735	28.2	54.6	100	12136	26.3	25.7	94	
OUTDOOR-RADIO: DUAL		33748	32787	20.6	97.2	102	8191	21.3	24.3	106	18804	20.6	55.7	102	9795	21.2	29.0	106	
	OUTDOOR																		

	TOTAL U.S. '000	USE TOOTHBRUSHES				HARD BRISTLE				MEDIUM BRISTLE				SOFT BRISTLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	38535	100.0	23.0	100	91289	100.0	54.4	100	46118	100.0	27.5	100
ATLANTIC MONTHLY	867	838	0.5	96.7	102	*235	0.6	27.1	118	387	0.4	44.6	82	305	0.7	35.2	128
BARRON'S	1580	1528	1.0	96.7	102	401	1.0	25.4	110	550	0.6	34.8	64	705	1.5	44.6	162
BETTER HOMES & GARDENS	22203	21548	13.5	97.0	102	5103	13.2	23.0	100	12204	13.4	55.0	101	6755	14.6	30.4	111
BON APPETIT	3610	3706	2.3	97.3	102	723	1.9	19.0	83	1996	2.2	52.4	96	1388	3.0	36.4	132
BUSINESS WEEK	4663	4571	2.9	98.0	103	1037	2.7	22.2	97	2500	2.7	53.6	99	1404	3.0	30.1	110
CAR AND DRIVER	3102	2999	1.9	96.7	102	766	2.0	24.7	107	1708	1.9	55.1	101	850	1.8	27.4	108
CBS MAGAZINE NETWORK (GROSS)	7311	7080	4.4	96.8	102	1848	4.8	25.3	110	3967	4.3	54.3	100	2079	4.5	28.4	103
CHANGING TIMES	3400	3304	2.1	97.2	102	843	2.2	24.8	108	1791	2.0	52.7	97	1040	2.3	30.6	111
COLONIAL HOMES	1796	1710	1.1	95.2	100	430	1.1	23.9	104	880	1.0	49.0	90	591	1.3	32.9	120
CONDE NAST MAG. PKG. (GROSS)	19924	19614	12.3	98.4	104	4302	11.2	21.6	94	11472	12.6	57.6	106	6329	13.7	31.8	116
CONSUMERS DIGEST	3125	3000	1.9	96.0	101	754	2.0	24.1	105	1777	1.9	56.9	104	807	1.7	25.8	94
COSMOPOLITAN	10577	10316	6.5	97.5	103	2259	5.9	21.4	93	6120	6.7	57.9	106	3218	7.0	30.4	111
COUNTRY LIVING	3746	3636	2.3	97.1	102	894	2.3	23.9	104	2031	2.2	54.2	100	1107	2.4	29.6	107
CUISINE	2214	2119	1.3	95.7	101	593	1.5	26.8	117	1210	1.3	54.7	100	575	1.2	26.0	94
CYCLE WORLD	2394	2351	1.5	98.2	103	553	1.4	23.1	101	1371	1.5	57.3	105	637	1.4	26.6	97
DCI:CREATIVE IDEAS FOR LIV	3068	2969	1.9	96.8	102	813	2.1	26.5	115	1726	1.9	56.3	103	880	1.9	28.7	104
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	9247	5.8	96.8	102	2078	5.4	21.7	95	5342	5.9	55.9	103	2920	6.3	30.6	111
DISCOVER	2277	2230	1.4	97.9	103	541	1.4	23.8	103	1231	1.3	54.1	99	671	1.5	29.5	107
EBONY	7187	6938	4.3	96.5	101	2161	5.6	30.1	131	3853	4.2	53.6	98	1457	3.2	20.3	74
ESQUIRE	2560	2489	1.6	97.2	102	611	1.6	23.9	104	1352	1.5	52.8	97	733	1.6	28.6	104
ESSENCE	3242	3179	2.0	98.1	103	1013	2.6	31.2	136	1719	1.9	53.0	97	741	1.6	22.9	83
FAMILY CIRCLE	19639	19057	11.9	97.0	102	4510	11.7	23.0	100	10983	12.0	55.9	103	5826	12.6	29.7	108
THE FAMILY HANDYMAN	3540	3351	2.1	94.7	100	797	2.1	22.5	98	2048	2.2	57.9	106	844	1.8	23.8	87
FAMILY WEEKLY	23924	22916	14.4	95.8	101	5626	14.6	23.5	102	13358	14.6	55.8	103	6427	13.9	26.9	98
FIELD & STREAM	9883	9535	6.0	96.9	101	2488	6.5	25.2	110	5468	6.0	55.3	102	2571	5.6	26.0	95
FOOD & WINE	1030	1007	0.6	97.8	103	343	0.9	33.3	145	498	0.5	48.3	89	289	0.6	28.1	102
FORBES	2679	2574	1.6	96.1	101	680	1.8	25.4	110	1184	1.3	44.2	81	963	2.1	35.9	131
FORTUNE	2931	2841	1.8	96.9	102	665	1.7	22.7	99	1458	1.6	49.7	91	977	2.1	33.3	121
GENTLEMEN'S QUARTERLY	3481	3402	2.1	97.7	103	873	2.3	25.1	109	1960	2.1	56.3	103	998	2.2	28.7	104
GLAMOUR	7163	7099	4.5	99.1	104	1440	3.7	20.1	88	4179	4.6	58.3	107	2394	5.2	33.4	122
GOLF DIGEST	2355	2287	1.4	97.1	102	621	1.6	26.4	115	1324	1.5	56.2	103	597	1.3	25.4	92
GOLF DIGEST/TENNIS (GROSS)	3610	3474	2.2	96.2	101	963	2.5	26.7	116	1963	2.2	54.4	100	937	2.0	26.0	94
GOLF MAGAZINE	2046	1976	1.2	96.6	102	526	1.4	25.7	112	1128	1.2	55.1	101	563	1.2	27.5	100
GOLF MAGAZINE/SKI (GROSS)	3547	3450	2.2	97.3	102	827	2.1	23.3	101	1893	2.1	53.4	98	1100	2.4	31.0	113
GOOD HOUSEKEEPING	20353	19688	12.3	96.7	102	4786	12.4	23.5	102	11015	12.1	54.1	99	6045	13.1	29.7	108
HARPER'S BAZAAR	3362	3287	2.1	97.8	103	764	2.0	22.7	99	1869	2.0	55.6	102	1116	2.4	33.2	121
HEALTH	2987	2880	1.8	96.4	101	762	2.0	25.5	111	1525	1.7	51.1	94	999	2.2	33.4	122
HEARST MAG CORP. BUY (GROSS)	67928	65767	41.2	96.8	102	16255	42.2	23.9	104	36618	40.1	53.9	99	20510	44.5	30.2	110
HEARST MAN POWER (GROSS)	11282	10786	6.8	95.6	101	2921	7.6	25.9	113	5831	6.4	51.7	95	3304	7.2	29.3	107
HEARST WOMAN POWER (GROSS)	40514	39307	24.6	97.0	102	9410	24.4	23.2	101	22147	24.3	54.7	100	12170	26.4	30.0	109
HOUSE BEAUTIFUL	4885	4782	3.0	97.9	103	1198	3.1	24.5	107	2700	3.0	55.3	102	1457	3.2	29.8	108
INC.	1308	1283	0.8	98.1	103	427	1.1	32.6	142	561	0.6	42.9	79	376	0.8	28.7	105
JET	6498	6285	3.9	96.7	102	2024	5.3	31.1	136	3514	3.8	54.1	99	1304	2.8	20.1	73
LADIES' HOME JOURNAL	14797	14381	9.0	97.2	102	3557	9.2	24.0	105	8247	9.0	55.7	102	4257	9.2	28.8	105
LHJ FAMILY GRP COMBO(GROSS)	21743	21119	13.2	97.1	102	5285	13.7	24.3	106	12075	13.2	55.5	102	6403	13.9	29.4	107
LIFE	9881	9588	6.0	97.0	102	2414	6.3	24.4	106	5538	6.1	56.0	103	2709	5.9	27.4	100
L.A. TIMES HOME MAGAZINE	2775	2693	1.7	97.0	102	581	1.5	20.9	91	1447	1.6	52.1	96	991	2.1	35.7	130
MADEMOISELLE	4219	4156	2.6	98.5	104	878	2.3	20.8	91	2459	2.7	58.3	107	1275	2.8	30.2	110
MC CALL'S	16422	15941	10.0	97.1	102	3713	9.6	22.6	98	8654	9.5	52.7	97	5123	11.1	31.2	113
MC CALL'S/WRK MOTHER (GROSS)	17919	17420	10.9	97.2	102	4155	10.8	23.2	101	9425	10.3	52.6	97	5583	12.1	31.2	113
MECHANIX ILLUSTRATED	4433	4202	2.6	94.8	100	1273	3.3	28.7	125	2339	2.6	52.8	97	1162	2.5	26.2	95
METROPOLITAN HOME	1504	1457	0.9	96.9	102	323	0.8	21.5	93	816	0.9	54.3	100	460	1.0	30.6	111
MONEY	4723	4636	2.9	98.2	103	986	2.6	20.9	91	2568	2.8	54.4	100	1687	3.7	35.7	130
MOTHER EARTH NEWS	2325	2234	1.4	96.1	101	694	1.8	29.8	130	1277	1.4	54.9	101	665	1.4	28.6	104
MS.	1189	1160	0.7	97.6	103	323	0.8	27.2	118	758	0.8	63.8	117	292	0.6	24.6	89
NATIONAL ENQUIRER	18892	18091	11.3	95.8	101	5041	13.1	26.7	116	10493	11.5	55.5	102	4575	9.9	24.2	88
NATIONAL GEOGRAPHIC	22129	21408	13.4	96.7	102	4964	12.9	22.4	98	11612	12.7	52.5	96	7391	16.0	33.4	121
NATIONAL SUNDAY MAGAZINE PKG	103750	99604	62.4	96.0	101	24300	63.1	23.4	102	56520	61.9	54.5	100	29620	64.2	28.5	104
NATURAL HISTORY	1379	1328	0.8	96.3	101	382	1.0	27.7	121	638	0.7	46.3	85	408	0.9	29.6	108
NEW WOMAN	2289	2253	1.4	98.4	103	554	1.4	24.2	105	1252	1.4	54.7	100	707	1.5	30.9	112
NEW YORK INCLUDING CUE	1088	1052	0.7	96.7	102	249	0.6	22.9	100	518	0.6	47.6	87	358	0.8	32.9	120
THE NEW YORKER	2449	2383	1.5	96.9	102	543	1.4	22.1	96	1256	1.4	51.1	94	865	1.9	35.2	128
NEWSWEEK	16527	16065	10.1	97.2	102	3927	10.2	23.8	103	9049	9.9	54.8	101	5045	10.9	30.5	111
THE N.Y. TIMES DAILY EDITION	2739	2687	1.7	98.1	103	584	1.5	21.3	93	1478	1.6	54.0	99	846	1.8	30.9	112
THE N.Y. TIMES MAGAZINE	4443	4278	2.7	96.3	101	933	2.4	21.0	91	2331	2.6	52.5	96	1412	3.1	31.8	116
OMNI	2799	2755	1.7	98.4	103	786	2.0	28.1	122	1483	1.6	53.0	97	878	1.9	31.4	114
ON CABLE	2209	2156	1.4	97.6	103	638	1.7	28.9	126	1110	1.2	50.2	92	633	1.4	28.7	104
1001 HOME IDEAS	3959	3858	2.4	97.4	102	965	2.5	24.4	106	2303	2.5	58.2	107	1147	2.5	29.0	105
ORGANIC GARDENING	3111	3022	1.9	97.1	102	768	2.0	24.7	107	1706	1.9	54.8	101	835	1.8	26.8	98
OUTDOOR LIFE	5024	4870	3.1	96.9	102	1264	3.3	25.2	110	2807	3.1	55.9	103	1242	2.7	24.7	90
PARADE MAGAZINE	51292	49000	30.7	95.5	100	11608	30.1	22.6	99	27832	30.5	54.3	100	14778	32.0	28.8	105

TOOTHBRUSHES: TYPES USED
(ADULTS)

	TOTAL U.S. '000	USE TOOTHBRUSHES				HARD BRISTLE				MEDIUM BRISTLE				SOFT BRISTLE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	38535	100.0	23.0	100	91289	100.0	54.4	100	46118	100.0	27.5	100
PARENTS	5298	5229	3.3	98.7	104	1185	3.1	22.4	97	2912	3.2	55.0	101	1659	3.6	31.3	114
PENTHOUSE	5129	4941	3.1	96.3	101	1353	3.5	26.4	115	2854	3.1	55.6	102	1210	2.6	23.6	86
PEOPLE	21070	20623	12.9	97.9	103	4626	12.0	22.0	96	11809	12.9	56.0	103	6589	14.3	31.3	114
PLAYBOY	10562	10208	6.4	96.6	102	2548	6.6	24.1	105	5772	6.3	54.6	100	2917	6.3	27.6	100
POPULAR HOT RODDING	2498	2419	1.5	96.8	102	533	1.4	21.3	93	1482	1.6	59.3	109	537	1.2	21.5	78
POPULAR MECHANICS	5887	5547	3.5	94.2	99	1494	3.9	25.4	110	2934	3.2	49.8	92	1830	4.0	31.1	113
POPULAR SCIENCE	4317	4204	2.6	97.4	102	976	2.5	22.6	98	2360	2.6	54.7	100	1352	2.9	31.3	114
PREVENTION	5782	5568	3.5	96.1	101	1325	3.4	22.9	100	3088	3.4	53.3	98	1682	3.6	29.0	106
PSYCHOLOGY TODAY	3284	3242	2.0	98.7	104	884	2.3	26.9	117	1765	1.9	53.7	99	962	2.1	29.3	107
READER'S DIGEST	40046	38458	24.1	96.0	101	9211	23.9	23.0	100	21708	23.8	54.2	100	11655	25.3	29.1	106
REDBOOK	9584	9303	5.8	97.1	102	2365	6.1	24.7	107	5013	5.5	52.3	96	2906	6.3	30.3	110
ROAD & TRACK	2590	2509	1.6	96.9	102	636	1.7	24.6	107	1366	1.5	52.7	97	781	1.7	30.2	110
ROLLING STONE	3302	3208	2.0	97.2	102	868	2.3	26.3	114	1815	2.0	55.0	101	954	2.1	28.9	105
RUNNER'S WORLD	1229	1201	0.8	97.7	103	*317	0.8	25.8	112	605	0.7	49.2	90	430	0.9	35.0	127
SATURDAY EVENING POST	2110	2044	1.3	96.9	102	624	1.6	29.6	129	1156	1.3	54.8	101	606	1.3	28.7	104
SCIENCE 84	1543	1508	0.9	97.7	103	361	0.9	23.4	102	757	0.8	49.1	90	623	1.4	40.4	147
SCIENCE DIGEST	1747	1736	1.1	99.4	104	422	1.1	24.2	105	1016	1.1	58.2	107	510	1.1	29.2	106
SCIENTIFIC AMERICAN	1994	1964	1.2	98.5	104	463	1.2	23.2	101	1072	1.2	53.8	99	696	1.5	34.9	127
SELF	3119	3067	1.9	98.3	103	807	2.1	25.9	113	1708	1.9	54.8	101	975	2.1	31.3	114
SEVENTEEN	2923	2856	2.4	98.3	103	956	2.5	24.4	106	2377	2.6	60.6	111	1028	2.2	26.2	95
SKI	1501	1475	0.9	98.3	103	301	0.8	20.1	87	765	0.8	51.0	94	538	1.2	35.8	130
SMITHSONIAN	5976	5809	3.6	97.2	102	1259	3.3	21.1	92	3211	3.5	53.7	99	2061	4.5	34.5	125
SOAP OPERA DIGEST	4228	4110	2.6	97.2	102	1332	3.5	31.5	137	2379	2.6	56.3	103	994	2.2	23.5	86
SOUTHERN LIVING	6485	6278	3.9	96.8	102	1265	3.3	19.5	85	3616	4.0	55.7	102	2041	4.4	31.5	114
SPORT	3500	3336	2.1	95.3	100	868	2.3	24.8	108	1839	2.0	52.5	97	883	1.9	25.2	92
THE SPORTING NEWS	2454	2380	1.5	96.9	102	674	1.7	27.4	119	1372	1.5	55.9	103	623	1.4	25.4	92
SPORTS AFIELD	3648	3503	2.2	96.0	101	1005	2.6	27.5	120	1881	2.1	51.6	95	964	2.1	26.4	96
SPORTS ILLUSTRATED	14484	13999	8.8	96.7	102	3465	9.0	23.9	104	7714	8.5	53.3	98	4321	9.4	29.8	108
STAR	12661	12220	7.7	96.5	101	3443	8.9	27.2	118	7159	7.8	56.5	104	3067	6.7	24.2	88
SUNDAY	52799	50533	31.7	95.9	101	12471	32.4	23.6	103	28615	31.3	54.2	100	15057	32.6	28.5	104
SUNSET	3513	3404	2.1	96.9	102	715	1.9	20.4	89	1756	1.9	50.0	92	1400	3.0	39.9	145
TV GUIDE	42766	41203	25.8	96.3	101	10559	27.4	24.7	107	23760	26.0	55.6	102	11466	24.9	26.8	98
TENNIS	1254	1187	0.7	94.7	100	341	0.9	27.2	118	639	0.7	51.0	94	341	0.7	27.2	99
TIME	22054	21281	13.3	96.5	101	5157	13.4	23.4	102	11966	13.1	54.3	100	6799	14.7	30.8	112
TOWN & COUNTRY	1555	1491	0.9	95.9	101	415	1.1	26.7	116	759	0.8	48.8	90	530	1.1	34.1	124
TRAVEL & LEISURE	2173	2100	1.3	96.6	102	566	1.5	26.0	113	1088	1.2	50.1	92	658	1.4	30.3	110
TRUE STORY	4636	4429	2.8	95.5	100	1425	3.7	30.7	134	2472	2.7	53.3	98	1013	2.2	21.9	79
U.S. NEWS & WORLD REPORT	10353	9926	6.2	95.9	101	2397	6.2	23.2	101	5672	6.2	54.8	101	3083	6.7	29.8	108
USA TODAY	4994	4782	3.0	95.8	101	1298	3.4	26.0	113	2496	2.7	50.0	92	1529	3.3	30.6	111
US	3570	3471	2.2	98.4	103	760	2.0	21.5	94	2061	2.3	58.4	107	1083	2.3	30.7	112
YOGUE	5624	5292	3.3	97.6	103	1178	3.1	21.7	95	3126	3.4	57.6	106	1685	3.7	31.1	113
MALL STREET JOURNAL	6292	6053	3.8	96.2	101	1373	3.6	21.8	95	2991	3.3	47.5	87	2220	4.8	35.3	128
WEIGHT WATCHERS	2762	2719	1.7	98.4	104	579	1.5	21.0	91	1746	1.9	63.2	116	670	1.5	24.3	88
WOMAN'S DAY	16320	15830	9.9	97.0	102	3529	9.2	21.6	94	8950	9.8	54.8	101	5039	10.9	30.9	112
WORKING MOTHER	1496	1479	0.9	98.9	104	442	1.1	29.5	129	771	0.8	51.5	95	459	1.0	30.7	112
WORKING WOMAN	1851	1835	1.2	99.3	104	450	1.2	24.3	106	1067	1.2	57.6	106	546	1.2	29.5	107
WORLD TENNIS	580	570	0.4	98.3	103	*168	0.4	29.0	126	327	0.4	56.4	104	*152	0.3	26.2	95
ZIFF-DAVIS MAG NETWK (GROSS)	12412	12026	7.5	96.9	102	2989	7.8	24.1	105	6495	7.1	52.3	96	3803	8.2	30.6	111
BLAIR INSERTS	91671	88046	55.2	96.0	101	21203	55.0	23.1	101	49886	54.6	54.4	100	26480	57.4	28.9	105
DAILY NEWSPAPERS																	
READ ANY	109190	104432	65.5	95.6	101	25467	66.1	23.3	102	59403	65.1	54.4	100	30538	66.2	28.0	102
READ ONE	89587	85631	53.7	95.6	100	20630	53.5	23.0	100	49059	53.7	54.8	101	24965	54.1	27.9	101
READ TWO OR MORE	19602	18901	11.8	95.9	101	4838	12.6	24.7	107	10344	11.3	52.8	97	5573	12.1	28.4	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109581	105168	65.9	95.9	101	25523	66.2	23.3	101	59599	65.3	54.3	100	31329	67.9	28.6	104
READ ONE	95074	91157	57.1	95.9	101	22223	57.7	23.4	102	51700	56.6	54.4	100	26902	58.3	28.3	103
READ TWO OR MORE	14584	14011	8.8	96.0	101	3299	8.6	22.6	98	7899	8.7	54.1	99	4427	9.6	30.3	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.08				28.39				28.76				30.32			
30 DAY REACH	149706	142818	89.5	95.4	100	34642	89.9	23.1	101	81417	89.2	54.4	100	41843	90.7	28.0	102
50 SHWG - 30 DAY AV FREQ	15.16	15.29				15.05				15.09				15.94			
30 DAY REACH	142406	135977	85.2	95.5	100	32716	84.9	23.0	100	77654	85.1	54.5	100	39893	86.5	28.0	102
25 SHWG - 30 DAY AV FREQ	8.23	8.30				8.13				8.19				8.60			
30 DAY REACH	131152	125334	78.6	95.6	100	30276	78.6	23.1	100	71592	78.4	54.6	100	36955	80.1	28.2	102
CABLE TV: HOME WIRED	66879	64138	40.2	95.9	101	15790	41.0	23.6	103	35990	39.4	53.8	99	19021	41.2	28.4	103
HOME NOT WIRED	100848	95385	59.8	94.6	99	22744	59.0	22.6	98	55299	60.6	54.8	101	27097	58.8	26.9	98
HAVE PAY CABLE	35024	34019	21.3	97.1	102	8443	21.9	24.1	105	18628	20.4	53.2	98	10768	23.3	30.7	112

	TOTAL U.S. '000	TOOTHBRUSHES				HARD BRISTLE				MEDIUM BRISTLE				SOFT BRISTLE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	38535	100.0	23.0	100	91289	100.0	54.4	100	46118	100.0	27.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	91744	57.5	95.9	101	22293	57.9	23.3	101	52345	57.3	54.7	101	26778	58.1	28.0	102
10:00 AM - 3:00 PM	63599	60801	38.1	95.6	101	14664	38.1	23.1	100	35355	38.7	55.6	102	17657	38.3	27.8	101
3:00 PM - 7:00 PM	72097	69590	43.6	96.5	101	16785	43.6	23.3	101	39751	43.5	55.1	101	20990	45.5	29.1	106
7:00 PM - MIDNIGHT	36670	35222	22.1	96.1	101	8652	22.5	23.6	103	20432	22.4	55.7	102	10373	22.5	28.3	103
MIDNIGHT - 6:00 AM	21908	21074	13.2	96.2	101	5266	13.7	24.0	105	12463	13.7	56.9	105	5796	12.6	26.5	96
6:00 AM - MIDNIGHT	127571	122239	76.6	95.8	101	29536	76.6	23.2	101	69784	76.4	54.7	101	35994	78.0	28.2	103
ENTIRE DAY	129239	123816	77.6	95.8	101	29949	77.7	23.2	101	70653	77.4	54.7	100	36403	78.9	28.2	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	34009	32796	20.6	96.4	101	7673	19.9	22.6	98	18767	20.6	55.2	101	9882	21.4	29.1	106
ALL NEWS	6062	5802	3.6	95.7	101	1352	3.5	22.3	97	3122	3.4	51.5	95	1839	4.0	30.3	110
AOR/PROGRESSIVE	11884	11438	7.2	96.2	101	2681	7.0	22.6	98	6348	7.0	53.4	98	3656	7.9	30.8	112
BEAUTIFUL MUSIC	11180	10759	6.7	96.2	101	2420	6.3	21.6	94	6476	7.1	57.9	106	2966	6.4	26.5	96
BLACK	4538	4334	2.7	95.5	100	1269	3.3	28.0	122	2392	2.6	52.7	97	1034	2.2	22.8	83
CLASSICAL	3857	3709	2.3	96.2	101	892	2.3	23.1	101	2030	2.2	52.6	97	1312	2.8	34.0	124
CHR/ROCK	21946	21440	13.4	97.7	103	5031	13.1	22.9	100	12636	13.8	57.6	106	6600	14.3	30.1	109
COUNTRY	27262	26021	16.3	95.4	100	6373	16.5	23.4	102	15299	16.8	56.1	103	7098	15.4	26.0	95
GOLDEN OLDIES	3339	3164	2.0	94.8	100	805	2.1	24.1	105	1680	1.8	50.3	92	1013	2.2	30.3	110
MOR/NOSTALGIA	10346	9831	6.2	95.0	100	2367	6.1	22.9	100	5343	5.9	51.6	95	3073	6.7	29.7	108
NEWS/TALK	8929	8463	5.3	94.8	100	1977	5.1	22.1	96	4511	4.9	50.5	93	2693	5.8	30.2	110
RELIGIOUS	5488	5230	3.3	95.3	100	1114	2.9	20.3	88	3188	3.5	58.1	107	1401	3.0	25.5	93
SOFT ROCK	1232	1212	0.8	98.4	103	294	0.8	23.9	104	642	0.7	52.1	96	470	1.0	38.1	139
URBAN CONTEMPORARY	3184	3075	1.9	96.6	102	1120	2.9	35.2	153	1639	1.8	51.5	95	581	1.3	18.2	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	6787	4.3	98.2	103	1494	3.9	21.6	94	4112	4.5	59.5	109	1947	4.2	28.2	102
ABC DIRECTION	5212	4920	3.1	94.4	99	1264	3.3	24.3	106	2542	2.8	48.8	90	1490	3.2	28.6	104
ABC ENTERTAINMENT	10385	9883	6.2	95.2	100	2139	5.6	20.6	90	5834	6.4	56.2	103	2954	6.4	28.4	103
ABC FM	4762	4645	2.9	97.5	103	1241	3.2	26.1	113	2754	3.0	57.8	106	1266	2.7	26.6	97
ABC INFORMATION	11339	10737	6.7	94.7	100	2602	6.8	22.9	100	5930	6.5	52.3	96	3146	6.8	27.7	101
ABC ROCK	4878	4711	3.0	96.6	102	1172	3.0	24.0	105	2624	2.9	53.8	99	1525	3.3	31.3	114
CBS	10709	10170	6.4	95.0	100	2417	6.3	22.6	98	5645	6.2	52.7	97	2939	6.4	27.4	100
MUTUAL	10251	9731	6.1	94.9	100	2344	6.1	22.9	100	5501	6.0	53.7	99	2756	6.0	26.9	98
NBC	12243	11715	7.3	95.7	101	2681	7.0	21.9	95	6510	7.1	53.2	98	3581	7.8	29.2	106
RADIORADIO	4466	4465	2.8	96.9	102	1119	2.9	24.3	106	2564	2.8	55.7	102	1217	2.6	26.4	96
RKO ONE	5148	4994	3.1	97.0	102	1438	3.7	27.9	122	2664	2.9	51.7	95	1462	3.2	28.4	103
RKO TWO	7313	6990	4.4	95.6	100	1674	4.3	22.9	100	4047	4.4	55.3	102	2010	4.4	27.5	100
THE SOURCE	5981	5766	3.6	96.4	101	1404	3.6	23.5	102	3206	3.5	53.6	98	1780	3.9	29.8	108
NON-WIRED: BLAIR	19329	18559	11.6	96.0	101	4386	11.4	22.7	99	10777	11.8	55.8	102	5534	12.0	28.6	104
INTERNET	27139	26244	16.5	96.7	102	6540	17.0	24.1	105	14833	16.2	54.7	100	7801	16.9	28.7	105
KATZ RADIO GROUP	36319	34812	21.8	95.9	101	8162	21.2	22.5	98	19984	21.9	55.0	101	10610	23.0	29.2	106
SUPERNET	22361	21460	13.5	96.0	101	5394	14.0	24.1	105	11950	13.1	53.4	98	6392	13.9	28.6	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	13597	8.5	93.6	98	3200	8.3	22.0	96	7950	8.7	54.7	101	3865	8.4	26.6	97
WKDAY 9:00 AM - 1:00 PM	18688	17489	11.0	93.6	98	4517	11.7	24.2	105	10054	11.0	53.8	99	4865	10.5	26.0	95
WKDAY 1:00 PM - 4:30 PM	24061	22632	14.2	94.1	99	6034	15.7	25.1	109	12896	14.1	53.6	98	6099	13.2	25.3	92
WKDAY 4:30 PM - 7:30 PM	44079	41506	26.0	94.2	99	10232	26.6	23.2	101	23947	26.2	54.3	100	11570	25.1	26.2	95
WKDAY 7:30 PM - 8:00 PM	61979	58435	36.6	94.3	99	14382	37.3	23.2	101	33724	36.9	54.4	100	16148	35.0	26.1	95
WKDAY 11:00 PM - 11:30 PM	49084	46463	29.1	94.7	100	11824	30.7	24.1	105	26647	29.2	54.3	100	13000	28.2	26.5	96
WKDAY 11:30 PM - 1:00 AM	16560	15761	9.9	95.2	100	4115	10.7	24.8	108	9165	10.0	55.3	102	4272	9.3	25.8	94
M-SAT 8-11 PM-SUN 7-11 PM	66967	63580	39.9	94.9	100	15539	40.3	23.2	101	36481	40.0	54.5	100	18226	39.5	27.2	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	8893	5.6	95.9	101	2443	6.3	26.4	115	5114	5.6	55.2	101	2392	5.2	25.8	94
ANOTHER WORLD	N 6138	5712	3.6	93.1	98	1535	4.0	25.0	109	3205	3.5	52.2	96	1425	3.1	23.2	84
AS THE WORLD TURNS	C 7707	7133	4.5	92.6	97	1954	5.1	25.4	110	3921	4.3	50.9	93	1929	4.2	25.0	91
CAPITOL	C 4688	4399	2.8	93.8	99	1325	3.4	28.3	123	2384	2.6	50.9	93	1112	2.4	23.7	86
CBS MORN. NEWS 1	C 2792	2566	1.6	91.9	97	546	1.4	19.6	85	1465	1.6	52.5	96	732	1.6	26.2	95
CBS MORN. NEWS 2	C 2071	1892	1.2	91.4	96	367	1.0	17.7	77	1117	1.2	53.9	99	528	1.1	25.5	93
DAYS OF OUR LIVES	N 8018	7565	4.7	94.4	99	1910	5.0	23.8	104	4247	4.7	53.0	97	2048	4.4	25.5	93
FACTS OF LIFE - DAYTIME	N 3487	3336	2.1	95.7	101	975	2.5	28.0	122	1925	2.1	55.2	101	873	1.9	25.0	91
FAMILY FEUD	A 4817	4495	2.8	93.3	98	1229	3.2	25.5	111	2497	2.7	51.8	95	1274	2.8	26.4	96
GENERAL HOSPITAL	A 8333	7845	4.9	94.1	99	2146	5.6	25.8	112	4489	4.9	53.9	99	2239	4.9	26.9	98
GOOD MORNING, AMERICA-730 A	A 5472	5160	3.2	94.3	99	1165	3.0	21.3	93	3160	3.5	57.7	106	1433	3.1	26.2	95
GOOD MORNING, AMERICA-830 A	A 3965	3768	2.4	95.0	100	900	2.3	22.7	99	2377	2.6	59.9	110	1026	2.2	25.9	94
GUIDING LIGHT	C 7542	7031	4.4	93.2	98	1993	5.2	26.4	115	3927	4.3	52.1	96	1832	4.0	24.3	88
ONE LIFE TO LIVE	A 6018	5733	3.6	95.3	100	1627	4.2	27.0	118	3364							

	TOTAL U.S. '000	TOOTHBRUSHES				HARD BRISTLE				MEDIUM BRISTLE				SOFT BRISTLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	38535	100.0	23.0	100	71289	100.0	54.4	100	46118	100.0	27.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	48915	30.7	93.5	98	11566	30.0	22.1	96	26228	30.9	54.0	99	13790	29.9	26.4	96
NETWORK AFFILIATES - LATE	39164	37057	23.2	94.6	99	9281	24.1	23.7	103	21225	23.3	54.2	100	10510	22.8	26.8	98
INDEPENDENTS - LATE	5133	4861	3.0	94.7	100	1168	3.0	22.8	99	2652	2.9	51.7	95	1653	3.6	32.2	117
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	21815	13.7	95.6	100	5454	14.2	23.9	104	12325	13.5	54.0	99	6144	13.3	26.9	98
ABC MONDAY NIGHT MOVIE	A 11258	10721	6.7	95.2	100	2509	6.5	22.3	97	6094	6.7	54.1	99	3181	6.9	28.3	103
ABC SUNDAY NIGHT MOVIE	A 23600	22470	14.1	95.2	100	5412	14.0	22.9	100	13072	14.3	55.4	102	6542	14.2	27.7	101
ABC WORLD NEWS TONIGHT	A 12801	12061	7.6	94.2	99	2940	7.7	23.1	101	7166	7.8	56.0	103	3254	7.1	25.4	92
AFTERMASH	C 10966	10319	6.5	94.1	99	2484	6.4	22.7	99	5784	6.3	52.7	97	2985	6.5	27.2	99
ALICE	C 17050	15998	10.0	93.8	99	4091	10.6	24.0	104	9043	9.9	53.0	97	4314	9.4	25.3	92
AMERICAN PARADE	C 11998	11140	7.0	92.8	98	2479	6.4	20.7	90	6320	6.9	52.7	97	3385	7.3	28.2	103
BENSON	A 19258	17989	11.3	93.4	98	4255	11.0	22.1	96	10562	11.6	54.8	101	5055	11.0	26.2	95
BLUE THUNDER	A 11478	10904	6.8	95.0	100	2505	6.7	22.5	98	6310	6.9	55.0	101	2976	6.5	25.9	94
CAGNEY & LACEY	C 18263	17256	10.8	94.5	99	4315	11.2	23.6	103	9944	10.9	54.4	100	4829	10.5	26.4	96
CBS EVENING NEWS-DEAN	C 7733	7177	4.5	92.8	98	1694	4.4	21.9	95	4122	4.5	53.3	98	2061	4.5	26.7	97
CBS EVENING NEWS-RATHER	C 15653	14618	9.2	93.4	98	3517	9.1	22.5	98	8196	9.0	52.4	96	4395	9.5	28.1	102
CBS SAT. NEWS-SCHIEFFER	C 8744	8033	5.0	91.9	97	1927	5.0	22.0	96	4722	5.2	54.0	99	2130	4.6	24.4	89
CBS SATURDAY NIGHT MOVIE	C 12000	11417	7.2	95.1	100	2783	7.2	23.2	101	6737	7.4	56.1	103	3298	7.2	27.5	100
CBS WEDNESDAY NIGHT MOVIE	C 11522	10700	6.7	92.9	98	2775	7.2	24.1	105	5914	6.5	51.3	94	2994	6.5	26.0	95
CHEERS	N 16818	16217	10.2	96.4	101	3818	9.9	22.7	99	9463	10.4	56.3	103	4871	10.6	29.0	105
DALLAS	C 37510	35259	22.1	94.0	99	8793	22.8	23.4	102	19043	20.9	50.8	93	10934	23.7	29.1	106
DIFF'RENT STROKES	N 11258	10575	6.6	93.9	99	2656	6.9	23.6	103	6047	6.6	53.7	99	2804	6.1	24.9	91
DOUBLE TROUBLE	N 12248	11692	7.3	95.5	100	2924	7.6	23.9	104	6670	7.3	54.5	100	3375	7.3	27.6	100
DUCK FACTORY	N 11100	10679	6.7	96.2	101	2595	6.7	23.4	102	6073	6.7	54.7	101	3103	6.7	28.0	102
DUKES OF HAZZARD	C 12353	11494	7.2	93.0	98	2969	7.7	24.0	105	6408	7.0	51.9	95	3260	7.1	26.4	96
DYNASTY	A 33279	31699	19.9	95.3	100	8282	21.5	24.9	108	17630	19.3	53.0	97	9146	19.8	27.5	100
FACTS OF LIFE	N 13410	12730	8.0	94.9	100	2736	7.6	21.9	95	7399	8.1	55.2	101	3720	8.1	27.7	101
FALCON CREST	C 31093	29354	18.4	94.4	99	7279	18.9	23.4	102	16332	17.9	52.5	97	8638	18.7	27.8	101
FALL GUY	A 18649	17697	11.1	94.9	100	4297	11.2	23.0	100	10334	11.3	55.4	102	5121	11.1	27.5	100
FAMILY TIES	N 13101	12388	7.8	94.6	99	3023	7.8	23.1	100	7058	7.7	53.9	99	3775	8.2	28.8	105
FANTASY ISLAND	A 13069	12318	7.7	94.3	99	2989	7.8	22.9	100	6921	7.6	53.0	97	3645	7.9	27.9	101
FOULUPS, BLEEPs & BLUNDERS	A 16588	15717	9.9	94.7	100	3945	10.3	23.9	104	9013	9.9	54.3	100	4333	9.4	26.1	95
FOUR SEASONS	C 9302	8749	5.5	94.1	99	2112	5.5	22.7	99	4924	5.4	52.9	97	2594	5.6	27.9	101
GIMME A BREAK	N 13955	13027	8.2	93.4	98	3107	8.1	22.3	97	7535	8.3	54.0	99	3700	8.0	26.5	96
HART TO HART	A 15735	14916	9.4	94.8	100	3620	9.4	23.0	100	8833	9.7	56.1	103	3978	8.6	25.3	92
HILL STREET BLUES	N 18257	17555	11.0	96.2	101	4372	11.3	23.9	104	10119	11.1	55.4	102	4942	10.7	27.1	98
HOTEL	A 24236	22952	14.4	94.7	100	5657	14.7	23.3	102	13074	14.3	53.9	99	6709	14.5	27.7	101
JEFFERSONS	C 17010	15898	10.0	93.5	98	4048	10.5	23.8	104	9154	10.0	53.8	99	4219	9.1	24.8	90
JENNIFER SLEPT HERE	N 9397	8929	5.6	95.0	100	2040	5.3	21.7	94	5152	5.6	54.8	101	2512	5.4	26.7	97
KATE & ALLIE	C 16762	15915	10.0	94.9	100	3853	10.0	23.0	100	9182	10.1	54.8	101	4474	9.7	26.7	97
KNIGHT RIDER	N 13164	12580	7.9	95.6	101	2999	7.8	22.8	99	7005	7.7	53.2	98	3774	8.2	28.7	104
LOVE BOAT	A 20400	19281	12.1	94.5	99	4428	11.5	21.7	94	11234	12.3	55.1	101	5398	11.7	26.5	96
MAGNUM PI	C 22543	21411	13.4	95.0	100	5031	13.1	22.3	97	12317	13.5	54.6	100	6213	13.5	27.6	100
MAMA'S FAMILY	N 9852	9298	5.8	94.4	99	2506	5.5	25.4	111	4782	5.2	48.5	89	2858	6.2	29.0	106
MASTER, THE	N 8082	7604	4.8	94.1	99	1836	4.8	22.7	99	4448	4.9	55.0	101	2071	4.5	25.6	93
MATT HOUSTON	A 12881	12245	7.7	95.1	100	3081	8.0	23.9	104	6829	7.5	53.0	97	3630	7.9	28.2	102
NBC MONDAY NIGHT MOVIE	N 23889	22876	14.3	95.8	101	5203	13.5	21.8	95	13076	14.3	54.7	101	6866	14.9	28.7	105
NBC NIGHTLY NEWS	N 11156	10395	6.5	93.1	98	2452	6.4	22.0	96	5987	6.6	53.7	99	2910	6.3	26.1	95
NBC NIGHTLY NEWS-SAT	N 7363	6720	4.2	91.3	96	1643	4.3	22.3	97	3661	4.2	52.4	96	1905	4.1	25.9	94
NBC NIGHTLY NEWS-SUN	N 6214	5737	3.6	92.3	97	1372	3.6	22.1	96	3243	3.6	52.2	96	1718	3.7	27.6	101
NBC SUNDAY NIGHT MOVIE	N 17590	16975	10.6	96.5	101	4753	11.0	24.2	105	9816	10.8	55.8	103	4847	10.5	27.6	100
NEWMART	C 16740	15870	9.9	94.8	100	3844	10.0	23.1	100	9364	10.3	55.9	103	4272	9.3	25.5	93
ONE DAY AT A TIME	C 11820	11076	6.9	93.7	99	2760	7.2	23.4	102	6573	7.2	55.6	102	3016	6.5	25.5	93
PEOPLE ARE FUNNY	N 9138	8625	5.4	94.4	99	2279	5.9	24.9	109	4641	5.1	50.8	93	2584	5.6	28.3	103
REAL PEOPLE	N 15979	15033	9.4	94.1	99	3346	8.7	20.9	91	8686	9.5	54.4	100	4364	9.5	27.3	99
REMINGTON STEELE	N 14395	13851	8.7	96.2	101	3432	8.9	23.8	104	7854	8.6	54.6	100	4048	8.8	28.1	102
RIPLEY'S BELIEVE IT - NOT	A 11362	10840	6.8	95.4	100	2698	7.0	23.7	103	6081	6.7	53.5	98	3260	7.1	28.7	104
RIPIDE	N 13920	13391	8.4	96.2	101	3338	8.7	24.0	104	7769	8.5	55.8	103	3737	8.1	26.8	98
SCARECROW & MRS. KING	C 17571	16518	10.4	94.0	99	3820	9.9	21.7	95	9139	10.2	53.2	98	4722	10.2	26.9	98
SIMON & SIMON	C 20208	19351	12.1	95.8	101	4436	11.5	22.0	96	11337	12.4	56.1	103	5409	11.7	26.8	97
60 MINUTES	C 27668	25979	16.3	93.9	99	6222	16.1	22.5	98	15128	16.6	54.7	100				

	TOTAL U.S. '000	USE TOOTHBRUSHES				STRAIGHT HANDLE				ANGLED HANDLE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	122933	100.0	73.3	100	45696	100.0	27.2	100				
MALES	79263	74941	47.0	94.5	99	58094	47.3	73.3	100	21202	46.4	26.7	98				
FEMALES	88464	84582	53.0	95.6	101	64839	52.7	73.3	100	24495	53.6	27.7	102				
18 - 24	28671	27934	17.5	97.4	102	19421	15.8	67.7	92	10385	22.7	36.2	133				
25 - 34	39536	38752	24.3	98.0	103	29061	23.6	73.5	100	12374	27.1	31.3	115				
35 - 44	28978	28280	17.7	97.6	103	22008	17.9	75.9	104	8412	18.4	29.0	107				
45 - 54	22345	21336	13.4	95.5	100	17088	13.9	76.5	104	5346	11.7	23.9	88				
55 - 64	22224	20669	13.0	93.0	98	16526	13.4	74.4	101	4833	10.6	21.7	80				
65 OR OLDER	25973	22553	14.1	86.8	91	18830	15.3	72.5	99	4348	9.5	16.7	61				
18 - 34	68207	66686	41.8	97.8	103	48481	39.4	71.1	97	22759	49.8	33.4	122				
18 - 49	108058	105442	66.1	97.6	103	78853	64.1	73.0	100	33831	74.0	31.3	115				
25 - 54	90859	88368	55.4	97.3	102	68157	55.4	75.0	102	26131	57.2	28.8	106				
35 - 49	39851	38757	24.3	97.3	102	30372	24.7	76.2	104	11072	24.2	27.8	102				
50 OR OLDER	59669	54081	33.9	90.6	95	44079	35.9	73.9	101	11865	26.0	19.9	73				
GRADUATED COLLEGE	28091	27364	17.2	97.4	102	21172	17.2	75.4	103	8768	19.2	31.2	115				
ATTENDED COLLEGE	28938	28245	17.7	97.6	103	21243	17.3	73.4	100	9318	20.4	32.2	118				
GRADUATED HIGH SCHOOL	65503	62960	39.5	96.1	101	48486	39.4	74.0	101	17773	38.9	27.1	100				
DID NOT GRADUATE HIGH SCHOOL	45195	40955	25.7	90.6	95	32032	26.1	70.9	97	9837	21.5	21.8	80				
EMPLOYED MALES	56429	54358	34.1	96.3	101	41847	34.0	74.2	101	15866	34.7	28.1	103				
EMPLOYED FEMALES	43971	43058	27.0	97.9	103	32558	26.5	74.0	101	13383	29.3	30.4	112				
EMPLOYED FULL-TIME	87773	85277	53.5	97.2	102	64780	52.7	73.8	101	26014	56.9	29.6	109				
EMPLOYED PART-TIME	12627	12138	7.6	96.1	101	9625	7.8	76.2	104	3236	7.1	25.6	94				
NOT EMPLOYED	67327	62108	38.9	92.2	97	48528	39.5	72.1	98	16447	36.0	24.4	90				
PROFESSIONAL/MANAGER	25845	25158	15.8	97.3	102	19458	15.8	75.3	103	7929	17.4	30.7	113				
TECH/CLERICAL/SALES	30895	30205	18.9	97.8	103	22849	18.6	74.0	101	9204	20.1	29.8	109				
PRECISION/CRAFT	12629	12115	7.6	95.9	101	9351	7.6	74.0	101	3380	7.4	26.8	98				
OTHER EMPLOYED	31031	29937	18.8	96.5	101	22747	18.5	73.3	100	8737	19.1	28.2	103				
SINGLE	35557	34504	21.6	97.0	102	25030	20.4	70.4	96	11821	25.9	33.2	122				
MARRIED	103585	98760	61.9	95.3	100	77578	63.1	74.9	102	26814	58.7	25.9	95				
DIVORCED/SEPARATED/WIDOWED	28585	26259	16.5	91.9	97	20324	16.5	71.1	97	7062	15.5	24.7	91				
PARENTS	59295	57984	36.3	97.8	103	44049	35.8	74.3	101	18092	39.6	30.5	112				
WHITE	146081	138922	87.1	95.1	100	107894	87.8	73.9	101	39039	85.4	26.7	98				
BLACK	17974	17004	10.7	94.6	99	12162	9.9	67.7	92	5654	12.4	31.5	115				
OTHER	3672	3598	2.3	98.0	103	2877	2.3	78.3	107	1004	2.2	27.3	100				
NORTHEAST-CENSUS	37005	34666	21.7	93.7	98	27068	22.0	73.1	100	9885	21.6	26.7	98				
NORTH CENTRAL	42642	40718	25.5	95.5	100	32079	26.1	75.2	103	10810	23.7	25.4	93				
SOUTH	56777	53814	33.7	94.8	100	40234	32.7	70.9	97	16041	35.1	28.3	104				
WEST	31303	30326	19.0	96.9	102	23552	19.2	75.2	103	8961	19.6	28.6	105				
NORTHEAST-MKTG.	38125	35779	22.4	93.8	99	27192	22.1	71.3	97	10942	23.9	28.7	105				
EAST CENTRAL	24794	23287	14.6	93.9	99	18378	14.9	74.1	101	5958	13.0	24.0	88				
WEST CENTRAL	28511	27402	17.2	96.1	101	21652	17.6	75.9	104	7423	16.2	26.0	96				
SOUTH	48953	46546	29.2	95.1	100	35089	28.5	71.7	98	13570	29.7	27.7	102				
PACIFIC	27344	26510	16.6	96.9	102	20623	16.8	75.4	103	7804	17.1	28.5	105				
COUNTY SIZE A	69301	66194	41.5	95.5	100	51082	41.6	73.7	101	19389	42.4	28.0	103				
COUNTY SIZE B	50633	48331	30.3	95.5	100	37112	30.2	73.9	100	13955	30.5	27.6	101				
COUNTY SIZE C	26259	24795	15.5	94.4	99	19230	15.6	73.2	100	6931	15.2	26.4	97				
COUNTY SIZE D	21534	20204	12.7	93.8	99	15509	12.6	72.0	98	5421	11.9	25.2	92				
METRO CENTRAL CITY	50014	47454	29.7	94.9	100	36861	30.0	73.7	101	13660	29.9	27.3	100				
METRO SUBURBAN	76832	73671	46.2	95.9	101	56819	46.2	74.0	101	21361	46.7	27.8	102				
NON METRO	40881	38398	24.1	93.9	99	29253	23.8	71.6	98	10675	23.4	26.1	96				
TOP 5 ADI'S	39550	37725	23.6	95.4	100	29715	24.2	75.1	103	10702	23.4	27.1	99				
TOP 10 ADI'S	54877	52005	32.6	94.8	100	40098	32.6	73.1	100	15328	33.5	27.9	103				
TOP 20 ADI'S	77516	73847	46.3	95.3	100	57308	46.6	73.9	101	21244	46.5	27.4	101				
HSGLD INC. \$50,000 OR MORE	17257	16756	10.5	97.1	102	12994	10.6	75.3	103	4975	10.9	28.8	106				
\$40,000 OR MORE	33235	32468	20.4	97.7	103	24790	20.2	74.6	102	10263	22.5	30.9	113				
\$30,000 OR MORE	59693	58167	36.5	97.4	102	44532	36.2	74.6	102	17896	39.2	30.0	110				
\$25,000 OR MORE	76275	74233	46.5	97.3	102	56484	45.9	74.1	101	23020	50.4	30.2	111				
\$20,000 - \$24,999	18607	17887	11.2	96.1	101	14215	11.6	76.4	104	4706	10.3	25.3	93				
\$15,000 - \$19,999	17175	16310	10.2	95.0	100	12597	10.2	73.3	100	4687	10.3	27.3	100				
\$10,000 - \$14,999	24569	23003	14.4	93.6	98	17813	14.5	72.5	99	6126	13.4	24.9	92				
UNDER \$10,000	31101	28091	17.6	90.3	95	21825	17.8	70.2	96	7159	15.7	23.0	84				
HOUSEHOLD OF 1 PERSON	19441	17777	11.1	91.4	96	14081	11.5	72.4	99	4410	9.7	22.7	83				
2 PEOPLE	51803	48398	30.3	93.4	98	38557	31.4	74.4	102	12296	26.9	23.7	87				
3 OR 4 PEOPLE	66933	64648	40.5	96.6	102	48880	39.8	73.0	100	19910	43.6	29.7	109				
5 OR MORE PEOPLE	29550	28701	18.0	97.1	102	21415	17.4	72.5	99	9080	19.9	30.7	113				
NO CHILD IN HSHLD	96587	90179	56.5	93.4	98	71016	57.8	73.5	100	23568	51.6	24.4	90				
CHILD(REN) UNDER 2 YRS	10844	10619	6.7	97.9	103	7777	6.3	71.7	98	3489	7.6	32.2	118				
2 - 5 YEARS	26358	25750	16.1	97.7	103	18743	15.2	71.1	97	8895	19.5	33.7	124				
6 - 11 YEARS	30453	29762	18.7	97.7	103	22479	18.3	73.8	101	9148	20.0	30.0	110				
12 - 17 YEARS	36575	35672	22.4	97.5	103	27013	22.0	73.9	101	10984	24.0	30.0	110				
RESIDENCE OWNED	117770	111958	70.2	95.1	100	87280	71.0	74.1	101	30825	67.5	26.2	96				
VALUE: \$50,000 OR MORE	70166	67533	42.3	96.2	101	52307	42.5	74.5	102	19403	42.5	27.7	102				
VALUE: UNDER \$50,000	47604	44424	27.8	93.3	98	34972	28.4	73.5	100	11421	25.0	24.0	88				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOOTHBRUSHES: SHAPES USED
(ADULTS)

			USE TOOTHBRUSHES					STRAIGHT HANDLE					ANGLED HANDLE									
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D			
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX			
TOTAL ADULTS			167727	159524	100.0	95.1	100	122933	100.0	73.3	100	45696	100.0	27.2	100							
MAGAZINES	QUINTILE 1	34022	33005	20.7	97.0	102	24718	20.1	72.7	99	11028	24.1	32.4	119								
	QUINTILE 2	34800	33837	21.2	97.2	102	26401	21.5	75.9	104	9660	21.1	27.8	102								
	QUINTILE 3	30514	29352	18.4	96.2	101	21964	17.9	72.0	98	8837	19.3	29.0	106								
	QUINTILE 4	33324	31525	19.8	94.6	99	24883	20.2	74.7	102	8356	18.3	25.1	92								
	QUINTILE 5	35066	31805	19.9	90.7	95	24968	20.3	71.2	97	7816	17.1	22.3	82								
NEWSPAPERS	QUINTILE 1	29107	27954	17.5	96.0	101	21581	17.6	74.1	101	8147	17.8	28.0	103								
	QUINTILE 2	49095	46886	29.4	95.5	100	36375	29.6	74.1	101	13319	29.1	27.1	100								
	QUINTILE 3	23107	22226	13.9	96.2	101	17110	13.9	74.0	101	6536	14.3	28.3	104								
	QUINTILE 4	33556	32129	20.1	95.7	101	24764	20.1	73.8	101	9018	19.7	26.9	99								
	QUINTILE 5	32863	30329	19.0	92.3	97	23104	18.8	70.3	96	8677	19.0	26.4	97								
OUTDOOR	QUINTILE 1	33431	32213	20.2	96.4	101	24825	20.2	74.3	101	9453	20.7	28.3	104								
	QUINTILE 2	33478	32166	20.2	96.1	101	24900	20.3	74.4	101	9006	19.7	26.9	99								
	QUINTILE 3	33574	32045	20.1	95.4	100	24707	20.1	73.6	100	9387	20.5	28.0	103								
	QUINTILE 4	33935	32046	20.1	94.4	99	24886	20.2	73.3	100	8927	19.5	26.3	97								
	QUINTILE 5	33310	31054	19.5	93.2	98	23615	19.2	70.9	97	8923	19.5	26.8	98								
RADIO-DRIVE TIME	QUINTILE 1	33136	31929	20.0	96.4	101	24031	19.5	72.5	99	9943	21.8	30.0	110								
	QUINTILE 2	31658	30249	19.0	95.5	100	22584	18.4	71.3	97	9402	20.6	29.7	109								
	QUINTILE 3	32541	31288	19.6	96.1	101	24685	20.1	75.9	103	8410	18.4	25.8	95								
	QUINTILE 4	34247	32653	20.5	95.3	100	24994	20.3	73.0	100	9563	20.9	27.9	102								
	QUINTILE 5	36144	33405	20.9	92.4	97	26639	21.7	73.7	101	8379	18.3	23.2	85								
RADIO-MID- DAY	TERCILE 1	45037	43310	27.1	96.2	101	33039	26.9	73.4	100	12748	27.9	28.3	104								
	TERCILE 2	44819	42425	26.6	94.7	100	33140	27.0	73.9	101	11931	26.1	26.6	98								
	TERCILE 3	77872	73788	46.3	94.8	100	56753	46.2	72.9	99	21018	46.0	27.0	99								
RADIO-TOTAL	QUINTILE 1	33763	32705	20.5	96.9	102	24368	19.8	72.2	98	10338	22.6	30.6	112								
	QUINTILE 2	33240	31571	19.8	95.0	100	24520	19.9	73.8	101	9104	19.9	27.4	101								
	QUINTILE 3	33408	32227	20.2	96.5	101	24920	20.3	74.6	102	9119	20.0	27.3	100								
	QUINTILE 4	34792	32976	20.7	94.8	100	25306	20.6	72.7	99	9461	20.7	27.2	100								
	QUINTILE 5	32524	30046	18.8	92.4	97	23819	19.4	73.2	100	7675	16.8	23.6	87								
TV-PRIME TIME	QUINTILE 1	33090	31242	19.6	94.4	99	23855	19.4	72.1	98	9059	19.8	27.4	100								
	QUINTILE 2	33357	31664	19.8	94.9	100	24854	20.2	74.5	102	8753	19.2	26.2	96								
	QUINTILE 3	33980	32515	20.4	95.7	101	25131	20.4	74.0	101	9453	20.7	27.8	102								
	QUINTILE 4	33854	32293	20.2	95.4	100	24875	20.2	73.5	100	9163	20.1	27.1	99								
	QUINTILE 5	33444	31808	19.9	95.1	100	24218	19.7	72.4	99	9269	20.3	27.7	102								
TV-DAYTIME	TERCILE 1	49121	46124	28.9	93.9	99	36570	29.7	74.4	102	12143	26.6	24.7	91								
	TERCILE 2	48823	46476	29.1	95.2	100	35456	28.8	72.6	99	13442	29.4	27.5	101								
	TERCILE 3	69782	66924	42.0	95.9	101	50907	41.4	73.0	100	20111	44.0	28.8	106								
TV-TOTAL	QUINTILE 1	33584	31291	19.6	93.2	98	24444	19.9	72.8	99	8677	19.0	25.8	95								
	QUINTILE 2	33441	31773	19.9	95.0	100	24971	20.3	74.7	102	8257	18.1	24.7	91								
	QUINTILE 3	33505	32078	20.1	95.7	101	24651	20.1	73.6	100	9473	20.7	28.3	104								
	QUINTILE 4	33466	32024	20.1	95.7	101	24738	20.1	73.9	101	9286	20.3	27.7	102								
	QUINTILE 5	33731	32358	20.3	95.9	101	24130	19.6	71.5	98	10003	21.9	29.7	109								
MAGAZINES-NEWSPAPERS: DUAL			44503	43280	27.1	97.3	102	32672	26.6	73.4	100	13486	29.5	30.3	111							
MAGAZINE IMPERATIVE			39363	38126	23.9	96.9	102	28941	23.5	73.5	100	11818	25.9	30.0	110							
NEWSPAPER IMPERATIVE			46441	43710	27.4	94.1	99	34637	28.2	74.6	102	11379	24.9	24.5	90							
MAGAZINES-OUTDOOR: DUAL			33726	32837	20.6	97.4	102	25168	20.5	74.6	102	10032	22.0	29.7	109							
MAGAZINE IMPERATIVE			52846	51020	32.0	96.5	102	38792	31.6	73.4	100	15709	34.4	29.7	109							
OUTDOOR IMPERATIVE			52140	49278	30.9	94.5	99	38132	31.0	73.1	100	13346	29.2	25.6	94							
MAGAZINES-RADIO: DUAL			37081	36052	22.6	97.2	102	26976	21.9	72.7	99	11865	26.0	32.0	117							
MAGAZINE IMPERATIVE			49747	48088	30.1	96.7	102	37301	30.3	75.0	102	13905	30.4	28.0	103							
RADIO IMPERATIVE			49208	46690	29.3	94.9	100	36141	29.4	73.4	100	12700	27.8	25.8	95							
MAGAZINES-TELEVISION: DUAL			33103	31857	20.0	96.2	101	24877	20.2	75.2	103	9031	19.8	27.3	100							
MAGAZINE IMPERATIVE			54575	53183	33.3	97.4	102	39903	32.5	73.1	100	17164	37.6	31.5	115							
TELEVISION IMPERATIVE			53249	49495	31.0	93.0	98	38873	31.6	73.0	100	12692	27.8	23.8	87							
NEWSPAPERS-OUTDOOR: DUAL			36255	35008	21.9	96.6	102	27024	22.0	74.5	102	10156	22.2	28.0	103							
NEWSPAPER IMPERATIVE			55591	52910	33.2	95.2	100	41041	33.4	73.8	101	15125	33.1	27.2	100							
OUTDOOR IMPERATIVE			48319	46146	28.9	95.5	100	35726	29.1	73.9	101	13071	28.6	27.1	99							
NEWSPAPERS-RADIO: DUAL			37242	35782	22.4	96.1	101	27309	22.2	73.3	100	10814	23.7	29.0	107							
NEWSPAPER IMPERATIVE			54423	51950	32.6	95.5	100	40576	33.0	74.6	102	14366	31.4	26.4	97							
RADIO IMPERATIVE			46650	44771	28.1	96.0	101	33965	27.6	72.8	99	13421	29.4	28.8	106							
NEWSPAPERS-TELEVISION: DUAL			35974	34208	21.4	95.1	100	26985	22.0	75.0	102	9277	20.3	25.8	95							
NEWSPAPER IMPERATIVE			56095	54032	33.9	96.3	101	41065	33.4	73.2	100	16458	36.0	29.3	108							
TELEVISION IMPERATIVE			47170	44299	27.8	93.9	99	34490	28.1	73.1	100	11948	26.1	25.3	93							
OUTDOOR-RADIO: DUAL			33748	32787	20.6	97.2	102	25111	20.4	74.4	102	9741	21.3	28.9	106							
OUTDOOR IMPERATIVE			52785	50274	31.5	95.2	100	39290	32.0	74.4	102	13791	30.2	26.1	96							
RADIO IMPERATIVE			52882	50303	31.5	95.1	100	38391	31.2	72.6	99	14973	32.8	28.3	104							
OUTDOOR-TELEVISION: DUAL			32030	30588	19.2	95.5	100	23845	19.4	74.4	102	8673	19.0	27.1	99							
OUTDOOR IMPERATIVE			54626	52852	33.1	96.8	102	40458	32.9	74.1	101	15665	34.3	28.7	105							
TELEVISION IMPERATIVE			54874	51412	32.2	93.7	99	40158	32.7	73.2	100	13947	30.5	25.4	93							
RADIO-TELEVISION: DUAL			33386	31892	20.0	95.5	100	24547	20.0	73.5	100	9218	20.2	27.6	101							
RADIO IMPERATIVE			53810	51990	32.6	96.6	102	39400	32.0	73.2	100	15773	34.5	29.3	108	</						

	TOTAL U.S. '000	USE TOOTHBRUSHES				STRAIGHT HANDLE				ANGLED HANDLE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	122933	100.0	73.3	100	45696	100.0	27.2	100				
ATLANTIC MONTHLY	867	838	0.5	96.7	102	716	0.6	82.6	113	*211	0.5	24.3	89				
BARRON'S	1580	1528	1.0	96.7	102	1152	0.9	72.9	99	465	1.0	29.4	108				
BETTER HOMES & GARDENS	22203	21548	13.5	97.0	102	16594	13.5	74.7	102	6422	14.1	28.9	106				
BON APPETIT	3810	3706	2.3	97.3	102	2776	2.3	72.9	99	1195	2.6	31.4	115				
BUSINESS WEEK	4663	4571	2.9	98.0	103	3499	2.8	75.0	102	1447	3.2	31.0	114				
CAR AND DRIVER	3102	2999	1.9	96.7	102	2199	1.8	70.9	97	1031	2.3	33.2	122				
CBS MAGAZINE NETWORK (GROSS)	7311	7080	4.4	96.8	102	5136	4.2	70.3	96	2551	5.6	34.9	128				
CHANGING TIMES	3400	3304	2.1	97.2	102	2596	2.1	76.4	104	989	2.2	29.1	107				
COLONIAL HOMES	1796	1710	1.1	95.2	100	1309	1.1	72.9	99	574	1.3	32.0	117				
CONDE NAST MAG. PKG. (GROSS)	19924	19614	12.3	98.4	104	14450	11.8	72.5	99	6620	14.5	33.2	122				
CONSUMERS DIGEST	3125	3000	1.9	96.0	101	2180	1.8	69.8	95	1023	2.2	32.8	120				
COSMOPOLITAN	10577	10316	6.5	97.5	103	7260	5.9	68.6	94	3691	8.1	34.9	128				
COUNTRY LIVING	3746	3636	2.3	97.1	102	2835	2.3	75.7	103	1060	2.3	28.3	104				
CUISINE	2214	2119	1.3	95.7	101	1669	1.4	75.4	103	637	1.4	28.8	106				
CYCLE WORLD	2394	2351	1.5	98.2	103	1696	1.4	70.8	97	806	1.8	33.7	124				
DCI:CREATIVE IDEAS FOR LIV	3068	2969	1.9	96.8	102	2360	1.9	76.9	105	729	1.6	23.8	87				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	9247	5.8	96.8	102	7186	5.8	75.2	103	2584	5.7	27.0	99				
DISCOVER	2277	2230	1.4	97.9	103	1655	1.3	72.7	99	785	1.7	34.5	127				
EBONY	7187	6938	4.3	96.5	101	4764	3.9	66.3	90	2510	5.5	34.9	128				
ESQUIRE	2560	2489	1.6	97.2	102	1857	1.5	72.5	99	802	1.8	31.3	115				
ESSENCE	3242	3179	2.0	98.1	103	2176	1.8	67.1	92	1181	2.6	36.4	134				
FAMILY CIRCLE	19639	19057	11.9	97.0	102	14571	11.9	74.2	101	5737	12.6	29.2	107				
THE FAMILY HANDYMAN	3540	3351	2.1	94.7	100	2599	2.1	73.4	100	950	2.1	26.8	99				
FAMILY WEEKLY	23924	22916	14.4	95.8	101	18003	14.6	75.3	103	6182	13.5	25.8	95				
FIELD & STREAM	9883	9535	6.0	96.5	101	7337	6.0	74.2	101	2658	5.8	26.9	99				
FOOD & WINE	1030	1007	0.6	97.8	103	791	0.6	76.8	105	279	0.6	27.1	99				
FORBES	2679	2574	1.6	96.1	101	2122	1.7	79.2	108	630	1.4	23.5	86				
FORTUNE	2931	2841	1.8	96.9	102	2255	1.8	76.9	105	749	1.6	25.6	94				
GENTLEMEN'S QUARTERLY	3481	3402	2.1	97.7	103	2476	2.0	71.1	97	1231	2.7	35.4	130				
GLAMOUR	7163	7099	4.5	99.1	104	5080	4.1	70.9	97	2507	5.5	35.0	128				
GOLF DIGEST	2355	2287	1.4	97.1	102	1842	1.5	78.2	107	637	1.4	27.0	99				
GOLF DIGEST/TENNIS (GROSS)	3610	3474	2.2	96.2	101	2740	2.2	75.9	104	958	2.1	26.5	97				
GOLF MAGAZINE	2046	1976	1.2	96.6	102	1622	1.3	79.3	108	565	1.2	27.6	101				
GOLF MAGAZINE/SKI (GROSS)	3547	3450	2.2	97.3	102	2762	2.2	77.9	106	1008	2.2	28.4	104				
GOOD HOUSEKEEPING	20353	19688	12.3	96.7	102	14901	12.1	73.2	100	6015	13.2	29.6	108				
HARPER'S BAZAAR	3362	3287	2.1	97.8	103	2544	2.1	75.7	103	1038	2.3	30.9	113				
HEALTH	2987	2880	1.8	96.4	101	2286	1.9	76.5	104	810	1.8	27.1	100				
HEARST MAG CORP. BUY (GROSS)	67928	65767	41.2	96.8	102	49678	40.8	73.1	100	20566	45.0	30.3	111				
HEARST MAN POWER (GROSS)	11282	10786	6.8	95.6	101	8251	6.7	73.1	100	3243	7.1	28.7	106				
HEARST WOMAN POWER (GROSS)	40514	39307	24.6	97.0	102	29249	23.8	72.2	99	12514	27.4	30.9	113				
HOUSE BEAUTIFUL	4885	4782	3.0	97.9	103	3668	3.0	75.1	102	1510	3.3	30.9	113				
INC.	1308	1283	0.8	98.1	103	1071	0.9	81.9	112	289	0.6	22.1	81				
JET	6498	6285	3.9	96.7	102	4239	3.4	65.2	89	2429	5.3	37.4	137				
LADIES' HOME JOURNAL	14797	14381	9.0	97.2	102	10829	8.8	73.2	100	4414	9.7	29.8	109				
LHJ FAMILY GRP COMBO(GROSS)	21743	21119	13.2	97.1	102	16006	13.0	73.6	100	6553	14.3	30.1	111				
LIFE	9881	9588	6.0	97.0	102	7199	5.9	72.9	99	3140	6.9	31.8	117				
L.A. TIMES HOME MAGAZINE	2775	2693	1.7	97.0	102	2137	1.7	77.0	105	909	2.0	32.8	120				
MADEMOISELLE	4219	4156	2.6	98.5	104	3119	2.5	73.9	101	1281	2.8	30.4	111				
MC CALL'S	16422	15941	10.0	97.1	102	12267	10.0	74.7	102	4643	10.2	28.3	104				
MC CALL'S/WRK MOTHER (GROSS)	17919	17420	10.9	97.2	102	13278	10.8	74.1	101	5207	11.4	29.1	107				
MECHANIX ILLUSTRATED	4433	4202	2.6	94.8	100	3209	2.6	72.4	99	1168	2.6	26.3	97				
METROPOLITAN HOME	1504	1457	0.9	96.9	102	1191	1.0	79.2	108	353	0.8	23.5	86				
MONEY	4723	4636	2.9	98.2	103	3539	2.9	74.9	102	1501	3.3	31.8	117				
MOTHER EARTH NEWS	2325	2234	1.4	96.1	101	1694	1.4	72.9	99	722	1.6	31.1	114				
MS.	1189	1160	0.7	97.6	103	871	0.7	73.3	100	417	0.9	35.1	129				
NATIONAL ENQUIRER	18892	18091	11.3	95.8	101	13802	11.2	73.1	100	5166	11.3	27.3	100				
NATIONAL GEOGRAPHIC	22129	21408	13.4	96.7	102	17117	13.9	77.4	106	5836	12.8	26.4	97				
NATIONAL SUNDAY MAGAZINE PKG	103750	99604	62.4	96.0	101	76953	62.6	74.2	101	28923	63.3	27.9	102				
NATURAL HISTORY	1379	1328	0.8	96.3	101	1129	0.9	81.9	112	315	0.7	22.8	84				
NEW WOMAN	2289	2253	1.4	98.4	103	1698	1.4	74.2	101	737	1.6	32.2	118				
NEW YORK INCLUDING CUE	1088	1052	0.7	96.7	102	774	0.6	71.1	97	338	0.7	31.1	114				
THE NEW YORKER	2459	2383	1.5	96.9	102	1884	1.5	76.6	105	701	1.5	28.5	105				
NEWSWEEK	16527	16065	10.1	97.2	102	12444	10.1	75.3	103	4957	10.8	30.0	110				
THE N.Y. TIMES DAILY EDITION	2739	2687	1.7	98.1	103	2132	1.7	77.8	106	746	1.6	27.2	100				
THE N.Y. TIMES MAGAZINE	4443	4278	2.7	96.3	101	3372	2.7	75.9	104	1233	2.7	27.8	102				
OMNI	2799	2755	1.7	98.4	103	2051	1.7	73.3	100	1076	2.4	38.4	141				
ON CABLE	2209	2156	1.4	97.6	103	1617	1.3	73.2	100	686	1.5	31.1	114				
1001 HOME IDEAS	3959	3858	2.4	97.4	102	2891	2.4	73.0	100	1329	2.9	33.6	123				
ORGANIC GARDENING	3111	3022	1.9	97.1	102	2356	1.9	75.7	103	793	1.7	25.5	94				
OUTDOOR LIFE	5024	4870	3.1	96.9	102	3701	3.0	73.7	101	1313	2.9	26.1	96				
PARADE MAGAZINE	51292	49000	30.7	95.5	100	37481	30.5	73.1	100	14731	32.2	28.7	105				

TOOTHBRUSHES: SHAPES USED
(ADULTS)

	TOTAL U.S. '000	USE TOOTHBRUSHES				STRAIGHT HANDLE				ANGLED HANDLE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	122933	100.0	73.3	100	45696	100.0	27.2	100				
PARENTS	5298	5229	3.3	98.7	104	3911	3.2	73.8	101	1704	3.7	32.2	118				
PENTHOUSE	5129	4941	3.1	96.3	101	3575	2.9	69.7	95	1675	3.7	32.7	120				
PEOPLE	21070	20623	12.9	97.9	103	15549	12.6	73.8	101	6754	14.8	32.1	118				
PLAYBOY	10562	10208	6.4	96.6	102	7737	6.3	73.3	100	3096	6.8	29.3	108				
POPULAR HOT RODDING	2498	2419	1.5	96.8	102	1699	1.4	68.0	93	783	1.7	31.3	115				
POPULAR MECHANICS	5887	5547	3.5	94.2	99	4366	3.6	74.2	101	1640	3.6	27.9	102				
POPULAR SCIENCE	4317	4204	2.6	97.4	102	3353	2.7	77.7	106	1238	2.7	28.7	105				
PREVENTION	5792	5568	3.5	96.1	101	4597	3.7	79.4	108	1425	3.1	24.6	90				
PSYCHOLOGY TODAY	3284	3242	2.0	98.7	104	2429	2.0	74.0	101	1147	2.5	34.9	128				
READER'S DIGEST	40046	38458	24.1	96.0	101	29809	24.2	74.4	102	11033	24.1	27.6	101				
REDBOOK	9584	9303	5.8	97.1	102	7088	5.8	74.0	101	2807	6.1	29.3	108				
ROAD & TRACK	2590	2509	1.6	96.9	102	1880	1.5	72.6	99	888	1.9	34.3	126				
ROLLING STONE	3302	3208	2.0	97.2	102	2305	1.9	69.8	95	1239	2.7	37.5	138				
RUNNER'S WORLD	1229	1201	0.8	97.7	103	995	0.8	81.0	110	350	0.8	28.5	105				
SATURDAY EVENING POST	2110	2044	1.3	96.9	102	1648	1.3	78.1	107	648	1.4	30.7	113				
SCIENCE 84	1543	1508	0.9	97.7	103	1250	1.0	81.0	111	378	0.8	24.5	90				
SCIENCE DIGEST	1747	1736	1.1	99.4	104	1344	1.1	76.9	105	528	1.2	30.2	111				
SCIENTIFIC AMERICAN	1994	1964	1.2	98.5	104	1648	1.3	82.6	113	491	1.1	24.6	90				
SELF	3119	3067	1.9	98.3	103	2284	1.9	73.2	100	1040	2.3	33.3	122				
SEVENTEEN	3923	3856	2.4	98.3	103	2836	2.3	72.3	99	1271	2.8	32.4	119				
SKI	1501	1475	0.9	98.3	103	1141	0.9	76.0	104	443	1.0	29.5	108				
SMITHSONIAN	5976	5809	3.6	97.2	102	4554	3.7	76.2	104	1781	3.9	29.8	109				
SOAP OPERA DIGEST	4228	4110	2.6	97.2	102	2776	2.3	65.7	90	1623	3.6	38.4	141				
SOUTHERN LIVING	6488	6278	3.9	96.8	102	4825	3.9	74.4	101	1855	4.1	28.6	105				
SPORT	3500	3336	2.1	95.3	100	2500	2.0	71.4	97	1020	2.2	29.1	107				
THE SPORTING NEWS	2456	2380	1.5	96.9	102	1741	1.4	70.9	97	802	1.8	32.7	120				
SPORTS AFIELD	3648	3503	2.2	96.0	101	2540	2.1	69.6	95	1075	2.4	29.5	108				
SPORTS ILLUSTRATED	14484	13999	8.8	96.7	102	10432	8.5	72.0	98	4570	10.0	31.6	116				
STAR	12661	12220	7.7	96.5	101	9440	7.7	74.6	102	3628	7.9	28.7	105				
SUNDAY	52799	50633	31.7	95.9	101	39067	31.8	74.0	101	14750	32.3	27.9	103				
SUNSET	3513	3404	2.1	96.9	102	2679	2.2	76.3	104	963	2.1	27.4	101				
TV GUIDE	42766	41203	25.8	96.3	101	31271	25.4	73.1	100	12817	28.0	30.0	110				
TENNIS	1254	1187	0.7	94.7	100	898	0.7	71.6	98	321	0.7	25.6	94				
TIME	22054	21281	13.3	96.5	101	16339	13.3	74.1	101	6616	14.5	30.0	110				
TOWN & COUNTRY	1555	1491	0.9	95.9	101	1224	1.0	78.7	107	404	0.9	26.0	95				
TRAVEL & LEISURE	2173	2100	1.3	96.6	102	1733	1.4	79.8	109	506	1.1	23.3	85				
TRUE STORY	4636	4429	2.8	95.5	100	3284	2.7	70.8	97	1339	2.9	28.9	106				
U.S. NEWS & WORLD REPORT	10353	9926	6.2	95.9	101	7793	6.3	75.3	103	3002	6.6	29.0	106				
USA TODAY	4994	4782	3.0	95.8	101	3765	3.1	75.4	103	1506	3.3	30.2	111				
US	3528	3471	2.2	98.4	103	2706	2.2	76.7	105	1026	2.2	29.1	107				
VOGUE	5424	5292	3.3	97.6	103	3967	3.2	73.1	100	1791	3.9	33.0	121				
WALL STREET JOURNAL	6292	6052	3.8	96.2	101	4663	3.8	74.1	101	1868	4.1	29.7	109				
WEIGHT WATCHERS	2762	2719	1.7	98.4	104	2036	1.7	73.7	101	847	1.9	30.7	113				
WOMAN'S DAY	16320	15830	9.9	97.0	102	12245	10.0	75.0	102	4453	9.7	27.3	100				
WORKING MOTHER	1496	1479	0.9	98.9	104	1011	0.8	67.6	92	565	1.2	37.8	139				
WORKING WOMAN	1851	1838	1.2	99.3	104	1389	1.1	75.0	102	586	1.3	31.7	116				
WORLD TENNIS	580	570	0.4	98.3	103	420	0.3	72.4	99	192	0.4	33.1	122				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	12026	7.5	96.9	102	9009	7.3	72.6	99	3918	8.6	31.6	116				
BLAIR INSERTS	91671	88046	55.2	96.0	101	67934	55.3	74.1	101	25870	56.6	28.2	104				
DAILY NEWSPAPERS																	
READ ANY	109190	104432	65.5	95.6	101	81110	66.0	74.3	101	29601	64.8	27.1	100				
READ ONE	89587	85631	53.7	95.6	100	66722	54.3	74.5	102	24083	52.7	26.9	99				
READ TWO OR MORE	19602	18801	11.8	95.9	101	14387	11.7	73.4	100	5519	12.1	28.2	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	105168	65.9	95.9	101	81192	66.0	74.0	101	30451	66.6	27.8	102				
READ ONE	95074	91157	57.1	95.9	101	70210	57.1	73.8	101	26554	58.1	27.9	103				
READ TWO OR MORE	14588	14011	8.8	96.0	101	10982	8.9	75.3	103	3897	8.5	26.7	98				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.08				28.95				29.45							
30 DAY REACH	149706	142818	89.5	95.4	100	110487	89.9	73.8	101	40834	89.4	27.3	100				
50 SHWG - 30 DAY AV FREQ	15.16	15.29				15.21				15.49							
30 DAY REACH	142406	135977	85.2	95.5	100	105277	85.6	73.9	101	38857	85.0	27.3	100				
25 SHWG - 30 DAY AV FREQ	8.23	8.30				8.28				8.35							
30 DAY REACH	131152	125334	78.6	95.6	100	96791	78.7	73.8	101	35999	78.8	27.4	101				
CABLE TV: HOME WIRED	66879	64138	40.2	95.9	101	49496	40.3	74.0	101	18552	40.6	27.7	102				
HOME NOT WIRED	100848	95385	59.8	94.6	99	73437	59.7	72.8	99	27144	59.4	26.9	99				
HAVE PAY CABLE	35024	34019	21.3	97.1	102	26127	21.3	74.6	102	10308	22.6	29.4	108				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOOTHBRUSHES: SHAPES USED
(ADULTS)

	TOTAL U.S. '000	USE TOOTHBRUSHES				STRAIGHT HANDLE				ANGLED HANDLE				A '000	B DOWN	C % ACROSS	D INDX	
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX					
TOTAL ADULTS	167727	159524	100.0	95.1	100	122933	100.0	73.3	100	45696	100.0	27.2	100					
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	91744	57.5	95.9	101	70039	57.0	73.2	100	27301	59.7	28.6	105					
10:00 AM - 3:00 PM	63599	60801	38.1	95.6	101	47103	38.3	74.1	101	17434	38.2	27.4	101					
3:00 PM - 7:00 PM	72097	69590	43.6	96.5	101	53008	43.1	73.5	100	20377	45.9	29.1	107					
7:00 PM - MIDNIGHT	36670	35222	22.1	96.1	101	26842	21.8	73.2	100	10755	23.5	29.3	108					
MIDNIGHT - 6:00 AM	21908	21074	13.2	96.2	101	16228	13.2	74.1	101	6226	13.6	28.4	104					
6:00 AM - MIDNIGHT	127571	122239	76.6	95.8	101	93655	76.2	73.4	100	36014	78.8	28.2	104					
ENTIRE DAY	129239	123816	77.6	95.8	101	94817	77.1	73.4	100	34466	79.8	28.2	104					
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	32796	20.6	96.4	101	25529	20.8	75.1	102	9565	20.9	28.1	103					
ALL NEWS	6062	5802	3.6	95.7	101	4673	3.8	77.1	105	1535	3.4	25.3	93					
AOR/PROGRESSIVE	11884	11438	7.2	96.2	101	8254	6.7	69.5	95	4001	8.8	33.7	124					
BEAUTIFUL MUSIC	11180	10759	6.7	96.2	101	8425	6.9	75.4	103	3199	7.0	28.6	105					
BLACK	4538	4334	2.7	95.5	100	3156	2.6	69.5	95	1451	3.2	32.0	117					
CLASSICAL	3857	3709	2.3	96.2	101	2873	2.3	74.5	102	1253	2.7	32.5	119					
CHR/ROCK	21946	21440	13.4	97.7	103	15862	12.9	72.3	99	6956	15.2	31.7	116					
COUNTRY	27262	26021	16.3	95.4	100	20175	16.4	74.0	101	7113	15.6	26.1	96					
GOLDEN OLDIES	3339	3164	2.0	94.8	100	2349	1.9	70.4	96	939	2.1	28.1	103					
MOR/NOSTALGIA	10346	9831	6.2	95.0	100	7506	6.1	72.5	99	2840	6.2	27.5	101					
NEWS/TALK	8929	8463	5.3	94.8	100	6686	5.4	74.9	102	2183	4.8	24.4	90					
RELIGIOUS	5488	5230	3.3	95.3	100	3804	3.1	69.3	95	1712	3.7	31.2	115					
SOFT ROCK	1232	1212	0.8	98.4	103	990	0.8	80.4	110	328	0.7	26.6	98					
URBAN CONTEMPORARY	3184	3075	1.9	96.6	102	2260	1.8	71.0	97	993	2.2	31.2	114					
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	6787	4.3	98.2	103	5103	4.2	73.8	101	1956	4.3	28.3	104					
ABC DIRECTION	5212	4920	3.1	94.4	99	3752	3.1	72.0	98	1508	3.3	28.9	106					
ABC ENTERTAINMENT	10385	9883	6.2	95.2	100	7440	6.1	71.6	98	2921	6.4	28.1	103					
ABC FM	4762	4645	2.9	97.5	103	3333	2.7	70.0	95	1575	3.4	33.1	121					
ABC INFORMATION	11339	10737	6.7	94.7	100	8462	6.9	74.6	102	3026	6.6	26.7	98					
ABC ROCK	4878	4711	3.0	96.6	102	3426	2.8	70.2	96	1656	3.6	33.9	125					
CBS	10709	10170	6.4	95.0	100	8137	6.6	76.0	104	2718	5.9	25.4	93					
MUTUAL	10251	9731	6.1	94.9	100	7593	6.2	74.1	101	2686	5.9	26.2	96					
NBC	12243	11715	7.3	95.7	101	9360	7.6	76.5	104	2948	6.5	24.1	88					
RADIORADIO	4606	4465	2.8	96.9	102	3229	2.6	70.1	96	1537	3.4	33.4	122					
RKO ONE	5148	4994	3.1	97.0	102	3724	3.0	72.3	99	1517	3.3	29.5	108					
RKO TWO	7313	6990	4.4	95.6	100	5346	4.3	73.1	100	2034	4.5	27.8	102					
THE SOURCE	5981	5766	3.6	96.4	101	4257	3.5	71.2	97	1914	4.2	32.0	117					
NON-HIRED : BLAIR	19329	18559	11.6	96.0	101	14497	11.8	75.0	102	5295	11.6	27.4	101					
INTERNET	27139	26244	16.5	96.7	102	19638	16.0	72.4	99	8479	18.6	31.2	115					
KATZ RADIO GROUP	36319	34812	21.8	95.9	101	26694	21.7	73.5	100	10214	22.4	28.1	103					
SUPERNET	22361	21460	13.5	96.0	101	16323	13.3	73.0	100	6496	14.2	29.1	107					
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	13597	8.5	93.6	98	10615	8.6	73.0	100	3761	8.2	25.9	95					
WKDAY 9:00 AM - 1:00 PM	18688	17489	11.0	93.6	98	13612	11.1	72.8	99	4956	10.8	26.5	97					
WKDAY 1:00 PM - 4:30 PM	24061	22632	14.2	94.1	99	17781	14.5	73.9	101	6031	13.2	25.1	92					
WKDAY 4:30 PM - 7:30 PM	44079	41506	26.0	94.2	99	32513	26.4	73.8	101	11290	24.7	25.6	94					
WKDAY 7:30 PM - 8:00 PM	61979	58435	36.6	94.3	99	45534	37.0	73.5	100	16048	35.1	25.9	95					
WKDAY 11:00 PM - 11:30 PM	49084	46463	29.1	94.7	100	35706	29.0	72.7	99	13429	29.4	27.4	100					
WKDAY 11:30 PM - 1:00 AM	16560	15761	9.9	95.2	100	12188	9.9	73.6	100	4481	9.8	27.1	99					
M-SAT 8-11 PM-SUN 7-11 PM	66967	63580	39.9	94.9	100	49145	40.0	73.4	100	18072	39.5	27.0	99					
WKDY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	8893	5.6	95.9	101	6776	5.5	73.1	100	2562	5.6	27.6	101				
ANOTHER WORLD	N	6138	5712	3.6	93.1	98	4579	3.7	74.6	102	1357	3.0	22.1	81				
AS THE WORLD TURNS	C	7707	7133	4.5	92.6	97	5771	4.7	74.9	102	1711	3.7	22.2	81				
CAPITOL	C	4688	4399	2.8	93.8	99	3460	2.8	73.8	101	1113	2.4	23.7	87				
CBS MORN. NEWS 1	C	2792	2566	1.6	91.9	97	1927	1.6	69.0	94	710	1.6	25.4	93				
CBS MORN. NEWS 2	C	2071	1892	1.2	91.4	96	1517	1.2	73.2	100	422	0.9	20.4	75				
DAYS OF OUR LIVES	N	8018	7565	4.7	94.4	99	6011	4.9	75.0	102	1953	4.3	24.4	89				
FACTS OF LIFE - DAYTIME	N	3487	3336	2.1	95.7	101	2620	2.1	75.1	103	952	2.1	27.3	100				
FAMILY FEUD	A	4817	4495	2.8	93.3	98	3391	2.8	70.4	96	1349	3.0	28.0	103				
GENERAL HOSPITAL	A	8333	7845	4.9	94.1	99	5945	4.8	71.3	97	2357	5.2	28.3	104				
GOOD MORNING, AMERICA-730	A	5472	5160	3.2	94.3	99	4143	3.4	75.7	103	1359	3.0	24.8	91				
GOOD MORNING, AMERICA-830	A	3965	3768	2.4	95.0	100	3106	2.5	78.3	107	989	2.2	24.9	92				
GUIDING LIGHT	C	7542	7031	4.4	93.2	98	5428	4.4	72.0	98	1938	4.2	25.7	94				
ONE LIFE TO LIVE	A	6018	5733	3.6	95.3	100	4348	3.5	72.2	99	1748	3.8	29.0	107				
PRESS YOUR LUCK	C	3589	3348	2.1	93.3	98	2600	2.1	72.4	99	959	2.1	26.7	98				
PRICE IS RIGHT 1	C	7418	6898	4.3	93.0	98	5467	4.4	73.7	101	1745	3.8	23.5	86				
PRICE IS RIGHT 2	C	8276	7740	4.9	93.5	98	6115	5.0	73.9	101	2056	4.5	24.8	91				
RYAN'S HOPE	A	4358	4162	2.6	95.5	100	3220	2.6	73.9	101	1189	2.6	27.3	100				
SALE OF THE CENTURY	N	3749	3489	2.2	93.1	98	2705	2.2	72.2	98	1025	2.2	27					

TOOTHBRUSHES: SHAPES USED
(ADULTS)

	TOTAL U.S. '000	USE TOOTHBRUSHES				STRAIGHT HANDLE				ANGLED HANDLE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	159524	100.0	95.1	100	122933	100.0	73.3	100	45696	100.0	27.2	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	48915	30.7	93.5	98	38506	31.3	73.6	100	12977	28.4	24.8	91				
NETWORK AFFILIATES - LATE	39164	37057	23.2	94.6	99	28632	23.3	73.1	100	10557	23.1	27.0	99				
INDEPENDENTS - LATE	5133	4861	3.0	94.7	100	3872	3.1	75.4	103	1313	2.9	25.6	94				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	21815	13.7	95.6	100	16837	13.7	73.8	101	6177	13.5	27.1	99				
ABC MONDAY NIGHT MOVIE	A 11258	10721	6.7	95.2	100	8417	6.8	74.8	102	2899	6.3	25.8	95				
ABC SUNDAY NIGHT MOVIE	A 23600	22470	14.1	95.2	100	17327	14.1	73.4	100	6457	14.1	27.4	100				
ABC WORLD NEWS TONIGHT	A 12801	12061	7.6	94.2	99	9203	7.5	71.9	98	3524	7.7	27.5	101				
AFTERMASH	C 10966	10319	6.5	94.1	99	8216	6.7	74.9	102	2735	6.0	24.9	92				
ALICE	C 17050	15998	10.0	93.8	99	12292	10.0	72.1	98	4491	9.8	26.3	97				
AMERICAN PARADE	C 11998	11140	7.0	92.8	98	8762	7.1	73.0	100	2935	6.4	24.5	90				
BENSON	A 19258	17989	11.3	93.4	98	13899	11.3	72.2	98	5106	11.2	26.5	97				
BLUE THUNDER	A 11478	10904	6.8	95.0	100	8559	7.0	74.6	102	2894	6.3	25.2	93				
CAGNEY & LACEY	C 18263	17256	10.8	94.5	99	13606	11.1	74.5	102	4704	10.3	25.8	95				
CBS EVENING NEWS-DEAN	C 7733	7177	4.5	92.8	98	5714	4.6	73.9	101	1853	4.1	24.0	88				
CBS EVENING NEWS-RATHER	C 15653	14618	9.2	93.4	98	11678	9.5	74.6	102	3807	8.3	24.3	89				
CBS SAT. NEWS-SCHIEFFER	C 8744	8033	5.0	91.9	97	6462	5.3	73.9	101	1969	4.3	22.5	83				
CBS SATURDAY NIGHT MOVIE	C 12000	11417	7.2	95.1	100	8706	7.1	72.5	99	3426	7.5	28.5	105				
CBS WEDNESDAY NIGHT MOVIE	C 11522	10703	6.7	92.9	98	8390	6.8	72.8	99	3028	6.6	26.3	96				
CHEERS	N 16818	16217	10.2	96.4	101	12562	10.2	74.7	102	4837	10.6	28.8	106				
DALLAS	C 37510	35259	22.1	94.0	99	26981	21.9	71.9	98	10043	22.0	26.8	98				
DIFF'RENT STROKES	N 11258	10575	6.6	93.9	99	8148	6.6	72.4	99	3046	6.7	27.1	99				
DOUBLE TROUBLE	N 12248	11692	7.3	95.5	100	9092	7.4	74.2	101	3219	7.0	26.3	96				
DUCK FACTORY	N 11100	10679	6.7	96.2	101	8190	6.7	73.8	101	3162	6.9	28.5	105				
DUKES OF HAZZARD	C 12353	11494	7.2	93.0	98	9069	7.4	73.4	100	2954	6.5	23.9	88				
DYNASTY	A 33279	31699	19.9	95.3	100	24023	19.5	72.2	98	9332	20.4	28.0	103				
FACTS OF LIFE	N 13410	12730	8.0	94.9	100	9957	8.1	74.3	101	3423	7.5	25.5	94				
FALCON CREST	C 31093	29354	18.4	94.4	99	22407	18.2	72.1	98	8426	18.4	27.1	99				
FALL GUY	A 18649	17697	11.1	94.9	100	13550	11.0	72.7	99	5099	11.2	27.3	100				
FAMILY TIES	N 13101	12388	7.8	94.6	99	9710	7.9	74.1	101	3353	7.3	25.6	94				
FANTASY ISLAND	A 13069	12318	7.7	94.3	99	9423	7.7	72.1	98	3457	7.6	26.5	97				
FOULUPS, BLEEPES & BLUNDERS	A 16588	15717	9.9	94.7	100	11816	9.6	71.2	97	4781	10.5	28.8	106				
FOUR SEASONS	C 9302	8749	5.5	94.1	99	6960	5.7	74.8	102	2351	5.1	25.3	93				
GIMME A BREAK	N 13955	13027	8.2	93.4	98	10319	8.4	73.9	101	3366	7.4	24.1	89				
HART TO HART	A 15735	14916	9.4	94.8	100	11430	9.3	72.6	99	4109	9.0	26.1	96				
HILL STREET BLUES	N 18257	17555	11.0	96.2	101	13282	10.8	72.8	99	5408	11.8	29.6	109				
HOTEL	A 24236	22952	14.4	94.7	100	17607	14.3	72.6	99	6353	13.9	26.2	96				
JEFFERSONS	C 17010	15898	10.0	93.5	98	12198	9.9	71.7	98	4469	9.8	26.3	96				
JENNIFER SLEPT HERE	N 9397	8929	5.6	95.0	100	6845	5.6	72.8	99	2645	5.8	28.1	103				
KATE & ALLIE	C 16762	15915	10.0	94.9	100	12373	10.1	73.8	101	4413	9.7	26.3	97				
KNIGHT RIDER	N 13164	12590	7.9	95.6	101	9786	8.0	74.3	101	3506	7.7	26.6	98				
LOVE BOAT	A 20400	19281	12.1	94.5	99	14647	11.9	71.8	98	5438	11.9	26.7	98				
MAGNUM PI	C 22543	21411	13.4	95.0	100	16610	13.5	73.7	101	6121	13.4	27.2	100				
MAMA'S FAMILY	N 9852	9298	5.8	94.4	99	7361	6.0	74.7	102	2418	5.3	24.5	90				
MASTER, THE	N 8082	7604	4.8	94.1	99	6051	4.9	74.9	102	2017	4.4	25.0	92				
MATT HOUSTON	A 12881	12245	7.7	95.1	100	9494	7.7	73.7	101	3511	7.7	27.3	100				
NBC MONDAY NIGHT MOVIE	N 23889	22876	14.3	95.8	101	17604	14.3	73.7	101	6628	14.5	27.7	102				
NBC NIGHTLY NEWS	N 11156	10385	6.5	93.1	98	8406	6.8	75.3	103	2612	5.7	23.4	86				
NBC NIGHTLY NEWS-SAT	N 7363	6720	4.2	91.3	96	5205	4.2	70.7	96	1908	4.2	25.9	95				
NBC NIGHTLY NEWS-SUN	N 6214	5737	3.6	92.3	97	4604	3.7	74.1	101	1484	3.2	23.9	88				
NBC SUNDAY NIGHT MOVIE	N 17590	16975	10.6	96.5	101	12997	10.6	73.9	101	5014	11.0	28.5	105				
NEWMART	C 16740	15870	9.9	94.8	100	12479	10.2	74.5	102	4259	9.3	25.4	93				
ONE DAY AT A TIME	C 11820	11076	6.9	93.7	99	8604	7.0	72.8	99	3114	6.8	26.3	97				
PEOPLE ARE FUNNY	N 9138	8625	5.4	94.4	99	6876	5.6	75.2	103	2224	4.9	24.3	89				
REAL PEOPLE	N 15979	15033	9.4	94.1	99	11795	9.6	73.8	101	3989	8.7	25.0	92				
REMINGTON STEELE	N 14395	13851	8.7	96.2	101	10573	8.6	73.4	100	4033	8.8	28.0	103				
RIPLEY'S BELIEVE IT - NOT	A 11362	10840	6.8	95.4	100	8429	6.9	74.2	101	3048	6.7	26.8	98				
RIPTIDE	N 13920	13391	8.4	96.2	101	10464	8.5	75.2	103	3593	7.9	25.8	95				
SCARECROW & MRS. KING	C 17571	16518	10.4	94.0	99	12752	10.4	72.6	99	4707	10.3	26.8	98				
SIMON & SIMON	C 20208	19351	12.1	95.8	101	15105	12.3	74.7	102	5431	11.9	26.9	99				
60 MINUTES	C 27668	25979	16.3	93.9	99	20445	16.6	73.9	101	7070	15.5	25.6	94				
ST. ELSEWHERE	N 13699	13239	8.3	96.6	102	9916	8.1	72.4	99	4190	9.2	30.6	112				
THREE'S COMPANY	A 20632	19654	12.3	95.3	100	14908	12.1	72.3	99	5825	12.7	28.2	104				
T.J. HOOKER	A 17136	16059	10.1	93.7	99	12517	10.2	73.0	100	4254	9.3	24.8	91				
TONIGHT SHOW	N 4963	4806	3.0	96.8	102	3712	3.0	74.8	102	1332	2.9	26.8	99				
TRAPPER JOHN, M.D.	C 16332	15320	9.6	93.8	99	11988	9.8	73.4	100	4076	8.9	25.0	92				
TV BLOOPERS & PRAC. JOKES	N 18881	18037	11.3	95.5	100	14115	11.5	74.8	102	4795	10.5	25.4	93				
20/20	A 18315	17424	10.9	95.1	100	13576	11.0	74.1	101	4782	10.5	26.1	96				
WEBSTER	A 18722	17610	11.0	94.1	99	13648											

TOOTHPASTE

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-1

	'000	%	UNWEIGHTED
3A. DO YOU YOURSELF USE IT?			
YES	157926	94.2	17877
NO	9801	5.8	1233

IF YOU DO

3B. WHO DECIDES WHICH BRANDS YOU USE?
(MARK AS MANY AS APPLY)

YOURSELF	117163	69.9	13551
YOUR HUSBAND/WIFE	45784	27.3	5051
CHILD(REN) UNDER 18	10195	6.1	1045
OTHER MALE 18 OR OLDER	5671	3.4	474
OTHER FEMALE 18 OR OLDER	11549	6.9	831
DO NOT KNOW	5078	3.0	564

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
3C. WHAT TYPES DO YOU USE?									
FLUORIDE	143465	85.5	138834	82.8	4044	2.4	587	.3	16085
NON-FLUORIDE	13241	7.9	8610	5.1	1776	1.1	2855	1.7	1640
DO NOT KNOW	5851	3.5							678
3D. WHAT FORMS DO YOU USE?									
PASTE	110219	65.7	83779	49.9	20051	12.0	6389	3.8	12622
GEL	46086	27.5	22574	13.5	11580	6.9	11933	7.1	4989
PASTE/GEL COMBINATION	30014	17.9	16900	10.1	5849	3.5	7265	4.3	3145
DO NOT KNOW	5394	3.2							637

3E. WHICH BRANDS DO YOU USE?

A & P	1014	.6	84	.1	508	.3	422	.3	112
AIM MINT	15105	9.0	2231	1.3	8146	4.9	4728	2.8	1558
AIM REGULAR	17486	10.4	2784	1.7	9011	5.4	5691	3.4	1913
AQUA FRESH	34488	20.6	7369	4.4	18156	10.8	8962	5.3	3602
AVON SMOKER'S TOOTHPASTE	2255	1.3	331	.2	1219	.7	705	.4	250
OTHER AVON	1677	1.0	234	.1	891	.5	552	.3	165
CLOSE-UP RED	18509	11.0	3554	2.1	9777	5.8	5178	3.1	1944
CLOSE-UP GREEN MINT	7546	4.5	1039	.6	3727	2.2	2780	1.7	804
COLGATE REGULAR	44679	26.6	12946	7.7	21503	12.8	10230	6.1	4979
COLGATE WINTERFRESH	19059	11.4	3329	2.0	9606	5.7	6123	3.7	2029
CREST	69468	41.4	23433	14.0	33636	20.1	12400	7.4	7649
CREST MINT	19049	11.4	4158	2.5	9391	5.6	5499	3.3	2121
GLEEM	10840	6.5	2070	1.2	4869	2.9	3901	2.3	1212
LISTERINE	2235	1.3	297	.2	1479	.9	459	.3	260
LISTERMINT	1501	.9	207	.1	826	.5	469	.3	169
MACLEANS	1570	.9	258	.2	828	.5	485	.3	197
PACE	597	.4	31	*	370	.2	196	.1	70
PEARL DROPS	5804	3.5	316	.2	2314	1.4	3174	1.9	622
PEPSODENT	10465	6.2	1457	.9	4887	2.9	4121	2.5	1261
PROMISE	1116	.7	56	*	577	.3	483	.3	145
SENSODYNE	4922	2.9	869	.5	2067	1.2	1987	1.2	579
TOPOL	5852	3.5	450	.3	3025	1.8	2377	1.4	638
ULTRA BRITE	9760	5.8	1387	.8	4603	2.7	3771	2.2	1149
ZACT	780	.5	31	*	442	.3	307	.2	78
ZENDIUM	318	.2	28	*	110	.1	180	.1	36
OTHER BRANDS	9007	5.4	3436	2.0	2368	1.4	3203	1.9	1065
DO NOT KNOW	2094	1.2							234

	'000	%	UNWEIGHTED
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3F. ABOUT HOW MANY TIMES DO YOU USE
TOOTHPASTE EACH DAY ON AVERAGE?

SIX OR MORE	H	4486	2.7	567
FIVE	H	3009	1.8	341
FOUR	H	6439	3.8	721
THREE	H	27387	16.3	3005
TWO	H	77611	46.3	8696
ONE	L	36007	21.5	4183
LESS THAN ONE	L	2988	1.8	364

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	157926	100.0	94.2	100	41321	100.0	34.6	100	77611	100.0	46.3	100	38995	100.0	23.2	100
MALES	79263	74289	47.0	93.7	100	16478	39.9	20.8	84	34826	44.9	43.9	95	22985	58.9	29.0	125
FEMALES	88464	83637	53.0	94.5	100	24843	60.1	28.1	114	42785	55.1	48.4	105	16010	41.1	18.1	78
18 - 24	28671	28121	17.8	98.1	104	5247	22.4	32.3	131	12950	16.7	45.2	98	5924	15.2	20.7	89
25 - 34	39536	39011	24.7	98.7	105	10400	25.2	26.3	107	19017	24.5	48.1	104	9594	24.6	24.3	104
35 - 44	28978	28337	17.9	97.8	104	7033	17.0	24.3	99	14519	18.7	50.1	108	6784	17.4	23.4	101
45 - 54	22345	21104	13.4	94.5	100	4625	11.2	20.7	84	11030	14.2	49.4	107	5451	14.0	24.4	105
55 - 64	22224	20024	12.7	90.1	96	4331	10.5	19.5	79	10474	13.5	47.1	102	5220	13.4	23.5	101
65 OR OLDER	25973	21328	13.5	82.1	87	5685	13.8	21.9	89	9621	12.4	37.0	80	6022	15.4	23.2	100
18 - 34	68207	67132	42.5	98.4	105	19647	47.5	28.8	117	31967	41.2	46.9	101	15518	39.8	22.8	98
18 - 49	108058	105873	67.0	98.0	104	29053	70.3	26.9	109	51777	66.7	47.9	104	25043	64.2	23.2	100
25 - 54	90859	88453	56.0	97.4	103	23058	53.4	24.3	99	44566	57.4	49.0	106	21829	56.0	24.0	103
35 - 49	39851	38741	24.5	97.2	103	9406	22.8	23.6	96	19810	25.5	49.7	107	9525	24.4	23.9	103
50 OR OLDER	59669	52053	33.0	87.2	93	12268	29.7	20.6	83	25834	33.3	43.3	94	13952	35.8	23.4	101
GRADUATED COLLEGE	28091	27468	17.4	97.8	104	7051	17.1	25.1	102	14100	18.2	50.2	108	6315	16.2	22.5	97
ATTENDED COLLEGE	28938	28019	17.7	96.8	103	7325	17.7	25.3	103	14567	18.7	50.3	109	6145	15.8	21.2	91
GRADUATED HIGH SCHOOL	65503	62402	39.5	95.3	101	15481	37.5	23.6	96	31193	40.2	47.6	103	15728	40.3	24.0	103
DID NOT GRADUATE HIGH SCHOOL	45195	40038	25.4	88.6	94	11460	27.7	25.4	103	17770	22.9	39.3	85	10807	27.7	23.9	103
EMPLOYED MALES	56429	54309	34.4	96.2	102	11451	27.7	20.3	82	26007	33.5	46.1	100	16851	43.2	29.9	128
EMPLOYED FEMALES	43971	42056	27.1	97.5	104	12205	29.5	27.8	113	23168	29.9	52.7	114	7483	19.2	17.0	73
EMPLOYED FULL-TIME	87773	83004	53.9	96.9	103	20001	48.4	22.8	92	43356	55.9	49.4	107	21733	55.7	24.8	107
EMPLOYED PART-TIME	12627	12074	7.6	95.6	102	3655	8.8	28.9	117	5819	7.5	46.1	100	2602	6.7	20.6	89
NOT EMPLOYED	67327	60761	38.5	90.2	96	17465	42.8	26.2	107	28435	36.6	42.2	91	14661	37.6	21.8	94
PROFESSIONAL/MANAGER	25845	25250	16.0	97.7	104	8014	14.6	23.3	94	13301	17.1	51.5	111	5932	15.2	23.0	99
TECH/CLERICAL/SALES	30895	30038	19.0	97.2	103	7754	18.8	25.1	102	15628	20.1	50.6	109	6656	17.1	21.5	93
PRECISION/CRAFT	12629	12066	7.6	95.6	101	2749	6.7	21.8	88	5595	7.2	44.3	96	3725	9.6	29.5	127
OTHER EMPLOYED	31031	29809	18.9	96.1	102	7137	17.3	23.0	93	14651	18.9	47.2	102	8021	20.6	25.8	111
SINGLE	35557	34533	21.9	97.1	103	10977	26.6	30.9	126	15225	19.6	42.8	93	8311	21.3	23.4	101
MARRIED	103585	97696	61.9	94.3	100	22962	55.6	22.2	90	50202	64.7	48.5	105	24533	62.9	23.7	102
DIVORCED/SEPARATED/WIDOWED	28585	25677	16.3	89.9	95	7342	17.8	25.8	105	12184	15.7	42.6	92	6151	15.8	21.5	93
PARENTS	59295	50288	36.9	98.3	104	15251	37.2	25.9	105	29465	38.0	49.7	107	13471	34.5	22.7	98
WHITE	146081	137379	87.0	94.0	100	35349	85.5	24.2	98	67334	86.8	46.1	100	34695	89.0	22.8	102
BLACK	17974	17046	10.8	94.8	101	5018	12.1	27.9	113	8449	10.9	47.0	102	3578	9.2	19.9	86
OTHER	3672	3502	2.2	95.4	101	882	2.3	25.9	105	1828	2.4	49.8	108	722	1.9	19.7	85
NORTHEAST-CENSUS	37005	34660	21.9	93.7	99	10117	24.5	27.3	111	17051	22.0	46.1	100	7492	19.2	20.2	87
NORTH CENTRAL	42642	39913	25.3	93.6	99	8621	20.9	20.2	82	18366	23.7	43.1	93	12927	33.2	30.3	130
SOUTH	56777	53355	33.8	94.0	100	15170	36.7	26.7	108	26922	34.7	47.4	102	11263	28.9	19.8	85
WEST	31303	29998	19.0	95.8	102	7413	17.9	23.7	96	15272	19.7	48.8	105	7313	18.8	23.4	100
NORTHEAST-MKTG.	38125	35873	22.7	94.1	100	10084	24.4	26.4	107	18138	23.4	47.6	103	7651	19.6	20.1	86
EAST CENTRAL	24794	22893	14.5	92.3	98	5757	13.9	23.2	94	10623	13.7	42.8	93	6514	16.7	26.3	113
WEST CENTRAL	28511	26873	17.0	94.3	100	5473	13.2	19.2	78	12383	16.0	43.4	94	9017	23.1	31.6	136
SOUTH	48953	46059	29.2	94.1	100	13364	32.4	27.3	111	22970	29.6	46.9	101	9721	24.9	19.9	85
PACIFIC	27344	26228	16.6	95.9	102	6639	16.1	24.3	99	13498	17.4	49.4	107	6092	15.6	22.3	96
COUNTY SIZE A	69301	66208	41.9	95.5	101	17815	43.1	25.7	104	33041	42.6	47.7	103	15352	39.4	22.2	95
COUNTY SIZE B	50633	47573	30.1	94.0	100	12762	30.9	25.2	102	23289	30.0	46.0	99	11522	29.5	22.8	98
COUNTY SIZE C	26259	24527	15.5	93.4	99	5975	14.5	22.8	92	12204	15.7	46.5	100	6348	16.3	24.2	104
COUNTY SIZE D	21534	19619	12.4	91.1	97	4769	11.5	22.1	90	9077	11.7	42.2	91	5773	14.8	26.8	115
METRO CENTRAL CITY	50014	47271	29.9	94.5	100	13932	33.7	27.9	113	22909	29.5	45.8	99	10429	26.7	20.9	90
METRO SUBURBAN	76832	73277	46.4	95.4	101	18206	44.1	23.7	96	36735	47.3	47.8	103	18337	47.0	23.9	103
NON METRO	40881	37378	23.7	91.4	97	9163	22.2	22.5	91	17967	23.2	43.9	95	10229	26.2	25.0	108
TOP 5 ADI'S	39550	37758	23.9	95.5	101	10445	25.3	26.4	107	18573	23.9	47.0	101	8740	22.4	22.1	95
TOP 10 ADI'S	54877	52146	33.0	95.0	101	13940	33.7	25.4	103	26129	33.7	47.6	103	12078	31.0	22.0	95
TOP 20 ADI'S	77516	73687	46.7	95.1	101	19747	47.8	25.5	103	36856	47.5	47.5	103	17085	43.8	22.0	95
HSHLD INC. \$50,000 OR MORE	17257	16538	10.7	97.6	104	3789	9.2	22.0	89	9198	11.9	53.3	115	3850	9.9	22.3	96
\$40,000 OR MORE	33235	32535	20.6	97.9	104	7788	18.8	23.4	95	17383	22.4	52.3	113	7364	18.9	22.2	95
\$30,000 OR MORE	59693	58204	36.9	97.5	104	14230	34.4	23.8	97	30060	38.7	50.4	109	13914	35.7	23.3	100
\$25,000 OR MORE	76275	74140	46.9	97.2	103	18187	44.0	23.8	97	37934	48.9	49.7	107	18019	46.2	23.6	102
\$20,000 - \$24,999	18607	17718	11.2	95.2	101	4185	10.1	22.5	91	9017	11.6	48.5	105	4516	11.6	24.3	104
\$15,000 - \$19,999	17175	16149	10.2	94.0	100	4090	9.9	23.8	97	8015	10.3	46.7	101	4044	10.4	23.5	101
\$10,000 - \$14,999	24569	22593	14.3	92.0	98	6442	15.6	26.2	106	10814	13.9	44.0	95	5337</			

TOOTHPASTE: USAGE ON AVERAGE DAY
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	157926	100.0	94.2	100	41321	100.0	24.6	100	77611	100.0	46.3	100	38995	100.0	23.2	100
MAGAZINES	QUINTILE 1	34022	32894	20.8	96.7	103	9703	23.5	28.5	116	16653	21.5	48.9	106	6538	16.8	19.2	83
	QUINTILE 2	34800	33670	21.3	96.8	103	8908	21.6	25.6	104	17128	22.1	49.2	106	7634	19.6	21.9	94
	QUINTILE 3	30514	29094	18.4	95.3	101	7254	17.6	23.8	96	14198	18.3	46.5	101	7642	19.6	25.0	108
	QUINTILE 4	33324	31025	19.6	93.1	99	7811	18.9	23.4	95	14775	19.0	44.3	96	8439	21.6	25.3	109
	QUINTILE 5	35066	31244	19.8	89.1	95	7645	18.5	21.8	88	14856	19.1	42.4	92	8743	22.4	24.9	107
NEWSPAPERS	QUINTILE 1	29107	27829	17.6	95.6	102	7770	18.8	26.7	108	13712	17.7	47.1	102	6347	16.3	21.8	94
	QUINTILE 2	49095	46383	29.4	94.5	100	11462	27.7	23.3	95	23630	30.4	48.1	104	11291	29.0	23.0	99
	QUINTILE 3	23107	22181	14.0	96.0	102	5966	14.4	25.8	105	10695	13.8	46.3	100	5521	14.2	23.9	103
	QUINTILE 4	33556	31670	20.1	94.4	100	8210	19.9	24.5	99	15859	20.4	47.3	102	7601	19.5	22.7	97
	QUINTILE 5	32863	29863	18.9	90.9	97	7913	19.2	24.1	98	13715	17.7	41.7	90	8236	21.1	25.1	108
OUTDOOR	QUINTILE 1	33431	32118	20.3	96.1	102	8774	21.2	26.2	107	15012	19.3	44.9	97	8332	21.4	24.9	107
	QUINTILE 2	33478	31976	20.2	95.5	101	7513	18.2	22.4	91	16266	21.0	48.6	105	8198	21.0	24.5	105
	QUINTILE 3	33574	31626	20.0	94.2	100	8548	20.7	25.5	103	15618	20.1	46.5	101	7461	19.1	22.2	96
	QUINTILE 4	33925	31886	20.0	93.1	99	8308	20.1	24.5	99	15770	20.3	46.5	100	7508	19.3	22.1	95
	QUINTILE 5	33210	30620	19.4	91.9	98	8178	19.8	24.6	100	14945	19.3	44.9	97	7497	19.2	22.5	97
RADIO-DRIVE TIME	QUINTILE 1	33136	31785	20.1	95.9	102	9087	22.0	27.4	111	14879	19.2	44.9	97	7819	20.1	23.6	101
	QUINTILE 2	31658	29981	19.0	94.7	101	7479	18.1	23.6	96	15383	19.8	48.6	105	7119	18.3	22.5	97
	QUINTILE 3	32541	30765	19.5	94.5	100	7877	19.1	24.2	98	15127	19.5	46.5	100	7761	19.9	23.8	103
	QUINTILE 4	34247	32570	20.6	95.1	101	8454	20.5	24.7	100	16537	21.3	48.3	104	7579	19.4	22.1	95
	QUINTILE 5	36144	32825	20.8	90.8	96	8424	20.4	23.3	95	15855	20.2	43.4	94	8716	22.4	24.1	104
RADIO-MID- DAY	TERCILE 1	45037	42904	27.2	95.3	101	11539	27.9	25.6	104	21146	27.2	47.0	101	10219	26.2	22.7	98
	TERCILE 2	44819	42140	26.7	94.0	100	11315	27.4	25.2	102	20423	26.3	45.6	98	10402	26.7	23.2	100
	TERCILE 3	77872	72882	46.1	93.6	99	18467	44.7	23.7	96	36041	46.4	46.3	100	18374	47.1	23.6	101
RADIO-TOTAL	QUINTILE 1	33763	32427	20.5	96.0	102	9021	21.8	26.7	108	15473	19.9	45.8	99	7932	20.3	23.5	101
	QUINTILE 2	33240	31323	19.8	94.3	100	8703	21.1	26.2	106	15590	20.0	46.6	101	7130	18.3	21.5	92
	QUINTILE 3	33408	32031	20.3	95.9	102	8163	19.8	24.4	99	16033	20.7	48.0	104	7835	20.1	23.5	101
	QUINTILE 4	34792	32594	20.6	93.7	99	8039	19.5	23.1	94	16223	20.9	46.6	101	8333	21.4	24.0	103
	QUINTILE 5	32524	29542	18.7	90.8	96	7395	17.9	22.7	92	14382	18.5	44.2	96	7765	19.9	23.9	103
TV-PRIME TIME	QUINTILE 1	33090	30714	19.4	92.8	99	8117	19.6	24.5	100	15320	19.7	46.3	100	7276	18.7	22.0	95
	QUINTILE 2	33357	31672	20.1	94.9	101	8240	19.9	24.7	100	15636	20.1	46.9	101	7795	20.0	23.4	101
	QUINTILE 3	33980	31998	20.3	94.2	100	8287	20.1	24.4	99	16392	21.0	48.0	104	7409	19.0	21.8	94
	QUINTILE 4	33854	32008	20.3	94.5	100	8272	20.0	24.4	99	15566	20.1	46.0	99	8170	21.0	24.1	104
	QUINTILE 5	33444	31535	20.0	94.3	100	8405	20.3	25.1	102	14786	19.1	44.2	96	8344	21.4	24.9	107
TV-DAYTIME	TERCILE 1	49121	45484	28.8	92.6	98	12904	31.2	26.3	107	21649	27.9	44.1	95	10931	28.0	22.3	96
	TERCILE 2	48823	46031	29.1	94.3	100	12708	30.8	26.0	106	22473	29.0	46.0	99	10849	27.8	22.2	96
	TERCILE 3	49782	46412	42.1	95.2	101	15708	38.0	22.5	91	33488	43.1	48.0	104	17215	44.1	24.7	106
TV-TOTAL	QUINTILE 1	33584	30858	19.5	91.9	98	8737	21.1	26.0	106	14160	18.2	42.2	91	7961	20.4	23.7	102
	QUINTILE 2	33441	31381	19.9	93.8	100	8144	19.7	24.4	99	16180	20.8	48.4	105	7057	18.1	21.1	91
	QUINTILE 3	33505	31723	20.1	94.7	101	8434	20.4	25.2	102	15548	20.1	46.5	100	7721	19.8	23.0	99
	QUINTILE 4	33466	31835	20.2	95.1	101	7755	18.8	23.2	94	15860	20.4	47.4	102	8221	21.1	24.6	106
	QUINTILE 5	33731	32129	20.3	95.3	101	8252	20.0	24.5	99	15843	20.4	47.0	102	8035	20.6	23.8	102
MAGAZINES-NEWSPAPERS: DUAL		44503	43172	27.3	97.0	103	12048	29.2	27.1	110	22084	28.5	49.6	107	9041	23.2	20.3	87
MAGAZINE IMPERATIVE		39363	37813	23.9	96.1	102	10340	25.0	26.3	107	18657	24.0	47.4	102	8822	22.6	22.4	96
NEWSPAPER IMPERATIVE		46441	43126	27.3	92.9	99	10273	24.9	22.1	90	21066	27.1	45.4	98	11787	30.2	25.4	109
MAGAZINES-OUTDOOR: DUAL		33726	32667	20.7	96.9	103	8592	20.8	25.5	103	16285	21.0	48.3	104	7789	20.0	23.1	99
MAGAZINE IMPERATIVE		52846	50639	32.1	95.8	102	14102	34.1	26.7	108	25916	33.4	49.0	106	10621	27.2	20.1	86
OUTDOOR IMPERATIVE		52140	48766	30.9	93.5	99	11981	29.0	23.0	93	23261	30.0	44.6	96	13524	34.7	25.9	112
MAGAZINES-RADIO: DUAL		37081	35973	22.8	97.0	103	10588	25.6	28.6	116	18052	23.3	48.7	105	7333	18.8	19.8	85
MAGAZINE IMPERATIVE		49747	47798	30.3	96.1	102	12216	29.6	24.6	100	22419	31.1	48.5	105	11433	29.3	23.0	99
RADIO IMPERATIVE		49208	46049	29.2	93.6	99	11690	28.3	23.8	96	21891	28.2	44.5	96	12468	32.0	25.3	109
MAGAZINES-TELEVISION: DUAL		33103	31556	20.0	95.3	101	8893	21.5	26.9	109	15693	20.2	47.4	102	6970	17.9	21.1	91
MAGAZINE IMPERATIVE		54575	53110	33.6	97.3	103	13991	33.9	25.6	104	26841	34.6	49.2	106	12278	31.5	22.5	97
TELEVISION IMPERATIVE		53249	48624	30.8	91.3	97	12287	29.7	23.1	94	23377	30.1	43.9	95	12960	33.2	24.3	105
NEWSPAPERS-OUTDOOR: DUAL		36255	34814	22.0	96.0	102	9145	22.1	25.2	102	17457	22.5	48.2	104	8211	21.1	22.6	97
NEWSPAPER IMPERATIVE		55591	52394	33.2	94.2	100	13635	33.0	24.5	100	26303	33.9	47.3	102	12456	31.9	22.4	96
OUTDOOR IMPERATIVE		48319	45793	29.0	94.8	101	11688	28.3	24.2	98	22038	28.4	45.6	99	12068	30.9	25.0	107
NEWSPAPERS-RADIO: DUAL		37242	35545	22.5	95.4	101	9794	23.7	26.3	107	17564	22.6	47.2	102	8186	21.0	22.0	95
NEWSPAPER IMPERATIVE		54423	51500	32.6	94.6	101	12686	30.7	23.3	95	26023	33.5	47.8	103	12792	32.8	23.5	101
RADIO IMPERATIVE		46650	44324	28.1	95.0	101	12140	29.4	26.0	106	21116	27.2	45.3	98	11068	28.4	23.7	102
NEWSPAPERS-TELEVISION: DUAL		35974	33843	21.4	94.1	100	8892	21.5	24.7	100	16501	21.3	45.9	99	8451	21.7	23.5	101
NEWSPAPER IMPERATIVE		56095	53784	34.1	95.9	102	13832	33.5	24.7	100	27314	35.2	48.7	105	12638	32.4	22.5	97
TELEVISION IMPERATIVE		47170	43639	27.6	92.5	98	11857	28.7	25.1	102	21081	27.2	44.7	97	10701	27.4	22.7	98
OUTDOOR-RADIO: DUAL		33748	32496	20.6	96.3	102	84856											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	157926	100.0	94.2	100	41321	100.0	24.6	100	77611	100.0	46.3	100	38995	100.0	23.2	100
ATLANTIC MONTHLY	867	841	0.5	97.0	103	223	0.5	25.7	104	442	0.6	51.0	110	177	0.5	20.4	88
BARRON'S	1580	1529	1.0	96.8	103	420	1.0	26.6	108	755	1.0	47.8	103	354	0.9	22.4	96
BETTER HOMES & GARDENS	22203	21185	13.4	95.4	101	6181	15.0	27.8	113	10845	14.0	48.8	106	4159	10.7	18.7	81
BON APPETIT	3810	3677	2.3	96.5	102	1203	2.9	31.6	128	1874	2.4	49.2	106	600	1.5	15.7	68
BUSINESS WEEK	4663	4526	2.9	97.1	103	1359	3.3	29.1	118	2316	3.0	49.7	107	851	2.2	18.3	78
CAR AND DRIVER	3102	3019	1.9	97.3	103	676	1.6	21.8	88	1552	2.0	50.0	108	792	2.0	25.5	110
CBS MAGAZINE NETWORK (GROSS)	7311	7103	4.5	97.2	103	1740	4.2	23.8	97	3849	5.0	52.6	114	1514	3.9	20.7	89
CHANGING TIMES	3400	3208	2.0	94.4	100	946	2.3	27.8	113	1617	2.1	47.6	103	644	1.7	18.9	81
COLONIAL HOMES	1796	1694	1.1	94.3	100	691	1.7	38.5	156	777	1.0	43.3	93	226	0.6	12.6	54
CONDE NAST MAG. PKG. (GROSS)	19924	19443	12.3	97.6	104	7304	17.7	36.7	149	9618	12.4	48.3	104	2520	6.5	12.6	54
CONSUMERS DIGEST	3125	2954	1.9	94.5	100	675	1.6	21.6	88	1711	2.2	54.8	118	568	1.5	18.2	78
COSMOPOLITAN	10577	10313	6.5	97.5	104	3715	9.0	35.1	143	5085	6.6	48.1	104	1513	3.9	14.3	62
COUNTRY LIVING	3746	3548	2.2	94.7	101	1064	2.6	28.4	115	1806	2.3	43.2	104	678	1.7	18.1	78
CUISINE	2214	2088	1.3	94.3	100	546	1.3	24.7	100	1242	1.6	56.1	121	299	0.8	13.5	58
CYCLE WORLD	2394	2352	1.5	98.2	104	593	1.4	24.8	101	1287	1.7	53.8	116	472	1.2	19.7	85
DCI:CREATIVE IDEAS FOR LIV	3068	2945	1.9	96.0	102	842	2.0	27.4	111	1622	2.1	52.9	114	481	1.2	15.7	67
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	9147	5.8	95.7	102	2671	6.5	28.0	113	5011	6.5	52.4	113	1464	3.8	15.3	66
DISCOVER	2277	2235	1.4	98.2	104	584	1.4	25.6	104	1106	1.4	48.6	105	545	1.4	23.9	103
EBONY	7187	6970	4.4	97.0	103	2326	5.6	32.4	131	3406	4.4	47.4	102	1238	3.2	17.2	74
ESQUIRE	2560	2476	1.6	96.7	103	707	1.7	27.6	112	1174	1.5	45.9	99	595	1.5	23.2	100
ESSENCE	3242	3182	2.0	98.1	104	1124	2.7	34.7	141	1581	2.0	48.8	105	477	1.2	14.7	63
FAMILY CIRCLE	19639	18783	11.9	95.6	102	5323	12.9	27.1	110	10055	13.0	51.2	111	3405	8.7	17.3	75
THE FAMILY HANDYMAN	3540	3306	2.1	93.4	99	752	1.8	21.2	86	1634	2.1	46.2	100	920	2.4	26.0	112
FAMILY WEEKLY	23924	22564	14.3	94.3	100	5576	13.5	23.3	95	11338	14.6	47.4	102	5650	14.5	23.6	102
FIELD & STREAM	9883	9401	6.0	95.1	101	2014	4.9	20.4	83	4876	6.3	49.3	107	2510	6.4	25.4	109
FOOD & WINE	1030	987	0.6	95.8	102	252	0.6	24.5	99	560	0.7	54.4	117	176	0.5	17.1	73
FORBES	2679	2595	1.6	96.9	103	688	1.7	25.7	104	1198	1.5	44.7	97	710	1.8	26.5	114
FORTUNE	2931	2841	1.8	96.9	103	719	1.7	24.5	100	1414	1.8	48.2	104	709	1.8	24.2	104
GENTLEMEN'S QUARTERLY	3481	3433	2.2	98.6	105	1084	2.6	31.1	126	1607	2.1	46.2	100	742	1.9	21.3	92
GLAMOUR	7163	7063	4.5	98.6	105	2573	6.2	35.9	146	3606	4.6	50.3	109	884	2.3	12.3	53
GOLF DIGEST	2355	2239	1.4	95.1	101	606	1.5	25.7	104	1184	1.5	50.3	109	449	1.2	19.1	82
GOLF DIGEST/TENNIS (GROSS)	3610	3429	2.2	95.0	101	921	2.2	25.5	104	1790	2.3	49.6	107	718	1.8	19.9	86
GOLF MAGAZINE	2046	1976	1.3	96.6	103	404	1.0	19.7	80	1098	1.4	53.7	116	474	1.2	23.2	100
GOLF MAGAZINE/SKI (GROSS)	3547	3463	2.2	97.6	104	843	2.0	23.8	96	1847	2.4	52.1	113	773	2.0	21.8	94
GODD HOUSEKEEPING	20353	19524	12.4	95.9	102	5539	13.4	27.2	110	10364	13.4	50.9	110	3621	9.3	17.8	77
HARPER'S BAZAAR	3362	3289	2.1	97.8	104	1165	2.8	34.7	141	1530	2.0	45.5	98	594	1.5	17.7	76
HEALTH	2987	2856	1.8	95.6	102	910	2.2	30.5	124	1346	1.7	49.1	97	600	1.5	20.1	86
HEARST MAG CORP. BUY (GROSS)	67928	65364	41.4	96.2	102	19629	47.5	28.9	117	33444	43.1	49.2	106	12291	31.5	18.1	78
HEARST MAN POWER (GROSS)	11282	10834	6.9	96.0	102	2514	6.1	22.3	90	5397	7.0	47.8	103	2924	7.5	25.9	111
HEARST WOMAN POWER (GROSS)	40514	39032	24.7	96.3	102	12036	29.1	29.7	121	20369	26.2	50.3	109	6627	17.0	16.4	70
HOUSE BEAUTIFUL	4885	4710	3.0	96.4	102	1454	3.5	29.8	121	2378	3.1	48.7	105	878	2.3	18.0	77
INC.	1308	1282	0.8	98.0	104	370	0.9	28.3	115	628	0.8	48.0	104	284	0.7	21.7	93
JET	6498	6245	4.0	96.1	102	2175	5.3	33.5	136	2940	5.3	48.2	98	1130	2.9	17.4	75
LADIES' HOME JOURNAL	14797	14242	9.0	96.2	102	4152	10.0	28.1	114	7713	9.9	52.1	113	2377	6.1	16.1	69
LHJ FAMILY GRP COMBO(GROSS)	21743	20909	13.2	96.2	102	6166	14.9	28.4	115	10962	14.1	50.4	109	3781	9.7	17.4	75
LIFE	9881	9538	6.0	96.5	103	3100	7.5	31.4	127	4737	6.1	47.9	104	1701	4.4	17.2	74
L.A. TIMES HOME MAGAZINE	2775	2717	1.7	97.9	104	660	1.6	23.8	97	1527	2.0	55.0	119	529	1.4	19.1	82
MADEMOISELLE	4219	4055	2.6	96.1	102	1641	4.0	38.9	158	1942	2.5	46.0	99	471	1.2	11.2	48
MC CALL'S	16422	15721	10.0	95.7	102	4866	11.8	29.6	120	7933	10.2	48.3	104	2923	7.5	17.8	77
MC CALL'S/WRK MOTHER (GROSS)	17919	17212	10.9	96.1	102	5228	12.7	29.2	118	8742	11.3	48.8	105	3242	8.3	18.1	78
MECHANIX ILLUSTRATED	4433	4135	2.6	93.3	99	902	2.2	20.3	83	2029	2.6	45.8	99	1204	3.1	27.2	117
METROPOLITAN HOME	1504	1414	0.9	94.0	100	404	1.0	26.9	109	786	1.0	52.3	113	224	0.6	14.9	64
MONEY	4723	4588	2.9	97.1	103	1204	2.9	25.5	103	2550	3.3	54.0	117	834	2.1	17.7	76
MOTHER EARTH NEWS	2325	2253	1.4	96.9	103	497	1.2	21.4	87	1135	1.5	48.8	106	622	1.6	26.8	115
MS.	1189	1158	0.7	97.4	103	435	1.1	36.6	149	621	0.8	52.2	113	101	0.3	8.5	37
NATIONAL ENQUIRER	18892	17935	11.4	94.9	101	5462	13.2	28.9	117	8594	11.1	45.5	98	3879	9.9	20.5	88
NATIONAL GEOGRAPHIC	22129	21195	13.4	95.8	102	5428	13.1	24.5	100	10877	14.0	49.2	106	4890	12.5	22.1	95
NATIONAL SUNDAY MAGAZINE PKG	103750	98799	62.6	95.2	101	25239	61.1	24.3	99	49847	64.2	48.0	104	23713	60.8	22.9	98
NATURAL HISTORY	1379	1339	0.8	97.1	103	360	0.9	26.1	106	723	0.9	52.4	113	256	0.7	18.6	80
NEW WOMAN	2289	2210	1.4	96.5	103	611	1.5	26.7	108	1214	1.6	53.0	115	384	1.0	16.8	72
NEW YORK INCLUDING CUE	1088	1054	0.7	96.9	103	333	0.8	30.6	124	530	0.7	48.7	105	191	0.5	17.6	76
THE NEW YORKER	2459	2413	1.5	98.1	104	642	1.6	26.1	106	1289	1.7	52.4	113	482	1.2	19.6	84
NEWSWEEK	16527	16078	10.2	97.3	103	4659	11.3	28.2	114	8188	10.6	49.5	107	3231	8.3	19.5	84
THE N.Y. TIMES DAILY EDITION	2739	2698	1.7	98.5	105	785	1.9	28.7	116	1330	1.7	48.6	105	584	1.5	21.3	92
THE N.Y. TIMES MAGAZINE	4443	4267	2.7	96.0	102	1306	3.2	29.4	119	2128	2.7	47.9	104	833	2.1	18.7	81
OMNI	2799	2740	1.7	97.9	104	731	1.8	26.1	106	1311	1.7	46.8	101	699	1.8	25.0	107
ON CABLE	2209	2116	1.3	95.8	102	535	1.3	24.2	98	1005	1.3	45.5	98	577	1.5	26.1	112
1001 HOME IDEAS	3959	3810	2.4	96.2	102	1103	2.7	27.9	113	1903	2.5	48.1	104	805	2.1	20.3	87
ORGANIC GARDENING	3111	2883	1.8	92.7	98	566	1.4	18.2	74	1526	2.0	49.1	106	791	2.0	25.4	109
OUTDOOR LIFE	5024	4868	3.1	96.9	103	1144	2.8	22.8	92	2292	3.0	45.6	99	1432	3.7	28.5	123
PARADE MAGAZINE	51292	48794	30.9	95.1	101	12577	30.4	24.5	100	24690	31.8	48.1	104	11527	29.6	22.5	97

TOOTHPASTE: USAGE ON AVERAGE DAY
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B %	C % ACROSS	D % INDEX	A '000	B %	C % ACROSS	D % INDEX	A '000	B %	C % ACROSS	D % INDEX	A '000	B %	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	137924	100.0	94.2	100	41321	100.0	24.6	100	77611	100.0	46.3	100	38995	100.0	23.2	100
PARENTS	5298	5227	3.3	98.7	105	1685	4.1	31.8	129	2597	3.3	49.0	106	946	2.4	17.9	77
PENTHOUSE	5129	5097	3.2	97.6	104	1318	3.2	25.7	104	2395	3.1	46.7	101	1294	3.3	25.2	109
PEOPLE	21070	20545	13.0	97.5	104	5869	14.2	27.9	113	10709	13.8	50.8	110	3967	10.2	18.8	81
PLAYBOY	10562	10260	6.5	97.1	103	2603	6.3	24.6	100	4814	6.2	45.6	99	2844	7.3	26.9	116
POPULAR HOT RODDING	2498	2438	1.5	97.6	104	579	1.4	23.2	94	1213	1.6	48.6	105	644	1.7	25.8	111
POPULAR MECHANICS	5587	5573	3.5	94.7	101	1397	3.4	23.7	96	2723	3.5	46.3	100	1452	3.7	24.7	106
POPULAR SCIENCE	4317	4177	2.6	96.8	103	831	2.0	19.2	78	2141	2.8	49.6	107	1205	3.1	27.9	120
PREVENTION	5792	5357	3.4	92.5	98	1552	3.8	26.8	109	2677	3.4	46.2	100	1129	2.9	19.5	84
PSYCHOLOGY TODAY	3284	3241	2.1	98.7	105	1038	2.5	31.6	128	1611	2.1	49.1	106	593	1.5	18.1	78
READER'S DIGEST	40044	37676	24.0	94.6	100	9530	23.1	23.8	97	19566	25.2	48.9	106	8781	22.5	21.9	94
REDBOOK	9564	9195	5.8	95.9	102	2782	6.7	29.0	118	4920	6.3	51.3	111	1493	3.8	15.6	67
ROAD & TRACK	2590	2553	1.6	98.6	105	604	1.5	23.3	95	1284	1.7	49.6	107	665	1.7	25.7	110
ROLLING STONE	3302	3215	2.0	97.4	103	872	2.1	26.4	107	1620	2.1	49.1	106	723	1.9	21.9	94
RUNNER'S WORLD	1229	1204	0.8	98.0	104	375	0.9	30.5	124	536	0.7	43.6	94	293	0.8	23.8	103
SATURDAY EVENING POST	2110	2010	1.3	95.3	101	698	1.7	33.1	134	974	1.3	46.2	100	339	0.9	16.1	69
SCIENCE 84	1543	1495	0.9	96.9	103	372	0.9	24.1	98	718	0.9	46.5	101	405	1.0	26.2	113
SCIENCE DIGEST	1747	1734	1.1	99.3	105	387	0.9	22.2	90	836	1.1	48.0	104	509	1.3	29.1	125
SCIENTIFIC AMERICAN	1994	1958	1.2	98.2	104	450	1.1	22.6	92	1028	1.3	51.6	111	479	1.2	24.0	103
SELF	3119	3070	1.9	98.4	105	985	2.4	31.6	128	1562	2.0	50.1	108	523	1.3	16.8	72
SEVENTEEN	3923	3879	2.5	98.9	105	1268	3.1	32.3	131	2105	2.7	53.7	116	506	1.3	12.9	55
SKI	1501	1487	0.9	99.1	105	439	1.1	29.2	119	749	1.0	49.9	108	299	0.8	19.9	86
SMITHSONIAN	5976	5838	3.7	97.7	104	1499	3.6	25.1	102	3000	3.9	50.2	108	1339	3.4	22.4	96
SOAP OPERA DIGEST	4228	4021	2.5	95.1	101	1445	3.5	34.2	139	2083	2.7	49.3	106	493	1.3	11.7	50
SOUTHERN LIVING	6488	6202	3.9	95.6	102	1829	4.4	28.2	114	3390	4.4	52.3	113	983	2.5	15.2	65
SPORT	9500	9342	2.1	96.1	102	915	2.2	26.1	106	1646	2.1	47.0	102	802	2.1	22.9	99
THE SPORTING NEWS	2456	2388	1.5	97.2	103	670	1.6	27.3	111	1113	1.4	45.3	98	606	1.6	24.7	106
SPORTS AFIELD	3648	3528	2.2	96.7	103	729	1.8	20.0	81	1836	2.4	50.3	109	963	2.5	26.4	114
SPORTS ILLUSTRATED	14484	14117	8.9	97.5	104	3782	9.2	26.1	106	6989	9.0	48.3	104	3347	8.6	23.1	99
STAN	12661	12117	7.7	95.7	102	3788	9.2	29.9	121	5861	7.6	46.3	100	2467	6.3	19.5	84
SUNDAY	52799	50372	31.9	95.4	101	13401	32.4	25.4	103	25758	33.2	48.8	105	11213	28.8	21.2	91
SUNSET	3513	3377	2.1	96.1	102	763	1.8	21.7	88	1852	2.4	52.7	114	762	2.0	21.7	93
TV GUIDE	42764	40699	25.9	95.6	102	11579	28.0	27.1	110	19972	25.7	46.7	101	9348	24.0	21.9	94
TENNIS	1254	1190	0.8	94.9	101	315	0.8	25.1	102	606	0.8	48.3	104	269	0.7	21.5	92
TIME	22054	21358	13.5	96.8	103	5915	14.3	26.8	109	10870	14.0	49.3	107	4574	11.7	20.7	89
TOWN & COUNTRY	1555	1491	0.9	95.9	102	528	1.3	34.0	138	720	0.9	46.3	100	242	0.6	15.6	67
TRAVEL & LEISURE	2173	2109	1.3	97.1	103	616	1.5	28.3	115	1097	1.4	50.5	109	396	1.0	18.2	78
TRUE STORY	4636	4364	2.8	94.1	100	1561	3.8	33.7	137	2004	2.6	43.2	93	799	2.0	17.2	74
U.S. NEWS & WORLD REPORT	10353	9899	6.3	95.6	102	2585	6.3	25.0	101	4976	6.4	48.1	104	2338	6.0	22.6	97
USA TODAY	4994	4774	3.0	95.6	102	1302	3.2	26.1	106	2501	3.2	50.1	108	972	2.5	19.5	84
US	3528	3403	2.2	96.5	102	1085	2.6	30.8	125	1707	2.2	48.4	105	611	1.6	17.3	74
VOGUE	5424	5299	3.3	96.9	103	2105	5.1	38.8	158	2508	3.2	46.2	100	643	1.6	11.9	51
WALL STREET JOURNAL	6292	6066	3.8	96.4	102	1410	3.4	22.4	91	2346	4.2	51.6	111	1411	3.6	22.4	96
WEIGHT WATCHERS	2762	2691	1.7	97.4	103	865	2.1	31.3	127	1221	1.6	44.2	96	605	1.6	21.9	94
WOMAN'S DAY	16320	15604	9.9	95.6	102	4743	11.5	29.1	118	7933	10.2	48.6	105	2929	7.5	17.9	77
WORKING MOTHER	1496	1491	0.9	99.7	106	362	0.9	24.2	98	809	1.0	54.1	117	319	0.8	21.3	92
WORKING WOMAN	1851	1804	1.1	97.7	104	592	1.4	32.0	130	917	1.2	49.5	107	300	0.8	16.2	70
WORLD TENNIS	580	563	0.4	97.1	103	132	0.3	22.8	92	331	0.4	57.1	123	100	0.3	17.2	74
ZIFF-DAVIS MAG NETWK (GROSS)	12412	12090	7.7	97.4	103	3031	7.3	24.4	99	6112	7.9	49.2	106	2948	7.6	23.8	102
BLAIR INSERTS	91671	87479	55.4	95.4	101	22432	54.3	24.5	99	44305	57.1	48.3	104	20742	53.2	22.6	97
DAILY NEWSPAPERS																	
READ ANY	109190	103570	65.5	94.8	101	27043	65.4	24.8	101	51311	66.1	47.0	102	25166	64.5	23.0	99
READ ONE	89587	84871	53.7	94.7	101	22014	53.3	24.6	100	42041	54.2	46.9	101	20816	53.4	23.2	100
READ TWO OR MORE	19602	18649	11.8	95.1	101	5029	12.2	25.7	104	9270	11.9	47.3	102	4350	11.2	22.2	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109461	104359	66.1	95.2	101	26910	65.1	24.5	100	52346	67.4	47.7	103	25103	64.4	22.9	98
READ ONE	95074	90350	57.2	95.0	101	23063	55.8	24.3	98	45372	58.5	47.7	103	21915	56.2	23.1	99
READ TWO OR MORE	14588	14009	8.9	96.0	102	3847	9.3	26.4	107	6974	9.0	47.8	103	3188	8.2	21.9	94
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	78.80	29.21				28.23				29.05				30.57			
30 DAY REACH	149706	141527	89.6	94.5	100	37376	90.5	25.0	101	69442	89.5	46.4	100	34708	89.0	23.2	100
50 SHMG - 30 DAY AV FREQ	15.16	15.35				14.94				15.24				16.00			
30 DAY REACH	142406	134834	85.4	94.7	101	35376	85.6	24.8	101	66346	85.4	46.5	101	33213	85.2	23.3	100
25 SHMG - 30 DAY AV FREQ	8.23	8.33				8.17				8.26				8.63			
30 DAY REACH	131152	124235	78.7	94.7	101	32352	78.3	24.7	100	61114	78.7	46.6	101	30769	78.9	23.5	101
CABLE TV: HOME WIRED	66879	63554	40.2	95.0	101	17055	41.3	25.5	104	31224	40.2	46.7	101	15275	39.2	22.8	98
HOME NOT WIRED	100648	94372	59.8	93.6	99	24266	58.7	24.1	98	46386	59.8	46.0	99	23720	60.8	23.5	101
HAVE PAY CABLE	35024	33904	21.5	96.8	103	8988	21.8	25.7	104	17185	22.1	49.1	106	7728	19.8	22.1	95

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	157926	100.0	94.2	100	41321	100.0	24.6	100	77611	100.0	44.3	100	38995	100.0	23.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	91014	57.6	95.2	101	23466	56.8	24.5	100	45435	58.5	47.5	103	22112	56.7	23.1	99
10:00 AM - 3:00 PM	63599	60268	38.2	94.8	101	16188	39.2	25.5	103	29494	38.0	46.4	100	14586	37.4	22.9	99
3:00 PM - 7:00 PM	72097	69262	43.9	96.1	102	18237	44.1	25.3	103	33966	43.8	47.1	102	17058	43.7	23.7	102
7:00 PM - MIDNIGHT	36670	34979	22.1	95.4	101	9675	23.4	26.4	107	17055	22.0	46.5	101	8249	21.2	22.5	97
MIDNIGHT - 6:00 AM	21908	21059	13.3	96.1	102	5582	13.5	25.5	103	10186	13.1	46.5	100	5292	13.6	24.2	104
6:00 AM - MIDNIGHT	127571	121227	76.8	95.0	101	31875	77.1	25.0	101	59759	77.0	46.8	101	29594	75.9	23.2	100
ENTIRE DAY	129239	122799	77.8	95.0	101	32228	78.0	24.9	101	60525	78.0	46.8	101	30046	77.1	23.2	100
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	34009	32532	20.6	95.7	102	8002	19.4	23.5	96	16352	21.1	48.1	104	8178	21.0	24.0	103
ALL NEWS	6062	5750	3.6	94.9	101	1383	3.3	22.8	93	2901	3.7	47.9	103	1467	3.8	24.2	104
AOR/PROGRESSIVE	11884	11500	7.3	96.8	103	3376	8.2	28.4	115	5552	7.2	46.7	101	2572	6.6	21.6	93
BEAUTIFUL MUSIC	11180	10645	6.7	95.2	101	2651	6.4	23.7	96	5754	7.4	51.5	111	2240	5.7	20.0	86
BLACK	4538	4397	2.8	96.9	103	1316	3.2	29.0	118	2248	2.9	49.5	107	832	2.1	18.3	79
CLASSICAL	3857	3736	2.4	96.9	103	964	2.3	25.0	101	1798	2.3	46.6	101	973	2.5	25.2	109
CHR/ROCK	21946	21412	13.6	97.6	104	6091	14.7	27.8	113	10462	13.5	47.7	103	4859	12.5	22.1	95
COUNTRY	27262	25624	16.2	94.0	100	6275	15.2	23.0	93	12590	16.2	46.2	100	6759	17.3	24.8	107
GOLDEN OLDIES	3339	3216	2.0	96.3	102	989	2.4	29.6	120	1441	1.9	43.2	93	785	2.0	23.5	101
MOR/ROMANTIC	10346	9763	6.2	94.4	100	2215	5.4	21.4	87	4968	6.4	48.0	104	2579	6.6	24.9	107
NEWS/TALK	8929	8379	5.3	93.8	100	1909	4.6	21.4	87	4469	5.8	50.1	108	2002	5.1	22.4	96
RELIGIOUS	5488	5084	3.2	92.6	98	1454	3.5	26.5	108	2405	3.1	43.8	95	1225	3.1	22.3	96
SOFT ROCK	1232	1200	0.8	97.4	103	406	1.0	33.0	134	533	0.7	43.3	93	260	0.7	21.1	91
URBAN CONTEMPORARY	3184	3069	1.9	96.4	102	1060	2.6	33.3	135	1386	1.8	43.5	94	622	1.6	19.5	84
Wired Networks:																	
ABC CONTEMPORARY	6911	6794	4.3	98.3	104	1873	4.5	27.1	110	3132	4.0	45.3	98	1790	4.6	25.9	111
ABC DIRECTION	5212	4896	3.1	93.9	100	1254	3.0	24.1	98	2349	3.0	45.1	97	1293	3.3	24.8	107
ABC ENTERTAINMENT	10385	9784	6.2	94.2	100	2339	5.7	22.5	91	5106	6.6	49.2	106	2339	6.0	22.5	97
ABC FM	4762	4603	2.9	96.7	103	1403	3.4	29.5	120	2220	2.9	46.6	101	981	2.5	20.6	89
ABC INFORMATION	11339	10599	6.7	93.5	99	2576	6.2	22.7	92	5142	6.6	45.3	98	2880	7.4	25.4	109
ABC ROCK	4878	4794	3.0	98.3	104	1408	3.4	28.9	117	2379	3.1	48.8	105	1006	2.6	20.6	89
CBS	10709	10050	6.4	93.8	100	2296	5.6	21.4	87	5013	6.5	46.8	101	2741	7.0	25.6	110
MUTUAL	10251	9602	6.1	93.7	99	2236	5.4	21.8	89	4928	6.3	48.1	104	2438	6.3	23.8	102
NBC	12243	11485	7.3	93.8	100	2773	6.7	22.6	92	5668	7.3	46.3	100	3044	7.8	24.9	107
RADIO/RADIO	4606	4454	2.8	96.7	103	1185	2.9	25.7	104	2220	2.9	48.2	104	1049	2.7	22.8	98
RKO ONE	5148	5002	3.2	97.2	103	1359	3.3	26.4	107	2434	3.1	47.3	102	1210	3.1	23.5	101
RKO TWO	7313	6990	4.4	95.6	102	1758	4.3	24.0	98	3445	4.4	47.1	102	1787	4.6	24.4	105
THE SOURCE	5981	5759	3.6	96.3	102	1698	4.1	28.4	115	2654	3.4	44.4	96	1407	3.6	23.5	101
NON-WIRED: BLAIR	19329	18579	11.8	96.1	102	4615	11.2	23.9	97	9420	12.1	48.7	105	4545	11.7	23.5	101
INTERNEY	27139	26198	16.6	96.5	103	7367	17.8	27.1	110	12873	16.6	47.4	103	5957	15.3	21.9	94
KATZ RADIO GROUP	36319	34641	21.9	95.4	101	8804	21.3	24.2	98	17741	22.9	48.8	106	8097	20.8	22.3	96
SUPERNET	22361	21394	13.5	95.7	102	5574	13.5	24.9	101	10741	13.8	48.0	104	5080	13.0	22.7	98
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	13413	8.5	92.3	98	4080	9.9	28.1	114	6379	8.2	43.9	95	2953	7.6	20.3	87
MKDAY 9:00 AM - 1:00 PM	18688	17260	10.9	92.4	98	5079	12.3	27.2	110	8347	10.8	44.7	97	3834	9.8	20.5	88
MKDAY 1:00 PM - 4:30 PM	24061	22310	14.1	92.7	98	6511	15.8	27.2	110	10611	13.7	44.1	95	5188	13.3	21.6	93
MKDAY 4:30 PM - 7:30 PM	44079	40963	25.9	92.9	99	11026	26.7	25.0	102	17979	25.5	44.9	97	10138	26.0	23.0	99
MKDAY 7:30 PM - 8:00 PM	61979	57696	36.5	93.1	99	15060	36.4	24.3	99	28404	36.6	45.8	99	14232	36.5	23.0	99
MKDAY 11:00 PM - 11:30 PM	49084	45860	29.0	93.4	99	12228	29.6	24.9	101	22135	28.5	45.1	97	11497	29.5	23.4	101
MKDAY 11:30 PM - 1:00 AM	16560	15516	9.8	93.7	100	4154	10.1	25.1	102	7338	9.5	44.3	96	4025	10.3	24.3	105
M-SAT 8-11 PM+SUN 7-11 PM	66967	62898	39.8	93.9	100	16541	40.0	24.7	100	31280	40.3	46.7	101	15076	38.7	22.5	97
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	8746	5.5	94.4	100	2667	6.5	28.8	117	4288	5.5	46.3	100	1790	4.6	19.3	83
ANOTHER WORLD	W 6138	5667	3.6	92.3	98	1771	4.3	28.9	117	2653	3.4	43.2	93	1244	3.2	20.3	87
AS THE WORLD TURNS	C 7707	7052	4.5	91.5	97	2000	4.8	26.0	105	3282	4.2	42.6	92	1770	4.5	23.0	99
CAPITOL	C 4688	4355	2.8	92.9	99	1244	3.0	26.5	108	2106	2.7	44.9	97	1005	2.6	21.4	92
CBS MORN. NEWS 1	C 2792	2470	1.6	88.5	94	720	1.7	25.8	105	1175	1.5	42.1	91	575	1.5	20.6	89
CBS MORN. NEWS 2	C 2071	1786	1.1	86.2	92	574	1.4	27.7	113	799	1.0	38.6	83	413	1.1	19.9	86
DAYS OF OUR LIVES	N 8018	7443	4.7	92.8	99	2103	5.1	26.2	106	3727	4.8	46.5	100	1613	4.1	20.1	87
FACTS OF LIFE - DAYTIME	N 3487	3275	2.1	93.9	100	1008	2.4	28.9	117	1653	2.1	47.4	102	615	1.6	17.6	76
FAMILY FEUD	A 4817	4462	2.8	92.6	98	1260	3.0	26.2	106	2261	2.9	46.9	101	941	2.4	19.5	84
GENERAL HOSPITAL	A 8333	7788	4.9	93.5	99	2245	5.4	26.9	109	3829	4.9	45.9	99	1714	4.4	20.6	88
GOOD MORNING, AMERICA-730	A 5472	5122	3.2	93.6	99	1498	3.6	27.4	111	2415	3.1	44.1	95	1208	3.1	22.1	95
GOOD MORNING, AMERICA-830	A 3965	3710	2.3	93.6	99	1078	2.6	27.2	110	1881	2.4	47.4	103	751	1.9	18.9	81
GUIDING LIGHT	C 7542	6918	4.4	91.7	97	1888	4.6	25.0	102	3323	4.3	44.1	95	1707	4.4	22.6	97
ONE LIFE TO LIVE	A 6018	5654	3.6	94.0	100	1641	4.0	27.3	111	2797	3.6	46.5	100	1216	3.1	20.2	87
PRESS YOUR LUCK	C 3589	3306	2.1	92.1	98	865	2.1	24.1	98	1565	2.0	43.6	94	877	2.2	24.4	105
PRICE IS RIGHT 1	C 7418	6752	4.3	91.0	97	2013	4.9	27.1	110	3122	4.0	42.1	91	1617	4.1	21.8	94
PRICE IS RIGHT 2	C 8276	7600	4.8	91.8	98	2319	5.6	28.0	114	3569	4.6	43.1	93	1712	4.4	20.7	89
RYAN'S HOPE	A 4358	4172	2.6	95.7	102	1287	3.1	29.5	120	2118	2.7	48.6	105	767	2.0	17.6	76
SALE OF THE CENTURY	N 3749	3423	2.2	91.3	97	1105	2.7	29.5	120	1622	2.1	43.3	94	697	1.8	18.6	80
SEARCH FOR TOMORROW	N 2884	2660	1.7	92.2	98	854	2.1	29.6	120	1355	1.7	47.0	102	451	1.2	15.6	67
TODAY SHOW 1	N 4869	4496	2.8	92.3	98	1382	3.3	28.4	115	2135	2.8	43.8	95	978	2.5	20.1	86
TODAY SHOW 2	N 4135	3724	2.4	90.1	96	1130	2.7	27.3	111	1790	2.3	43.3	94	803	2.1	19.4	84
\$25,000 PYRAMID	C 4361	3979	2.5	91.2	97	1100	2.7	25.2	102	1969	2.5	45.2	98	910	2.3	20.9	90
WHEEL OF FORTUNE	N 6187	5646	3.6	91.3	97	1628	3.9	26.3	107	2814	3.6	45.5	98	1204	3.1	19.5	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	157926	100.0	94.2	100	41321	100.0	24.6	100	77611	100.0	46.3	100	38995	100.0	23.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	48145	30.5	92.1	98	12543	30.4	24.0	97	23161	29.8	44.3	96	12444	31.9	23.8	102
NETWORK AFFILIATES - LATE	39164	36635	23.2	93.5	99	9558	23.1	24.4	99	17988	23.2	45.9	99	9089	23.3	23.2	100
INDEPENDENTS - LATE	5133	4800	3.0	93.5	99	1231	3.0	24.0	97	2439	3.1	47.5	103	1129	2.9	22.0	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	21348	13.6	94.4	100	5616	13.6	24.6	100	10919	14.1	47.8	103	5013	12.9	22.0	94
ABC MONDAY NIGHT MOVIE	A 11258	10573	6.7	93.9	100	2862	6.9	25.4	103	5238	6.7	46.5	101	2473	6.3	22.0	94
ABC SUNDAY NIGHT MOVIE	A 23600	22326	14.1	94.6	100	6035	14.6	25.6	104	11013	14.2	46.7	101	5275	13.5	22.4	96
ABC WORLD NEWS TONIGHT	A 12801	11977	7.6	93.6	99	3093	7.5	24.2	98	5519	7.1	43.1	93	3364	8.6	26.3	113
AFTERMASH	C 10966	10046	6.4	91.6	97	2495	6.0	22.8	92	5216	6.7	47.6	103	2335	6.0	21.3	92
ALICE	C 17050	15818	10.0	92.8	99	4002	9.7	23.5	95	7948	10.2	46.6	101	3848	9.9	22.7	98
AMERICAN PARADE	C 11998	10953	6.9	91.3	97	2912	7.0	24.3	99	5414	7.0	45.1	98	2626	6.7	21.9	94
BENSON	A 19258	17775	11.3	92.3	98	4654	11.3	24.2	98	8888	11.5	46.2	100	4233	10.9	22.0	95
BLUE THUNDER	A 11478	10797	6.8	94.1	100	2560	6.2	22.3	91	5429	7.0	47.3	102	2809	7.2	24.5	105
CAGNEY & LACEY	C 18263	17010	10.8	93.1	99	4321	10.5	23.7	96	8393	10.8	46.0	99	4296	11.0	23.5	101
CBS EVENING NEWS-DEAN	C 7733	7027	4.4	90.9	97	1794	4.3	23.2	94	3208	4.1	41.5	90	2025	5.2	26.2	113
CBS EVENING NEWS-RATHER	C 15653	14348	9.1	91.7	97	3483	8.4	22.3	90	7021	9.0	44.9	97	3843	9.9	24.6	106
CBS SAT. NEWS-SCHIEFFER	C 8744	7867	5.0	90.0	96	1872	4.5	21.4	87	3873	5.0	44.3	96	2123	5.4	24.3	104
CBS SATURDAY NIGHT MOVIE	C 12000	11381	7.2	94.8	101	2761	6.7	23.0	93	5781	7.4	48.2	104	2829	7.3	23.7	102
CBS WEDNESDAY NIGHT MOVIE	C 11522	10405	6.7	92.0	98	2861	6.9	24.8	101	4785	6.2	41.5	90	2959	7.6	25.7	110
CHEERS	N 16818	15994	10.1	95.1	101	4155	10.1	24.7	100	8050	10.4	47.9	103	3790	9.7	22.5	97
DALLAS	C 37510	34816	22.0	92.8	99	9766	23.6	26.0	106	17046	22.0	45.4	98	8004	20.5	21.3	92
DIFF'RENT STROKES	N 11258	10302	6.5	91.5	97	2855	6.9	25.4	103	5085	6.6	45.2	98	2362	6.1	21.0	90
DOUBLE TROUBLE	N 12248	11617	7.4	94.8	101	3061	7.4	25.0	101	5928	7.6	48.4	105	2629	6.7	21.5	92
DUCK FACTORY	N 11100	10577	6.7	95.3	101	2629	6.4	23.7	96	5488	7.1	49.4	107	2459	6.3	22.2	95
DUKES OF HAZZARD	C 12353	11341	7.2	91.8	98	2831	6.9	22.9	93	5414	7.0	43.8	95	3096	7.9	25.1	108
DYNASTY	A 33279	31351	19.9	94.2	100	8550	20.7	25.7	104	15860	20.4	47.7	103	6940	17.8	20.9	90
FACTS OF LIFE	N 13410	12599	8.0	94.0	100	3091	7.5	23.0	94	6751	8.7	50.3	109	2757	7.1	20.6	88
FALCON CREST	C 31093	28393	18.3	92.9	99	8146	19.7	26.2	106	14257	18.4	45.9	99	6490	16.6	20.9	90
FALL GUY	A 18649	17516	11.1	93.9	100	4531	11.0	24.3	99	8695	11.2	46.6	101	4291	11.0	23.0	99
FAMILY TIES	N 13101	12169	7.7	92.9	99	3223	7.8	24.6	100	6468	8.3	49.4	107	2476	6.4	18.9	81
FANTASY ISLAND	A 13069	12193	7.7	93.3	99	3178	7.7	24.3	99	6102	7.9	46.7	101	2913	7.5	22.3	96
FOULUPS, BLEEPES & BLUNDERS	A 16588	15611	9.9	94.1	100	4383	10.6	26.4	107	7351	9.5	44.3	96	3876	9.9	23.4	101
FOUR SEASONS	C 9302	8475	5.4	91.1	97	2134	5.2	22.9	93	4476	5.8	48.1	104	1865	4.8	20.0	86
GIMME A BREAK	N 13955	12791	8.1	91.7	97	3468	8.4	24.9	101	6536	8.4	46.8	101	2787	7.1	20.0	86
HART TO HART	A 15735	14762	9.3	93.8	100	3938	9.5	25.0	102	7431	9.6	47.2	102	3392	8.7	21.6	93
HILL STREET BLUES	N 18257	17459	11.1	95.6	102	4690	11.4	25.7	104	8802	11.3	48.2	104	3967	10.2	21.7	93
HOTEL	A 24236	22596	14.3	93.2	99	5972	14.5	24.6	100	11640	15.0	48.0	104	4985	12.8	20.6	88
JEFFERSONS	C 17010	15713	9.9	92.4	98	4016	9.7	23.6	96	7873	10.1	46.3	100	3824	9.8	22.5	97
JENNIFER SLEPT HERE	N 9397	8623	5.5	91.8	97	2437	5.9	25.9	105	4223	5.4	44.9	97	1963	5.0	20.9	90
KATE & ALLIE	C 16762	15744	10.0	93.9	100	3737	9.0	22.3	90	7870	10.1	47.0	101	4137	10.6	24.7	106
KNIGHT RIDER	N 13164	12439	7.9	94.5	100	3189	7.7	24.2	98	6219	8.0	47.2	102	3027	7.8	23.0	99
LOVE BOAT	A 20400	19039	12.1	93.3	99	4895	11.8	24.0	97	9606	12.4	47.1	102	4538	11.6	22.2	96
MAGNUM PI	C 22543	21229	13.4	94.2	100	5366	13.0	23.8	97	10586	13.6	47.0	101	5278	13.5	23.4	101
MAMA'S FAMILY	N 9852	8974	5.7	91.1	97	2476	6.0	25.1	102	4497	5.8	45.6	99	2004	5.1	20.3	87
MASTER, THE	N 8082	7598	4.8	94.0	100	1832	4.4	22.7	92	3845	5.0	47.6	103	1921	4.9	23.8	102
MATT HOUSTON	A 12881	12222	7.7	94.9	101	2964	7.2	23.0	93	6046	7.8	46.9	101	3211	8.2	24.9	107
NBC MONDAY NIGHT MOVIE	N 23889	22757	14.4	95.3	101	5971	14.5	25.0	101	11466	14.8	48.0	104	5319	13.6	22.3	96
NBC NIGHTLY NEWS	N 11156	10268	6.5	92.0	98	2529	6.3	23.2	94	4943	6.4	44.3	96	2739	7.0	24.6	106
NBC NIGHTLY NEWS-SAT	N 7363	6453	4.2	90.4	96	1579	3.8	21.4	87	3311	4.3	45.0	97	1763	4.5	23.9	103
NBC NIGHTLY NEWS-SUN	N 6214	5423	3.6	90.5	96	1400	3.4	22.5	91	2754	3.5	44.3	96	1469	3.8	23.6	102
NBC SUNDAY NIGHT MOVIE	N 17590	16897	10.7	96.1	102	4577	11.1	26.0	106	8294	10.7	47.2	102	4026	10.3	22.9	98
HEMLOCK	C 16740	15615	9.9	93.3	99	3877	9.4	23.2	94	7859	10.1	46.9	101	3878	9.9	23.2	100
ONE DAY AT A TIME	C 11820	11053	7.0	93.5	99	3156	7.6	26.5	108	5516	7.1	46.7	101	2401	6.2	20.3	87
PEOPLE ARE FUNNY	N 9138	8359	5.3	91.5	97	1100	5.1	23.0	93	4437	5.7	48.6	105	1823	4.7	19.9	86
REAL PEOPLE	N 15979	14779	9.4	92.5	98	3694	8.9	23.1	94	7644	9.8	47.8	103	3441	8.8	21.5	93
REMINGTON STEELE	N 14395	13740	8.7	95.4	101	3410	8.7	25.1	102	7029	9.1	48.8	106	3100	7.9	21.5	93
RIPLEY'S BELIEVE IT - NOT	A 11362	10700	6.8	94.2	100	2720	6.6	23.9	97	5246	6.8	46.2	100	2733	7.0	24.1	103
RIPTIDE	N 13920	13274	8.4	95.4	101	3276	7.9	23.5	96	6950	9.0	49.9	108	3047	7.8	21.9	94
SCARECROW & MRS. KING	C 17571	16333	10.3	93.0	99	4145	10.0	23.6	96	8143	10.5	46.3	100	4045	10.4	23.0	99
SIMON & SIMON	C 20208	19094	12.1	94.5	100	4938	12.0	24.4	99	9759	12.6	48.3	104	4397	11.3	21.8	94
60 MINUTES	C 27668	25482	16.1	92.1	98	6572	15.9	23.8	96	12627	16.3	45.6	99	6284	16.1	22.7	98
ST. ELSEWHERE	N 13699																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	74289	100.0	93.7	100	16478	100.0	20.8	100	34826	100.0	43.9	100	22985	100.0	29.0	100
HOUSEHOLD HEADS	66405	61927	83.4	93.3	100	13078	79.4	19.7	95	29445	84.5	44.3	101	19405	84.4	29.2	101
18 - 24	13945	13608	18.3	97.6	104	3675	22.3	26.4	127	6150	17.7	44.1	100	3783	16.5	27.1	94
25 - 34	19334	19003	25.6	98.3	105	4408	26.8	22.8	110	8535	24.5	44.1	100	6060	26.4	31.3	108
35 - 44	14196	13796	18.6	97.2	104	2892	17.6	20.4	98	6738	19.3	47.5	108	4167	18.1	29.4	101
45 - 54	10896	10188	13.7	93.5	100	1799	10.9	16.5	79	5224	15.0	47.9	109	3165	13.8	29.0	100
55 - 64	10378	9252	12.5	89.2	95	1767	10.7	17.0	82	4495	12.9	43.3	99	2991	13.0	28.8	99
65 OR OLDER	10514	8441	11.4	80.3	86	1938	11.8	18.4	89	3684	10.6	35.0	80	2820	12.3	26.8	92
18 - 34	33279	32611	43.9	98.0	105	8083	49.1	24.3	117	14685	42.2	44.1	100	9843	42.8	29.6	102
18 - 49	52904	51561	69.4	97.5	104	11798	71.6	22.3	107	24125	69.3	45.6	104	15638	68.0	29.6	102
25 - 54	44426	42988	57.9	96.8	103	9099	55.2	20.5	99	20497	58.9	46.1	105	13392	58.3	30.1	104
35 - 49	19625	18949	25.5	96.6	103	3715	22.5	18.9	91	9439	27.1	48.1	109	5795	25.2	29.5	102
50 OR OLDER	26359	22729	30.6	86.2	92	4680	28.4	17.8	85	10701	30.7	40.6	92	7347	32.0	27.9	96
GRADUATED COLLEGE	15982	15619	21.0	97.7	104	3321	20.2	20.8	100	7788	22.4	48.7	111	4511	19.6	28.2	97
ATTENDED COLLEGE	13629	13225	17.8	97.0	104	2674	16.2	19.6	94	6737	19.3	49.4	113	3815	16.6	28.0	97
GRADUATED HIGH SCHOOL	28591	26928	36.2	94.2	100	5998	36.4	21.0	101	12325	35.4	43.1	98	8605	37.4	30.1	104
DID NOT GRADUATE HIGH SCHOOL	21061	18517	24.9	87.9	94	4486	27.2	21.3	102	7976	22.9	37.9	86	6054	26.3	28.7	99
EMPLOYED FULL-TIME	52316	50495	68.0	96.5	103	10519	63.8	20.1	97	24246	69.6	46.3	105	15730	68.4	30.1	104
EMPLOYED PART-TIME	4113	3814	5.1	92.7	99	933	5.7	22.7	109	1761	5.1	42.8	97	1121	4.9	27.3	94
NOT EMPLOYED	22834	19980	26.9	87.5	93	5027	30.5	22.0	106	8819	25.3	38.6	88	6134	26.7	26.9	93
PROFESSIONAL/MANAGER	15034	14669	19.7	97.6	104	2809	17.0	18.7	90	7437	21.4	49.5	113	4423	19.2	29.4	101
TECH/CLERICAL/SALES	11255	10897	14.7	96.8	103	2276	13.8	20.2	97	5202	14.9	46.2	105	3420	14.9	30.4	105
PRECISION/CRAFT	11607	11107	15.0	95.7	102	2517	15.3	21.7	104	5081	14.6	43.8	100	3509	15.3	30.2	104
OTHER EMPLOYED	18534	17637	23.7	95.2	102	3851	23.4	20.8	100	8287	23.8	44.7	102	5499	23.9	29.7	102
SINGLE	19562	18977	25.5	97.0	104	5025	30.5	25.7	124	8247	23.7	42.2	96	5705	24.8	29.2	101
MARRIED	51896	48454	65.2	93.4	100	9852	59.8	19.0	91	23577	67.7	45.4	103	15025	65.4	29.0	100
DIVORCED/SEPARATED/WIDOWED	7804	6858	9.2	87.9	94	1602	9.7	20.5	99	3001	8.6	38.5	88	2255	9.8	28.9	100
PARENTS	25372	24793	33.4	97.7	104	5404	32.8	21.3	102	11677	33.5	46.0	105	7712	33.6	30.4	105
WHITE	69658	65111	87.6	93.5	100	14125	85.7	20.3	98	30533	87.7	43.8	100	20453	89.0	29.4	101
BLACK	7909	7499	10.1	94.8	101	2012	12.2	25.4	122	3517	10.1	44.5	101	1970	8.6	24.9	86
OTHER	1696	1680	2.3	99.1	106	*342	2.1	20.2	97	776	2.2	45.8	104	*562	2.4	33.1	114
NORTHEAST-CENSUS	17202	15994	21.5	93.0	99	3924	23.8	22.8	110	7610	21.9	44.2	101	4460	19.4	25.9	89
NORTH CENTRAL	20461	19065	25.7	93.2	99	3397	20.6	16.6	80	8203	23.6	40.1	91	7466	32.5	36.5	126
SOUTH	26695	24865	33.5	93.1	99	6199	37.6	23.2	112	12064	34.6	45.2	103	6602	28.7	24.7	85
WEST	14906	14364	19.3	96.4	103	2958	18.0	19.8	95	6949	20.0	46.6	106	4458	19.4	29.9	103
NORTHEAST-MKTG.	17962	16831	22.7	93.7	100	3868	23.5	21.5	104	8264	23.7	46.0	105	4699	20.4	26.2	90
EAST CENTRAL	11741	10764	14.5	91.7	98	2386	14.5	20.3	98	4498	12.9	38.3	87	3880	16.9	33.0	114
WEST CENTRAL	13518	12653	17.0	93.6	100	1990	12.1	14.7	71	5590	16.1	41.4	94	5073	22.1	37.5	129
SOUTH	23168	21616	29.1	93.3	100	5524	33.5	23.8	115	10364	29.8	44.7	102	5727	24.9	24.7	85
PACIFIC	12874	12425	16.7	96.5	103	2711	16.5	21.1	101	6109	17.5	47.5	108	3606	15.7	28.0	97
COUNTY SIZE A	32596	31112	41.9	95.4	102	7158	43.4	22.0	106	14588	41.9	44.8	102	9367	40.8	28.7	99
COUNTY SIZE B	23814	22292	30.0	93.6	100	4960	30.1	20.8	100	10803	31.0	45.4	103	6529	28.4	27.4	95
COUNTY SIZE C	12663	11760	15.8	92.9	99	2370	14.4	18.7	90	5606	16.1	44.3	101	3785	16.5	29.9	103
COUNTY SIZE D	10190	9125	12.3	89.5	96	1990	12.1	19.5	94	3830	11.0	37.6	86	3305	14.4	32.4	112
METRO CENTRAL CITY	23190	21908	29.5	94.5	101	5440	33.0	23.5	113	10390	29.8	44.8	102	6078	26.4	26.2	90
METRO SUBURBAN	36920	35133	47.3	95.2	102	7315	44.4	19.8	95	16776	42.2	45.4	103	11042	48.0	29.9	103
NON METRO	19152	17248	23.2	90.1	96	3723	22.6	19.4	94	7660	22.0	40.0	91	5865	25.5	30.6	106
TOP 5 ADI'S	18703	17898	24.1	95.7	102	4477	27.2	23.9	115	8072	23.2	43.2	98	5350	23.3	28.6	99
TOP 10 ADI'S	26158	24908	33.5	95.2	102	5799	35.2	22.2	107	11558	33.2	44.2	101	7551	32.9	28.9	100
TOP 20 ADI'S	36612	34828	46.9	95.1	101	7997	48.5	21.8	105	16338	46.9	44.6	102	10494	45.7	28.7	99
HSMLD INC. \$50,000 OR MORE	9326	9120	12.3	97.8	104	1786	10.8	19.2	92	4656	13.4	49.9	114	2679	11.7	28.7	99
\$40,000 OR MORE	18002	17638	23.7	98.0	105	3508	21.3	19.5	94	9070	26.0	50.4	115	5061	22.0	28.1	97
\$30,000 OR MORE	31361	30552	41.1	97.4	104	6258	38.0	20.0	96	15099	43.4	48.1	110	9196	40.0	29.3	101
\$25,000 OR MORE	39858	38676	52.1	97.0	104	8029	48.7	20.1	97	18675	53.6	46.9	107	11972	52.1	30.0	104
\$20,000 - \$24,999	8664	8080	10.9	93.3	100	1707	10.4	19.7	95	3874	11.1	44.7	102	2499	10.9	28.8	99
\$15,000 - \$19,999	7964	7321	9.9	91.9	98	1657	10.1	20.8	100	3161	9.1	39.7	90	2503	10.9	31.4	108
\$10,000 - \$14,999	11093	10073	13.6	90.8	97	2468	15.0	22.2	107	4802	13.8	43.3	99	2803	12.2	25.3	87
UNDER \$10,000	11683	10139	13.6	86.8	93	2618	15.9	22.4	108	4314	12.4	36.9	84	3208	14.0	27.5	95
HOUSEHOLD OF 1 PERSON	7453	6721	9.0	90.2	96	1462	8.9	19.6	94	2908	8.4	39.0	89	2352	10.2	31.6	109
2 PEOPLE	24757	22263	30.0	89.9	96	4707	28.6	19.0	91	11027	31.7	44.5	101	6530	28.4	26.4	91
3 OR 4 PEOPLE	32682	31386	42.2	96.0	102	7268	44.1	22.2	107	14281	41.0	43.7	99	9837	42.8	30.1	104
5 OR MORE PEOPLE	14370	13919	18.7	96.9	103	3042	18.5	21.2	102	6610	19.0	46.0	105	4267	18.6	29.7	102
NO CHILD IN HSMLD	46768	42675	57.4	91.2	97	9313	56.5	19.9	96	20166	57.9	43.1	98	13196	57.4	28.2	97
CHILD(REN) UNDER 2 YRS	4799	4700	6.3	97.9	104	1115	6.8	23.2	112	2078	6.0	43.3	99	1507	6.6	31.4	108
2 - 5 YEARS	11125	10940	14.7	98.3	105	2194	13.3	19.7	95	5094	14.6	45.8	104	3652	15.9	32.8	113
6 - 11 YEARS	14193	13902	18.7	97.9	105	3241	19.7	22.8	110	6186	17.8	43.6	99	4475	19.5	31.5	109
12 - 17 YEARS	17402	16780	22.6	96.4	103	3846	23.3	22.1	106	7752	22.3	44.5	101	5183	22.5	29.8	103
RESIDENCE OWNED	56398	52726	71.0	93.5	100	10836	65.8	19.2	92	25322	72.7	44.9	102	16568	72.1	29.4	101
VALUE: \$50,000 OR MORE	34811	33302	44.8	95.7	102	6562	39.8	18.9	91	16566	47.6	47.6	108	10175	44.3	29.2	101
VALUE: UNDER \$50,000	21587	19424	26.1	90.0	96	4274	25.9	19.8	95	8756	25.1	40.6	92	6393	27.8	29.6	102

TOOTHPASTE: USAGE ON AVERAGE DAY
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	74289	100.0	93.7	100	16478	100.0	20.8	100	34826	100.0	43.9	100	22985	100.0	29.0	100
MAGAZINES	QUINTILE 1	16033	15458	20.8	96.4	103	3280	19.9	20.5	98	8071	23.2	50.3	115	4107	17.9	25.6	88
	QUINTILE 2	15354	14828	20.0	96.6	103	3658	22.2	23.8	115	6773	19.4	44.1	100	4396	19.1	28.6	99
	QUINTILE 3	15888	15067	20.3	94.8	101	3297	20.0	20.8	100	6966	20.0	43.8	100	4804	20.9	30.2	104
	QUINTILE 4	17310	15972	21.5	92.3	98	3386	20.5	19.6	94	7343	21.1	42.4	97	5243	22.8	30.3	104
	QUINTILE 5	14677	12965	17.5	88.3	94	2858	17.3	19.5	94	5672	16.3	38.6	88	4435	19.3	30.2	104
NEWSPAPERS	QUINTILE 1	15277	14563	19.6	95.3	102	3216	19.5	21.1	101	7144	20.5	46.8	106	4204	18.3	27.5	95
	QUINTILE 2	22745	21221	28.6	93.3	100	4509	27.4	19.8	95	10379	29.8	45.6	104	6333	27.6	27.8	96
	QUINTILE 3	10692	10314	13.9	96.5	103	2408	14.6	22.5	108	4536	13.0	42.4	97	3370	14.7	31.5	109
	QUINTILE 4	11646	10912	14.7	93.7	100	2333	14.2	20.0	96	5196	14.9	44.6	102	3384	14.7	29.1	100
	QUINTILE 5	18903	17279	23.3	91.4	98	4013	24.4	21.2	102	7571	21.7	40.1	91	5695	24.8	30.1	104
OUTDOOR	QUINTILE 1	16620	15914	21.4	95.8	102	3408	20.7	20.5	99	7007	20.1	42.2	96	5498	23.9	33.1	114
	QUINTILE 2	16377	15619	21.0	95.4	102	3357	20.4	20.5	99	7426	21.3	45.3	103	4836	21.0	29.5	102
	QUINTILE 3	15995	14821	20.0	92.7	99	3698	22.4	23.1	111	6852	19.7	42.8	97	4271	18.6	26.7	92
	QUINTILE 4	15592	14464	19.5	92.8	99	3293	20.0	21.1	102	6962	20.0	44.7	102	4210	18.3	27.0	93
	QUINTILE 5	14679	13472	18.1	91.8	98	2722	16.5	18.5	89	6579	18.9	44.8	102	4171	18.1	28.4	98
RADIO-DRIVE TIME	QUINTILE 1	15746	15076	20.3	95.7	102	3530	21.4	22.4	108	6826	19.6	43.4	99	4720	20.5	30.0	103
	QUINTILE 2	15067	14164	19.1	94.0	100	3085	18.7	20.5	98	6876	19.7	45.6	104	4202	18.3	27.9	96
	QUINTILE 3	15631	14683	19.8	93.9	100	3028	18.4	19.4	93	6806	19.5	43.5	99	4849	21.1	31.0	107
	QUINTILE 4	16245	15403	20.7	94.8	101	3300	20.0	20.3	98	7643	21.9	47.0	107	4460	19.4	27.5	95
	QUINTILE 5	16573	14964	20.1	90.3	96	3535	21.5	21.3	103	6675	19.2	40.3	92	4754	20.7	28.7	99
RADIO-MID- DAY	QUINTILE 1	21788	20660	27.8	94.8	101	4878	29.6	22.4	108	9590	27.5	44.0	100	6193	26.9	28.4	98
	QUINTILE 2	21151	19595	26.4	92.6	99	4194	25.5	19.8	95	8992	25.8	42.5	97	6409	27.9	30.3	104
	QUINTILE 3	36323	34034	45.8	93.7	100	7406	44.9	20.4	98	16244	46.6	44.7	102	10383	45.2	28.6	99
	QUINTILE 4	15977	15272	20.6	95.6	102	3529	21.4	22.1	106	6924	19.9	43.3	99	4819	21.0	30.2	104
	QUINTILE 5	15923	14864	20.0	93.3	100	3532	21.4	22.2	107	7096	20.4	44.6	101	4237	18.4	26.6	92
RADIO-TOTAL	QUINTILE 1	14980	14396	19.4	96.1	103	2954	17.9	19.7	95	6834	19.6	45.6	104	4608	20.0	30.8	106
	QUINTILE 2	17123	15853	21.3	92.6	99	3384	20.5	19.8	95	7388	21.2	43.1	98	5081	22.1	29.7	102
	QUINTILE 3	15260	13904	18.7	91.1	97	3079	18.7	20.2	97	6585	18.9	43.2	98	4240	18.4	27.8	96
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15674	14386	19.4	91.8	98	3259	19.8	20.8	100	6970	20.0	44.5	101	4157	18.1	26.5	91
	QUINTILE 2	15944	15010	20.2	94.1	100	3182	19.3	20.0	96	6969	20.0	43.7	99	4859	21.1	30.5	105
	QUINTILE 3	16037	15018	20.2	93.6	100	3112	18.9	19.4	93	7389	21.2	46.1	105	4517	19.7	28.2	97
	QUINTILE 4	15412	14582	19.6	94.6	101	3120	18.9	20.2	97	6682	19.2	43.4	99	4780	20.8	31.0	107
	QUINTILE 5	16194	15294	20.6	94.4	101	3806	23.1	23.5	113	6816	19.6	42.1	96	4673	20.3	28.9	100
TV-DAYTIME	QUINTILE 1	19156	17507	23.6	91.4	98	4034	24.5	21.1	101	7929	22.8	41.4	94	5544	24.1	28.9	100
	QUINTILE 2	19343	18134	24.4	93.7	100	4291	26.0	22.2	107	8483	24.4	43.9	100	5360	23.3	27.7	96
	QUINTILE 3	40764	38648	52.0	94.8	101	8153	49.5	20.0	96	18414	52.9	45.2	103	12081	52.6	29.6	102
	QUINTILE 4	15844	14413	19.4	91.0	97	3433	20.8	21.7	104	6373	18.3	40.2	92	4607	20.0	29.1	100
	QUINTILE 5	15767	14715	19.8	93.3	100	3315	20.1	21.0	101	7143	20.5	45.3	103	4257	18.5	27.0	93
TV-TOTAL	QUINTILE 1	15775	14855	20.0	94.2	100	3191	19.4	20.2	97	7131	20.5	45.2	103	4533	19.7	28.7	99
	QUINTILE 2	15903	15170	20.4	95.4	102	3075	18.7	19.3	93	7090	20.4	44.6	101	5005	21.8	31.5	109
	QUINTILE 3	15974	15137	20.4	94.8	101	3465	21.0	21.7	104	7089	20.4	44.4	101	4583	19.9	28.7	99
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL		21225	20528	27.6	96.7	103	4757	28.9	22.4	108	10185	29.2	48.0	109	5586	24.3	26.3	91
MAGAZINE IMPERATIVE		17728	16992	22.9	95.8	102	3885	23.6	21.9	105	7827	22.5	44.2	100	5280	23.0	29.8	103
NEWSPAPER IMPERATIVE		22987	21133	28.4	91.9	98	4387	26.6	19.1	92	9833	28.2	42.8	97	6913	30.1	30.1	104
MAGAZINES-OUTDOOR: DUAL		16244	15639	21.1	96.3	103	3323	20.2	20.5	98	7527	21.6	46.3	105	4790	20.8	29.5	102
MAGAZINE IMPERATIVE		24016	22948	30.9	95.6	102	5470	33.2	22.8	110	11299	32.4	47.0	107	6179	26.9	25.7	89
OUTDOOR IMPERATIVE		26020	24183	32.6	92.9	99	5350	32.5	20.6	99	10564	30.3	40.6	92	8269	36.0	31.8	110
MAGAZINES-RADIO: DUAL		16918	16466	22.2	97.3	104	4041	24.5	23.9	115	8108	23.3	47.9	109	4317	18.8	25.5	88
MAGAZINE IMPERATIVE		23456	22423	30.2	95.6	102	4802	29.1	20.5	98	10703	30.7	45.6	104	6918	30.1	29.5	102
RADIO IMPERATIVE		23900	22147	29.8	92.7	99	4848	29.4	20.3	98	9961	28.6	41.7	95	7338	31.9	30.7	106
MAGAZINES-TELEVISION: DUAL		15791	14986	20.2	94.9	101	3477	21.1	22.0	106	7261	20.8	46.0	105	4248	18.5	26.9	93
MAGAZINE IMPERATIVE		25476	24770	33.3	97.2	104	5345	32.4	21.0	101	12046	34.6	47.3	108	7379	32.1	29.0	100
TELEVISION IMPERATIVE		25744	23300	31.4	90.5	97	5248	31.8	20.4	98	10516	30.2	40.8	93	7536	32.8	29.3	101
NEWSPAPERS-OUTDOOR: DUAL		17628	16857	22.7	95.6	102	3450	20.9	19.6	94	8197	23.5	46.5	106	5210	22.7	29.6	102
NEWSPAPER IMPERATIVE		26414	24718	33.3	93.6	100	5586	33.9	21.1	102	11940	34.3	45.2	103	7192	33.3	27.2	94
OUTDOOR IMPERATIVE		23059	21743	29.3	94.3	101	5077	30.8	22.0	106	9449	27.1	41.0	93	7218	31.4	31.3	108
NEWSPAPERS-RADIO: DUAL		17996	17077	23.0	94.9	101	3699	22.4	20.6	99	8420	24.2	46.8	106	4958	21.6	27.6	95
NEWSPAPER IMPERATIVE		26269	24662	33.2	93.9	100	5189	31.5	19.8	95	11869	34.1	45.2	103	7605	33.1	29.0	100
RADIO IMPERATIVE		21342	20234	27.2	94.8	101	4802	29.1	22.5	108	8843	25.4	41.4	94	6589	28.7	30.9	106
NEWSPAPERS-TELEVISION: DUAL		17359	16210	21.8	93.4	100	3544	21.5	20.4	98	7753	22.3	44.7	102	4912	21.4	28.3	98
NEWSPAPER IMPERATIVE		26889	25639	34.5	95.4	102	5546	33.7	20.6	99	12471	35.8	46.4	106	7622	33.2	28.3	98
TELEVISION IMPERATIVE		21698																

TOOTHPASTE: USAGE ON AVERAGE DAY
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	74289	100.0	93.7	100	16478	100.0	20.8	100	34826	100.0	43.9	100	22985	100.0	29.0	100
ATLANTIC MONTHLY	452	436	0.6	96.5	103	**50	0.3	11.1	53	*240	0.7	53.1	121	*147	0.6	32.5	112
BARRON'S	1058	1048	1.4	99.1	106	*205	1.2	19.4	93	507	1.5	47.9	109	336	1.5	31.8	110
BETTER HOMES & GARDENS	4773	4506	6.1	94.4	101	912	5.5	19.1	92	2414	6.9	50.6	115	1181	5.1	24.7	85
BON APPETIT	1037	989	1.3	95.4	102	234	1.4	22.6	109	484	1.4	46.7	106	271	1.2	26.1	90
BUSINESS WEEK	3193	3092	4.2	96.8	103	925	5.6	29.0	139	1521	4.4	47.6	108	646	2.8	20.2	70
CAR AND DRIVER	2705	2623	3.5	97.0	103	535	3.2	19.8	95	1358	3.9	50.2	114	730	3.2	27.0	93
CBS MAGAZINE NETWORK (GROSS)	5678	5518	7.4	97.2	104	1211	7.3	21.3	103	3003	8.6	52.9	120	1303	5.7	22.9	79
CHANGING TIMES	1847	1748	2.4	94.6	101	538	3.3	29.1	140	766	2.2	41.5	94	444	1.9	24.0	83
COLONIAL HOMES	492	458	0.6	93.1	99	**103	0.6	20.9	101	281	0.8	57.1	130	**75	0.3	15.2	53
CONDE NAST MAG. PKG. (GROSS)	2066	1964	2.6	95.1	101	485	2.9	23.5	113	1142	3.3	55.3	126	337	1.5	16.3	56
CONSUMERS DIGEST	1719	1597	2.1	92.9	99	332	2.0	19.3	93	838	2.4	48.7	111	427	1.9	24.8	86
COSMOPOLITAN	1762	1685	2.3	95.6	102	424	2.6	24.1	116	818	2.3	46.4	106	443	1.9	25.1	87
COUNTRY LIVING	1110	1024	1.4	92.3	98	*244	1.5	22.0	106	527	1.5	47.5	108	253	1.1	22.8	79
CUISINE	660	645	0.9	97.7	104	*146	0.9	22.1	106	367	1.1	55.6	127	*132	0.6	20.0	69
CYCLE WORLD	1924	1888	2.5	98.1	105	440	2.7	22.9	110	1040	3.0	54.1	123	409	1.8	21.3	73
DCI:CREATIVE IDEAS FOR LIV	437	406	0.5	92.9	99	**106	0.6	24.3	117	*200	0.6	45.8	104	**99	0.4	22.7	78
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	2320	3.1	93.1	99	566	3.4	22.7	109	1190	3.4	47.8	109	565	2.5	22.7	78
DISCOVER	1279	1238	1.7	96.8	103	*310	1.9	24.2	117	554	1.6	43.3	99	375	1.6	29.3	101
EBONY	2898	2785	3.7	96.1	103	878	5.3	30.3	146	1291	3.7	44.5	101	617	2.7	21.3	73
ESQUIRE	1384	1357	1.8	98.0	105	307	1.9	22.2	107	639	1.8	46.2	105	411	1.8	29.7	102
ESSENCE	850	815	1.1	95.9	102	302	1.8	35.5	171	405	1.2	47.6	108	**108	0.5	12.7	44
FAMILY CIRCLE	2430	2284	3.1	94.0	100	320	1.9	13.2	63	1350	3.9	55.6	126	613	2.7	25.2	87
THE FAMILY HANDYMAN	2356	2223	3.0	94.4	101	392	2.4	16.6	80	1092	3.1	46.3	105	739	3.2	31.4	108
FAMILY WEEKLY	11533	10836	14.6	94.0	100	2000	12.1	17.3	83	5335	15.3	46.3	105	3501	15.2	30.4	105
FIELD & STREAM	7444	7073	9.5	95.0	101	1463	8.9	19.7	95	3532	10.1	47.4	108	2078	9.0	27.9	96
FOOD & WINE	416	412	0.6	99.0	106	**66	0.4	15.9	76	*219	0.6	52.6	120	*126	0.5	30.3	104
FORBES	1865	1825	2.5	97.9	104	426	2.6	22.8	110	805	2.3	43.2	98	594	2.6	31.8	110
FORTUNE	1849	1789	2.4	96.8	103	380	2.3	20.6	99	859	2.5	46.5	106	550	2.4	29.7	103
GENTLEMEN'S QUARTERLY	2284	2244	3.0	98.2	105	550	3.3	24.1	116	1113	3.2	48.7	111	581	2.5	25.4	88
GLAMOUR	538	531	0.7	98.7	105	**55	0.3	10.2	49	*359	1.0	66.7	152	*116	0.5	21.6	74
GOLF DIGEST	1649	1549	2.1	93.9	100	371	2.3	22.5	108	797	2.3	48.3	110	381	1.7	23.1	80
GOLF DIGEST/TENNIS (GROSS)	2294	2153	2.9	93.9	100	514	3.1	22.4	108	1078	3.1	47.0	107	560	2.4	24.4	84
GOLF MAGAZINE	1577	1507	2.0	95.6	102	228	1.4	14.5	70	840	2.4	53.3	121	438	1.9	27.8	96
GOLF MAGAZINE/SKI (GROSS)	2487	2403	3.2	96.6	103	445	2.7	17.9	86	1301	3.7	52.3	119	657	2.9	26.4	91
GOOD HOUSEKEEPING	2569	2446	3.3	95.2	102	476	2.9	18.5	89	1312	3.8	51.1	116	658	2.9	25.6	88
HARPER'S BAZAAR	431	417	0.6	96.8	103	**85	0.5	19.7	95	*277	0.8	64.3	146	**55	0.2	12.8	44
HEALTH	788	726	1.0	92.1	98	**156	0.9	19.8	95	355	1.0	45.1	103	*215	0.9	27.3	94
HEARST MAG CORP. BUY (GROSS)	18781	17888	24.1	95.2	102	3863	23.4	20.6	99	9188	26.4	48.9	111	4838	21.0	25.8	89
HEARST MAN POWER (GROSS)	9169	8796	11.8	95.9	102	1909	11.6	20.8	100	4335	12.4	47.3	108	2552	11.1	27.8	96
HEARST WOMAN POWER (GROSS)	5452	5150	6.9	94.5	101	1036	6.3	19.0	91	2686	7.7	49.3	112	1428	6.2	26.2	90
HOUSE BEAUTIFUL	1020	985	1.3	96.6	103	*261	1.6	25.6	123	471	1.4	46.2	105	253	1.1	24.8	86
INC.	993	976	1.3	98.3	105	*241	1.5	24.3	117	485	1.4	48.8	111	*251	1.1	25.3	87
JET	2808	2666	3.6	94.9	101	864	5.2	30.8	148	1213	3.5	43.2	98	589	2.6	21.0	72
LADIES' HOME JOURNAL	1868	1769	2.4	94.7	101	334	2.0	17.9	86	1104	3.2	59.1	135	330	1.4	17.7	61
LHJ FAMILY GRP COMBO(GROSS)	3582	3362	4.5	93.9	100	640	3.9	12.9	86	1874	5.4	52.3	119	849	3.7	23.7	82
LIFE	4817	4634	6.2	96.2	103	1177	7.1	24.4	118	2338	6.7	48.5	110	1118	4.9	23.2	80
L.A. TIMES HOME MAGAZINE	1465	1439	1.9	98.2	105	294	1.8	20.1	97	764	2.2	52.2	119	381	1.7	26.0	90
MADemoisELLE	460	390	0.5	84.8	90	**75	0.5	16.3	78	*285	0.8	62.0	141	*229	0.1	6.3	22
MC CALL'S	1764	1632	2.2	92.5	99	325	2.0	18.4	89	874	2.5	49.5	113	433	1.9	24.5	85
MC CALL'S/WRK MOTHER (GROSS)	2062	1930	2.6	93.6	100	382	2.3	18.5	89	1031	3.0	50.0	114	517	2.2	25.1	86
MECHANIX ILLUSTRATED	3625	3378	4.5	93.2	99	640	3.9	17.7	85	1608	4.6	44.4	101	1131	4.9	31.2	108
METROPOLITAN HOME	495	477	0.6	96.4	103	**69	0.4	13.9	67	303	0.9	61.2	139	**105	0.5	21.2	73
MONEY	3017	2924	3.9	96.9	103	728	4.4	24.1	116	1575	4.5	52.2	119	621	2.7	20.6	71
MOTHER EARTH NEWS	1203	1140	1.5	94.8	101	*181	1.1	15.0	72	605	1.7	50.3	114	354	1.5	29.4	101
MS.	*257	*250	0.3	97.3	104	**66	0.4	25.7	124	**171	0.5	66.5	151	**12	0.1	4.7	16
NATIONAL ENQUIRER	6921	6438	8.7	93.0	99	1490	9.0	21.5	104	3116	8.9	45.0	102	1832	8.0	26.5	91
NATIONAL GEOGRAPHIC	11626	11193	15.1	96.3	103	2261	13.7	19.4	94	5640	16.2	48.5	110	3292	14.3	28.3	98
NATIONAL SUNDAY MAGAZINE PKG	49424	46745	62.9	94.6	101	9889	60.0	20.0	96	22792	65.4	46.1	105	14064	61.2	28.5	98
NATURAL HISTORY	753	717	1.0	95.2	102	**144	0.9	19.1	92	386	1.1	51.3	117	*187	0.8	24.8	86
NEW WOMAN	*296	*290	0.4	98.0	105	**83	0.5	28.0	135	**181	0.5	61.1	139	**27	0.1	9.1	31
NEW YORK INCLUDING CUE	541	520	0.7	96.1	103	*126	0.8	23.3	112	259	0.7	47.9	109	*135	0.6	25.0	86
THE NEW YORKER	1078	1058	1.4	98.1	105	238	1.4	22.1	106	535	1.5	49.6	113	286	1.2	26.5	91
NEWSWEEK	9602	9274	12.5	96.6	103	2141	13.0	22.3	107	4700	13.5	48.9	111	2433	10.6	25.3	87
THE N.Y. TIMES DAILY EDITION	1376	1348	1.8	98.0	105	311	1.9	22.6	109	645	1.9	46.9	107	392	1.7	28.5	98
THE N.Y. TIMES MAGAZINE	2110	2074	2.8	98.3	105	490	3.0	23.2	112	1039	3.0	49.2	112	545	2.4	25.8	89
OMNI	1927	1873	2.5	97.2	104	389	2.4	20.2	97	911	2.6	47.3	108	573	2.5	29.7	103
ON CABLE	911	850	1.1	93.3	100	*210	1.3	23.1	111	387	1.1	42.5	97	253	1.1	27.8	96
1001 HOME IDEAS	927	867	1.2	93.5	100	*149	0.9	16.1	77	415	1.2	44.8	102	303	1.3	32.7	113
ORGANIC GARDENING	1430	1298	1.7	90.8	97	*185	1.1	12.9	62	591	1.7	41.3	94	522	2.3	36.5	126
OUTDOOR LIFE	4064	3919	5.3	96.4	103	849	5.2	20.9	100	1847	5.3	45.4	103	1223	5.3	30.1	104
PARADE MAGAZINE	24538	23172	31.2	94.4	101	5061	30.7	20.6	99	11212	32.2	45.7	104	6898	30.0	28.1	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOOTHPASTE: USAGE ON AVERAGE DAY
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL MALES	79263	74289	100.0	93.7	100	16478	100.0	20.1	100	34826	100.0	43.9	100	22985	100.0	29.0	100
PARENTS	1126	1107	1.5	98.3	105	*291	1.8	25.8	124	537	1.5	47.7	104	279	1.2	24.8	85
PENTHOUSE	4157	4052	5.5	97.5	104	965	5.9	23.2	112	1977	5.7	47.6	104	1111	4.8	26.7	92
PEOPLE	7591	7385	9.9	97.3	104	1626	9.9	21.4	103	3864	11.1	50.9	116	1896	8.2	25.0	86
PLAYBOY	8379	8105	10.9	96.7	103	1835	11.1	21.9	105	3796	10.9	45.3	103	2474	10.8	29.5	102
POPULAR HOT RODDING	2110	2050	2.8	97.2	104	458	2.8	21.7	104	1003	2.9	47.5	108	589	2.6	27.9	96
POPULAR MECHANICS	4850	4599	6.2	94.8	101	1073	6.5	22.1	106	2231	6.4	46.0	105	1295	5.6	26.7	92
POPULAR SCIENCE	3397	3269	4.4	96.2	103	660	4.0	19.4	93	1511	4.3	44.5	101	1099	4.8	32.4	112
PREVENTION	1720	1582	2.1	92.0	98	420	2.5	24.4	117	846	2.4	49.2	112	316	1.4	18.4	63
PSYCHOLOGY TODAY	1344	1316	1.8	97.9	104	358	2.2	26.6	128	616	1.8	45.8	104	342	1.5	25.4	88
READER'S DIGEST	16016	14980	20.2	93.5	100	2910	17.7	18.2	87	7679	22.0	47.9	109	4392	19.1	27.4	95
REDBOOK	1121	1018	1.4	90.8	97	*136	0.8	12.1	58	556	1.6	49.6	113	327	1.4	29.2	101
ROAD & TRACK	2161	2127	2.9	98.4	105	455	2.8	21.1	101	1070	3.1	49.5	113	602	2.6	27.9	96
ROLLING STONE	1948	1933	2.6	99.2	106	414	2.5	21.3	102	983	2.8	50.5	115	536	2.3	27.5	95
RUNNER'S WORLD	899	875	1.2	97.3	104	*291	1.8	32.4	156	376	1.1	41.8	95	*207	0.9	23.0	79
SATURDAY EVENING POST	841	795	1.1	94.5	101	*244	1.5	29.0	140	396	1.1	47.1	107	*156	0.7	18.5	64
SCIENCE 84	841	802	1.1	95.4	102	*146	0.9	17.4	84	392	1.1	46.6	106	*264	1.1	31.4	108
SCIENCE DIGEST	1194	1187	1.6	99.4	106	*229	1.4	19.2	92	578	1.7	48.4	110	381	1.7	31.9	110
SCIENTIFIC AMERICAN	1379	1349	1.8	97.8	104	259	1.6	18.8	90	666	1.9	48.3	110	424	1.8	30.7	106
SELF	436	429	0.6	98.4	105	*116	0.7	26.6	128	*190	0.5	43.6	99	*123	0.5	28.2	97
SEVENTEEN	614	609	0.8	99.2	106	*107	0.6	17.4	84	*441	1.3	71.8	163	*61	0.3	9.9	34
SKI	910	897	1.2	98.6	105	*217	1.3	23.8	115	461	1.3	50.7	115	*219	1.0	24.1	83
SMITHSONIAN	2937	2882	3.9	98.1	105	612	3.7	20.8	100	1406	4.0	47.9	109	864	3.8	29.4	101
SOAP OPERA DIGEST	545	511	0.7	93.8	100	*98	0.6	18.0	86	*299	0.9	54.9	125	*115	0.5	21.1	73
SOUTHERN LIVING	2054	1914	2.6	93.2	99	459	2.8	22.3	107	989	2.8	48.1	110	466	2.0	22.7	78
SPORT	2799	2664	3.6	95.2	102	679	4.1	24.3	117	1283	3.7	45.8	104	701	3.0	25.0	86
THE SPORTING NEWS	1938	1869	2.5	96.4	103	390	2.4	20.1	97	936	2.7	48.3	110	544	2.4	28.1	97
SPORTS AFIELD	3125	3009	4.1	96.3	103	607	3.7	19.4	93	1526	4.4	48.8	111	876	3.8	28.0	97
SPORTS ILLUSTRATED	11159	10850	14.6	97.2	104	2570	15.6	23.0	111	5344	15.3	47.9	109	2936	12.8	26.3	91
STAR	4095	3884	5.2	94.8	101	981	6.0	24.0	115	1791	5.1	43.7	100	1112	4.8	27.2	94
SUNDAY	25169	23798	32.0	94.6	101	5318	32.3	21.1	102	11726	33.7	46.6	106	6754	29.4	26.8	93
SUNSET	1294	1209	1.6	93.4	100	*165	1.0	12.8	61	680	2.0	52.6	120	364	1.6	28.1	97
TV GUIDE	18508	17635	23.7	95.3	102	4133	25.1	22.3	107	8269	23.7	44.7	102	5232	22.8	28.3	97
TENNIS	645	604	0.8	93.6	100	*143	0.9	22.2	107	281	0.8	43.6	99	*179	0.8	27.8	96
TIME	12124	11677	15.7	96.3	103	2756	16.7	22.7	109	5904	17.0	48.7	111	3017	13.1	24.9	86
TOWN & COUNTRY	493	463	0.6	93.9	100	*102	0.6	20.7	100	*248	0.7	50.3	114	*112	0.5	22.7	78
TRAVEL & LEISURE	1122	1083	1.5	96.5	103	*284	1.7	25.3	122	486	1.4	43.3	99	314	1.4	28.0	97
TRUE STORY	690	652	0.9	94.5	101	*214	1.3	31.0	149	*306	0.9	44.3	101	*133	0.6	19.3	66
U.S. NEWS & WORLD REPORT	6571	6234	8.4	94.9	101	1396	8.5	21.2	102	3104	8.9	47.2	108	1734	7.5	26.4	91
USA TODAY	3120	2976	4.0	95.4	102	722	4.4	23.1	111	1500	4.3	48.1	109	754	3.3	24.2	83
US	1315	1298	1.7	98.7	105	298	1.8	22.7	109	686	2.0	52.2	119	314	1.4	23.9	82
VOGUE	632	615	0.8	97.3	104	*238	1.4	37.7	181	*308	0.9	48.7	111	*69	0.3	10.9	38
MALL STREET JOURNAL	4247	4119	5.5	97.0	103	820	5.0	19.3	93	2185	6.3	51.4	117	1114	4.8	26.2	90
WEIGHT WATCHERS	398	388	0.5	97.5	104	*136	0.8	34.2	164	*148	0.4	37.2	85	*104	0.5	26.1	90
WOMAN'S DAY	1139	1059	1.4	93.0	99	*110	0.7	9.7	46	623	1.8	54.7	124	325	1.4	28.5	98
WORKING MOTHER	*298	*298	0.4	100.0	107	*57	0.3	19.1	92	*158	0.5	53.0	121	*84	0.4	28.2	97
WORKING WOMAN	327	325	0.4	99.4	106	*93	0.6	28.4	137	*174	0.5	53.2	121	*57	0.2	17.4	60
WORLD TENNIS	397	380	0.5	95.7	102	*54	0.3	13.6	65	*248	0.7	62.5	142	*78	0.3	19.6	68
ZIFF-DAVIS MAG NETWK (GROSS)	9635	9344	12.6	97.0	103	2059	12.5	21.4	103	4711	13.5	48.9	111	2573	11.2	26.7	92
BLAIR INSERTS	43762	41474	55.8	94.8	101	8930	54.2	20.4	98	20261	58.2	46.3	105	12284	53.4	28.1	97
DAILY NEWSPAPERS																	
READ ANY	52459	49457	66.6	94.3	101	10998	66.7	21.0	101	23541	67.6	44.9	102	14918	64.9	28.4	98
READ ONE	41891	39443	53.1	94.2	100	8843	53.7	21.1	102	18606	53.4	44.4	101	11994	52.2	28.6	99
READ TWO OR MORE	10568	10014	13.5	94.8	101	2155	13.1	20.4	98	4936	14.2	46.7	106	2923	12.7	27.7	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	49090	66.1	94.5	101	10514	63.8	20.2	97	23760	68.2	45.8	104	14815	64.5	28.5	98
READ ONE	44561	42039	56.6	94.3	101	9076	55.1	20.4	98	20286	58.2	45.5	104	12677	55.2	28.4	98
READ TWO OR MORE	7368	7051	9.5	95.7	102	1438	8.7	19.5	94	3474	10.0	47.1	107	2139	9.3	29.0	100
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	30.01				27.98				29.46				32.34			
30 DAY REACH	71522	67303	90.6	94.1	100	15240	92.5	21.3	102	31371	90.1	43.9	100	20692	90.0	28.9	100
50 SHMG - 30 DAY AV FREQ	15.55	15.75				14.64				15.50				16.93			
30 DAY REACH	68168	64167	86.4	94.1	100	14580	88.5	21.4	103	29796	85.6	43.7	99	19791	86.1	29.0	100
25 SHMG - 30 DAY AV FREQ	8.43	8.53				8.00				8.42				9.09			
30 DAY REACH	62898	59230	79.7	94.2	100	13348	81.0	21.2	102	27455	78.8	43.7	99	18428	80.2	29.3	101
CABLE TV: HOME WIRED	31664	30015	40.4	94.8	101	6671	40.5	21.1	101	14264	41.0	45.0	103	9081	39.5	28.7	99
HOME NOT WIRED	47599	44274	59.6	93.0	99	9807	59.5	20.6	99	20562	59.0	43.2	98	13905	60.5	29.2	101
HAVE PAY CABLE	17139	16427	22.1	95.8	102	3622	22.0	21.1	102	7947	22.8	46.4	106	4859	21.1	28.4	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	ALL USERS	A '000	B % DOWN	C % ACROSS	D % INDEX	HEAVY USERS	A '000	B % DOWN	C % ACROSS	D % INDEX	MEDIUM USERS	A '000	B % DOWN	C % ACROSS	D % INDEX	LIGHT USERS	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	74289	100.0	93.7	100		16478	100.0	20.8	100		34826	100.0	43.9	100		22985	100.0	29.0	100					
RADIO AVG. DAILY (M-F) CUME																									
6:00 AM - 10:00 AM	47626	45114	60.7	94.7	101		9844	59.7	20.7	99		21461	61.6	45.1	103		13810	60.1	29.0	100					
10:00 AM - 3:00 PM	29926	28129	37.9	94.0	100		6337	38.5	21.2	102		12969	37.2	43.3	99		8823	38.4	29.5	102					
3:00 PM - 7:00 PM	37666	36025	48.5	95.6	102		7958	48.3	21.1	102		17059	49.0	45.3	103		11008	47.9	29.2	101					
7:00 PM - MIDNIGHT	18909	17912	24.1	94.7	101		4289	26.0	22.7	109		8489	24.4	44.9	102		5135	22.3	27.2	94					
MIDNIGHT - 6:00 AM	11822	11387	15.3	96.3	103		2668	16.2	22.6	109		5137	14.8	43.5	99		3581	15.6	30.3	104					
6:00 AM - MIDNIGHT	63254	59772	80.5	94.5	101		13180	80.0	20.8	100		28246	81.1	44.7	102		18345	79.8	29.0	100					
ENTIRE DAY	64057	60508	81.4	94.5	101		13328	80.9	20.8	100		28536	81.9	44.5	101		18645	81.1	29.1	100					
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																									
ADULT CONTEMPORARY	16598	15793	21.3	95.2	102		3296	20.0	19.9	96		7497	21.5	45.2	103		5000	21.8	30.1	104					
ALL NEWS	3542	3374	4.5	95.3	102		708	4.3	20.0	96		1708	4.9	48.2	110		958	4.2	27.0	93					
AOR/PROGRESSIVE	7465	7193	9.7	96.4	103		1909	11.6	25.6	123		3337	9.6	44.7	102		1947	8.5	26.1	90					
BEAUTIFUL MUSIC	5061	4802	6.5	94.9	101		956	5.8	18.9	91		2498	7.2	49.4	112		1349	5.9	26.7	92					
BLACK	1914	1843	2.5	96.3	103		435	2.6	22.7	109		949	2.7	49.6	113		459	2.0	24.0	83					
CLASSICAL	2304	2227	3.0	96.7	103		388	2.4	16.8	81		1135	3.3	49.3	112		704	3.1	30.6	105					
CHR/ROCK	10663	10291	13.9	96.5	103		2503	15.2	23.5	113		4773	13.7	44.8	102		3015	13.1	28.3	98					
COUNTRY	13919	12903	17.4	92.7	99		2737	16.6	19.7	95		6038	17.3	43.4	99		4128	18.0	29.7	102					
GOLDEN OLDIES	2040	1925	2.6	94.4	101		509	3.1	25.0	120		794	2.3	38.9	89		622	2.7	30.5	105					
MOR/NOSTALGIA	5105	4831	6.5	94.6	101		971	5.9	19.0	91		2342	6.7	45.9	104		1519	6.6	29.8	103					
NEWS/TALK	4764	4518	6.1	94.8	101		811	4.9	17.0	82		2341	6.7	49.1	112		1367	5.9	28.7	99					
RELIGIOUS	2164	2016	2.7	93.2	99		510	3.1	23.6	113		858	2.5	39.6	90		648	2.8	29.9	103					
SOFT ROCK	623	593	0.8	95.2	102		**161	1.0	25.8	124		*245	0.7	39.3	90		*186	0.8	29.9	103					
URBAN CONTEMPORARY	1331	1290	1.7	96.9	103		314	1.9	23.6	113		595	1.7	44.7	102		381	1.7	28.6	99					
HIRED NETWORKS:																									
ABC CONTEMPORARY	3186	3133	4.2	98.3	105		708	4.3	22.2	107		1273	3.7	40.0	91		1152	5.0	36.2	125					
ABC DIRECTION	2724	2575	3.5	94.5	101		617	3.7	22.7	109		1242	3.6	45.6	104		716	3.1	26.3	91					
ABC ENTERTAINMENT	5256	4957	6.7	94.3	101		1039	6.3	19.8	95		2520	7.2	47.9	109		1398	6.1	26.6	92					
ABC FM	2263	2153	2.9	95.1	102		556	3.4	24.6	118		997	2.9	44.1	100		601	2.6	26.6	92					
ABC INFORMATION	5618	5178	7.0	92.2	98		1089	6.6	19.4	93		2372	6.8	42.2	96		1716	7.5	30.5	105					
ABC ROCK	2857	2817	3.8	98.6	105		653	4.0	22.9	110		1468	4.2	51.4	117		697	3.0	24.4	84					
CBS	5953	5597	7.5	94.0	100		1137	6.9	19.1	92		2700	7.8	45.4	103		1760	7.7	29.6	102					
MUTUAL	4979	4646	6.3	93.3	100		895	5.4	18.0	86		2324	6.7	46.7	106		1428	6.2	28.7	99					
NBC	7279	6738	9.1	92.6	99		1271	7.7	17.5	84		3242	9.3	44.5	101		2225	9.7	30.6	105					
RADIORADIO	2389	2318	3.1	97.0	104		524	3.2	21.9	106		1053	3.0	44.1	100		741	3.2	31.0	107					
RKO ONE	2583	2489	3.4	96.4	103		594	3.6	23.0	111		1161	3.3	44.9	102		734	3.2	28.4	98					
RKO TWO	3674	3496	4.7	95.2	102		752	4.6	20.5	98		1664	4.8	45.3	103		1080	4.7	29.4	101					
THE SOURCE	3514	3357	4.5	95.5	102		892	5.4	25.4	122		1445	4.1	41.1	94		1020	4.4	29.0	100					
NON-HIRED : BLAIR	9864	9410	12.7	95.4	102		2087	12.7	21.2	102		4422	12.7	44.8	102		2901	12.6	29.4	101					
INTERNET	13522	13029	17.5	96.4	103		3025	18.4	22.4	108		6178	17.7	45.7	104		3827	16.6	28.3	98					
KATZ RADIO GROUP	19321	18346	24.7	95.0	101		3833	23.3	19.8	95		9193	26.4	47.6	108		5321	23.1	27.5	95					
SUPERNET	10739	10212	13.7	95.1	101		2364	14.3	22.0	106		4823	13.8	44.9	102		3025	13.2	28.2	97					
TELEVISION AVG. HALF HOUR																									
MKDAY 7:00 AM - 9:00 AM	5106	4685	6.3	91.8	98		1193	7.2	23.4	112		2073	6.0	40.6	92		1418	6.2	27.8	96					
MKDAY 9:00 AM - 1:00 PM	5383	4887	6.6	90.8	97		1129	6.9	21.0	101		2316	6.7	43.0	98		1442	6.3	26.8	92					
MKDAY 1:00 PM - 4:30 PM	6469	5875	7.9	90.8	97		1286	7.8	19.9	96		2695	7.7	41.7	95		1893	8.2	29.3	101					
MKDAY 4:30 PM - 7:30 PM	19661	18169	24.5	92.4	99		4149	25.2	21.1	102		8365	24.0	42.5	97		5655	24.6	28.8	99					
MKDAY 7:30 PM - 8:00 PM	27579	25614	34.5	92.9	99		5622	34.1	20.4	98		11931	34.3	43.3	98		8061	35.1	29.2	101					
MKDAY 11:00 PM - 11:30 PM	22964	21256	28.6	92.6	99		4882	29.6	21.3	102		9704	27.9	42.3	96		6670	29.0	29.0	100					
MKDAY 11:30 PM - 1:00 AM	8158	7515	10.1	92.1	98		1745	10.6	21.4	103		3377	9.7	41.4	94		2393	10.4	29.3	101					
M-SAT 8-11 PM-SUN 7-11 PM	30140	28077	37.8	93.2	99		6095	37.0	20.2	97		13352	38.3	44.3	101		8630	37.5	28.6	99					
MKDY DAYTIME NTMK 7AM-4:30PM																									
ALL MY CHILDREN	A	2048	1859	2.5	90.8	97	348	2.1	17.0	82		1013	2.9	49.5	113		498	2.2	24.3	84					
ANOTHER WORLD	N	1214	1106	1.5	91.1	97	304	1.8	25.0	120		508	1.5	41.8	95		293	1.3	24.1	83					
AS THE WORLD TURNS	C	1740	1574	2.1	90.5	97	224	1.4	12.9	62		713	2.0	41.0	93		637	2.8	36.6	126					
CAPITOL	C	1016	941	1.3	92.6	99	169	1.0	16.6	80		455	1.3	44.8	102		317	1.4	31.2	108					

TOOTHPASTE: USAGE ON AVERAGE DAY
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	74289	100.0	93.7	100	16478	100.0	20.8	100	34826	100.0	43.9	100	22985	100.0	29.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	22341	30.1	91.9	98	4999	30.3	20.6	99	10331	29.7	42.5	97	7010	30.5	28.8	99
NETWORK AFFILIATES - LATE	17197	15930	21.4	92.6	99	3455	21.0	20.1	97	7487	21.5	43.5	99	4988	21.7	29.0	100
INDEPENDENTS - LATE	2887	2737	3.7	94.8	101	627	3.8	21.7	104	1339	3.8	46.4	106	772	3.4	25.7	92
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	10533	14.2	93.2	99	2243	13.6	19.8	95	5034	14.5	44.5	101	3257	14.2	28.8	99
ABC MONDAY NIGHT MOVIE	A 4379	4071	5.5	93.0	99	804	4.9	18.4	88	2049	5.9	46.8	106	1217	5.3	27.8	96
ABC SUNDAY NIGHT MOVIE	A 9910	9326	12.6	94.1	100	1968	11.9	19.9	96	4413	12.7	44.5	101	2946	12.8	29.7	103
ABC WORLD NEWS TONIGHT	A 6212	5797	7.8	93.3	100	1397	8.5	22.5	108	2563	7.4	41.3	94	1837	8.0	29.6	100
AFTERMASH	C 4575	4160	5.6	90.9	97	857	5.2	18.7	90	2123	6.1	46.4	106	1180	5.1	25.8	89
ALICE	C 6777	6259	8.4	92.4	99	1195	7.3	17.6	85	3075	8.8	45.4	103	1990	8.7	29.4	101
AMERICAN PARADE	C 4868	4392	5.9	90.2	96	976	5.9	20.0	96	2090	6.0	42.9	98	1327	5.8	27.3	94
BENSON	A 7593	6933	9.3	91.3	97	1549	9.4	20.4	98	3144	9.0	41.4	94	2241	9.7	29.5	102
BLUE THUNDER	A 6036	5653	7.6	93.7	100	1191	7.2	19.7	95	2694	7.7	44.6	102	1768	7.7	29.3	101
CAGNEY & LACEY	C 7698	7020	9.4	91.2	97	1424	8.6	18.5	89	3269	9.4	42.5	97	2327	10.1	30.2	104
CBS EVENING NEWS-DEAN	C 4066	3672	4.9	90.3	96	713	4.3	17.5	84	1680	4.8	41.3	94	1279	5.6	31.5	108
CBS EVENING NEWS-RATHER	C 8092	7401	10.0	91.5	98	1514	9.2	18.7	90	3516	10.1	43.5	99	2371	10.3	29.3	101
CBS SAT. NEWS-SCHIEFFER	C 4795	4249	5.7	88.6	95	854	5.2	17.8	86	1963	5.6	40.9	93	1432	6.2	29.9	103
CBS SATURDAY NIGHT MOVIE	C 6034	5706	7.7	94.6	101	1098	6.7	18.2	88	2722	7.8	45.1	103	1886	8.2	31.3	108
CBS WEDNESDAY NIGHT MOVIE	C 4993	4601	6.2	92.1	98	993	6.0	19.9	96	1974	5.7	39.5	90	1634	7.1	32.7	113
CHEERS	N 6976	6626	8.9	95.0	101	1371	8.3	19.7	95	3053	8.8	43.8	100	2202	9.6	31.6	109
DALLAS	C 13575	12335	16.6	90.9	97	2522	15.3	18.6	89	6268	18.0	46.2	105	3545	15.4	26.1	90
DIFF'RENT STROKES	N 3684	3271	4.4	88.8	95	667	4.0	18.1	87	1663	4.8	45.1	103	940	4.1	25.5	88
DOUBLE TROUBLE	N 4462	4196	5.6	94.0	100	901	5.5	20.2	97	2015	5.8	45.2	103	1281	5.6	28.7	99
DUCK FACTORY	N 4810	4543	6.1	94.4	101	927	5.6	19.3	93	2175	6.2	45.2	103	1441	6.3	30.0	103
DUKES OF HAZZARD	C 5951	5436	7.3	91.3	97	1050	6.4	17.6	85	2527	7.3	42.5	97	1860	8.1	31.3	108
DYNASTY	A 11325	10473	14.1	92.5	99	2338	14.2	20.6	99	5207	15.0	46.0	105	2928	12.7	25.9	89
FACTS OF LIFE	N 4512	4184	5.6	92.7	99	860	5.2	19.1	92	2122	6.1	47.0	107	1202	5.2	26.6	92
FALCON CREST	C 9215	8359	11.3	90.7	97	1705	10.3	18.5	89	4077	11.7	44.2	101	2576	11.2	28.0	96
FALL GUY	A 8604	8004	10.8	93.0	99	1885	11.4	21.9	105	3802	10.9	44.2	101	2317	10.1	26.9	93
FAMILY TIES	N 4179	3793	5.1	90.8	97	754	4.6	18.0	87	1870	5.4	44.7	102	1169	5.1	28.0	96
FANTASY ISLAND	A 4781	4434	6.0	92.7	99	904	5.5	18.9	91	2255	6.5	47.2	107	1275	5.5	26.7	92
FOULUPS, BLEEPs & BLUNDERS	A 6697	6236	8.4	93.1	99	1451	8.8	21.7	104	2809	8.1	41.9	95	1976	8.6	29.5	102
FOUR SEASONS	C 3873	3531	4.8	91.2	97	724	4.4	18.7	90	1879	5.4	48.5	110	928	4.0	24.0	83
GIMME A BREAK	N 4310	3879	5.2	90.0	96	815	4.9	18.9	91	1803	5.2	41.8	95	1261	5.5	29.3	101
HART TO HART	A 5751	5253	7.1	91.3	97	1135	6.9	19.7	95	2393	6.9	41.6	95	1725	7.5	30.0	103
HILL STREET BLUES	N 8568	8129	10.9	94.9	101	1818	11.0	21.2	102	3916	11.2	45.7	104	2395	10.4	28.0	96
HOTEL	A 8801	8018	10.8	91.1	97	1600	9.7	18.2	87	4102	11.8	46.6	106	2317	10.1	26.3	91
JEFFERSONS	C 6978	6348	8.5	91.0	97	1291	7.8	18.5	89	3095	8.9	44.4	101	1963	8.5	28.1	97
JENNIFER SLEPT HERE	N 3021	2679	3.6	88.7	95	596	3.6	19.7	95	1285	3.7	42.5	97	799	3.5	26.4	91
KATE & ALLIE	C 6811	6387	8.6	93.8	100	1149	7.0	16.9	81	3123	9.0	45.9	104	2116	9.2	31.1	107
KNIGHT RIDER	N 5256	4902	6.6	93.3	100	1021	6.2	19.4	93	2287	6.6	43.5	99	1594	6.9	30.3	105
LOVE BOAT	A 7174	6616	8.9	92.2	98	1342	8.1	18.7	90	3355	9.6	46.8	106	1920	8.4	26.8	92
MAGNUM PI	C 10438	9778	13.2	93.7	100	2041	12.4	19.6	94	4691	13.5	44.9	102	3046	13.3	29.2	101
MAMA'S FAMILY	N 3488	3124	4.2	89.6	96	611	3.7	17.5	84	1520	4.4	43.6	99	993	4.3	28.5	98
MASTER, THE	N 4127	3838	5.2	93.0	99	760	4.6	18.4	89	1937	5.6	46.9	107	1141	5.0	27.6	95
MATT HOUSTON	A 5978	5632	7.6	94.2	101	1187	7.2	19.9	96	2591	7.4	43.3	99	1854	8.1	31.0	107
NBC MONDAY NIGHT MOVIE	N 10446	9861	13.3	94.4	101	2177	13.2	20.8	100	4572	13.1	43.8	100	3112	13.5	29.8	103
NBC NIGHTLY NEWS	N 5571	5092	6.9	91.4	98	1123	6.8	20.2	97	2213	6.4	39.7	90	1755	7.6	31.5	109
NBC NIGHTLY NEWS-SAT	N 3675	3332	4.5	90.7	97	669	4.1	18.2	88	1577	4.5	42.9	98	1087	4.7	29.6	102
NBC NIGHTLY NEWS-SUN	N 2905	2644	3.6	91.0	97	564	3.4	19.4	93	1229	3.5	42.3	96	851	3.7	29.3	101
NBC SUNDAY NIGHT MOVIE	N 8352	7957	10.7	95.3	102	1759	10.7	21.1	101	3742	10.7	44.8	102	2456	10.7	29.4	101
NEBHART	C 6864	6335	8.5	92.3	98	1303	7.9	19.0	91	3057	8.8	44.5	101	1974	8.6	28.8	99
ONE DAY AT A TIME	C 3866	3496	4.7	90.4	96	761	4.6	19.7	95	1769	5.1	45.8	104	966	4.2	25.0	86
PEOPLE ARE FUNNY	N 3956	3565	4.8	90.1	96	691	4.2	17.5	84	1876	5.4	47.4	108	999	4.3	25.3	87
REAL PEOPLE	N 6305	5772	7.8	91.5	98	1239	7.5	19.7	95	2763	7.9	43.8	100	1770	7.7	28.1	97
REMINGTON STEELE	N 5884	5541	7.5	94.2	100	1080	6.6	18.4	88	2918	8.4	49.6	113	1543	6.7	26.2	90
RIPLY'S BELIEVE IT - NOT	A 5706	5308	7.1	93.0	99	1239	7.5	21.7	104	2362	6.8	41.4	94	1707	7.4	29.9	103
RIPTIDE	N 6202	5805	7.8	93.6	100	1218	7.4	19.6	94	2915	8.4	47.0	107	1672	7.3	27.0	93
SCARECROW & MRS. KING	C 6513	6001	8.1	92.1	98	1190	7.2	18.3	88	2925	8.4	44.9	102	1887	8.2	29.0	100
SIMON & SIMON	C 8593	8098	10.9	94.2	101	1640	10.0	19.1	92	4163	12.0	48.4	110	2295	10.0	26.7	92
60 MINUTES	C 13342	12319	16.6	92.3	99	2571	15.6	19.3	93	5970	17.1	44.7	102	3779	16.4	28.3	98
ST. ELSEWHERE	N 6029	5742	7.7	95.2	102	1211	7.3	20.1	97	2669	7.7	44.3	101	1861	8.1	30.9	106
THREE'S COMPANY	A 8565																

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	83637	100.0	94.5	100	24843	100.0	28.1	100	42785	100.0	48.4	100	16010	100.0	18.1	100
FEMALE HOMEMAKERS	80986	76295	91.2	94.2	100	22064	88.8	27.2	97	39357	92.0	48.6	100	14874	92.9	18.4	101
EMPLOYED MOTHERS	18702	18606	22.2	99.5	105	5072	20.4	27.1	97	10384	24.3	55.5	115	3150	19.7	16.8	93
18 - 24	14726	14513	17.4	98.6	104	5573	22.4	37.8	135	6799	15.9	46.2	95	2141	13.4	14.5	80
25 - 34	20202	20007	23.9	99.0	105	5992	24.1	29.7	106	10482	24.5	51.9	107	3534	22.1	17.5	97
35 - 44	14781	14541	17.4	98.4	104	4141	16.7	28.0	100	7782	18.2	52.6	109	2618	16.4	17.7	98
45 - 54	11449	10918	13.1	95.4	101	2827	11.4	24.7	88	5806	13.6	50.7	105	2285	14.3	20.0	110
55 - 64	11846	10772	12.9	90.9	96	2564	10.3	21.6	77	5979	14.0	50.5	104	2229	13.9	18.8	104
65 OR OLDER	15459	12886	15.4	83.4	88	3747	15.1	24.2	86	5937	13.9	38.4	79	3203	20.0	20.7	111
18 - 34	34928	34520	41.3	98.8	105	11564	46.5	33.1	118	17281	40.4	49.5	102	5675	35.4	16.2	90
18 - 49	55154	54312	64.9	98.5	104	17255	69.5	31.3	111	27652	64.6	50.1	104	9405	58.7	17.1	94
25 - 54	46433	45466	54.4	97.9	104	12959	52.2	27.9	99	24070	56.3	51.8	107	8437	52.7	18.2	100
35 - 49	20226	19792	23.7	97.9	104	5691	22.9	28.1	100	10371	24.2	51.3	106	3730	23.3	18.4	102
50 OR OLDER	33310	29325	35.1	88.0	93	7587	30.5	22.8	81	15133	35.4	45.4	94	6605	41.3	19.8	110
GRADUATED COLLEGE	12110	11849	14.2	97.8	103	3732	15.0	30.8	110	6313	14.8	52.1	108	1804	11.3	14.9	82
ATTENDED COLLEGE	15309	14794	17.7	96.6	102	4654	18.7	30.4	108	7810	18.3	51.0	105	2330	14.6	15.2	84
GRADUATED HIGH SCHOOL	36912	35474	42.4	96.1	102	9483	38.2	25.7	91	18868	44.1	51.1	106	7123	44.5	19.3	107
DID NOT GRADUATE HIGH SCHOOL	24134	21521	25.7	89.2	94	6974	28.1	28.9	103	9794	22.9	40.6	84	4753	29.7	19.7	109
EMPLOYED FULL-TIME	35457	34594	41.4	97.6	103	9482	38.2	26.7	95	19110	44.7	53.9	111	6002	37.5	16.9	94
EMPLOYED PART-TIME	8514	8261	9.9	97.0	103	2723	11.0	32.0	114	4058	9.5	47.7	99	1481	9.3	17.4	96
NOT EMPLOYED	44494	40782	48.8	91.7	97	12638	50.9	28.4	101	19617	45.9	44.1	91	8527	53.3	19.2	106
PROFESSIONAL/MANAGER	10811	10581	12.7	97.9	104	3208	12.9	29.7	106	5864	13.7	54.2	112	1509	9.4	14.0	77
TECH/CLERICAL/SALES	19640	19141	22.9	97.5	103	5478	22.1	27.9	99	10427	24.4	53.1	110	3236	20.2	16.5	91
PRECISION/CRAFT	1023	962	1.2	94.0	99	**232	0.9	22.7	81	*513	1.2	50.1	104	**217	1.4	21.2	117
OTHER EMPLOYED	12498	12173	14.6	97.4	103	3287	13.2	26.3	94	6364	14.9	50.9	105	2522	15.8	20.2	112
SINGLE	15995	15556	18.6	97.3	103	5972	24.0	37.3	133	6978	16.3	43.6	90	2606	16.3	16.3	90
MARRIED	51689	49243	58.9	95.3	101	13110	52.8	25.4	90	26624	62.2	51.5	107	9508	59.4	18.4	102
DIVORCED/SEPARATED/WIDOWED	20780	18839	22.5	90.7	96	5760	23.2	27.7	99	9183	21.5	44.2	91	3896	24.3	18.7	104
PARENTS	33922	33495	40.0	98.7	104	9948	40.0	29.3	104	17789	41.6	52.4	108	5759	36.0	17.0	94
WHITE	76422	72268	86.4	94.6	100	21225	85.4	27.8	99	36802	86.0	48.2	100	14242	89.0	18.6	103
BLACK	10066	9547	11.4	94.8	100	3007	12.1	29.9	106	4932	11.5	49.0	101	1608	10.0	16.0	88
OTHER	1976	1822	2.2	92.2	98	*610	2.5	30.9	110	1052	2.5	53.2	110	**160	1.0	8.1	45
NORTHEAST-CENSUS	19803	18666	22.3	94.3	100	6193	24.9	31.3	111	9441	22.1	47.7	99	3032	18.9	15.3	85
NORTH CENTRAL	22181	20848	24.9	94.0	99	5224	21.0	23.6	84	10163	23.8	45.8	95	5461	34.1	24.6	136
SOUTH	30082	28490	34.1	94.7	100	8971	36.1	29.8	106	14858	34.7	49.4	102	4662	29.1	15.5	86
WEST	16398	15633	18.7	95.3	101	4455	17.9	27.2	97	8324	19.5	50.8	105	2855	17.8	17.4	96
NORTHEAST-MKTG.	20163	19041	22.8	94.4	100	6216	25.0	30.8	110	9873	23.1	49.0	101	2952	18.4	14.6	81
EAST CENTRAL	13054	12129	14.5	92.9	98	3370	13.6	25.8	92	6125	14.3	46.9	97	2634	16.5	20.2	111
WEST CENTRAL	14993	14220	17.0	94.8	100	3484	14.8	23.2	83	6792	15.9	45.3	94	3944	24.6	26.3	145
SOUTH	25785	24444	29.2	94.8	100	7844	31.6	30.4	108	12605	29.5	48.9	101	3994	24.9	15.5	86
PACIFIC	14470	13803	16.5	95.4	101	3928	15.8	27.1	97	7389	17.3	51.1	106	2486	15.5	17.2	95
COUNTY SIZE A	36705	35095	42.0	95.6	101	10657	42.9	29.0	103	18453	43.1	50.3	104	5986	37.4	16.3	90
COUNTY SIZE B	26819	25281	30.2	94.3	100	7802	31.4	29.1	104	12486	29.2	46.6	96	4993	31.2	18.6	103
COUNTY SIZE C	13597	12767	15.3	93.9	99	3605	14.5	26.5	94	6599	15.4	48.5	100	2563	16.0	18.8	104
COUNTY SIZE D	11344	10494	12.5	92.5	98	2779	11.2	24.5	87	5248	12.3	46.3	96	2468	15.4	21.8	120
METRO CENTRAL CITY	26825	25362	30.3	94.5	100	8492	34.2	31.7	113	12520	29.3	46.7	97	4351	27.2	16.2	90
METRO SUBURBAN	39912	38145	45.6	95.6	101	10891	43.8	27.3	97	19959	46.6	50.0	103	7295	45.6	18.3	101
NON METRO	21728	20130	24.1	92.6	98	5460	22.0	25.1	89	10307	24.1	47.4	98	4364	27.3	20.1	111
TOP 5 ADI'S	20847	19860	23.7	95.3	101	5968	24.0	28.6	102	10502	24.5	50.4	104	3390	21.2	16.3	90
TOP 10 ADI'S	28719	27238	32.6	94.8	100	8141	32.8	28.3	101	14570	34.1	50.7	105	4527	28.3	15.8	87
TOP 20 ADI'S	40904	38858	46.5	95.0	100	11750	47.3	28.7	102	20518	48.0	50.2	104	6591	41.2	16.1	89
HS4LD INC. \$50,000 OR MORE	7931	7718	9.2	97.3	103	2004	8.1	25.3	90	4543	10.6	57.3	118	1171	7.3	14.8	82
\$40,000 OR MORE	15233	14897	17.8	97.8	103	4281	17.2	28.1	100	8313	19.4	54.6	113	2303	14.4	15.1	84
\$30,000 OR MORE	28333	27652	33.1	97.6	103	7972	32.1	28.1	100	14961	35.0	52.8	109	4718	29.5	16.7	92
\$25,000 OR MORE	36417	35465	42.4	97.4	103	10158	40.9	27.9	99	19259	45.0	52.9	109	6047	37.8	16.6	92
\$20,000 - \$24,999	9943	9638	11.5	96.9	103	2478	10.0	24.9	89	5144	12.0	51.7	107	2017	12.6	20.3	112
\$15,000 - \$19,999	9211	8828	10.6	95.8	101	2434	9.8	26.4	94	4854	11.3	52.7	109	1540	9.6	16.7	92
\$10,000 - \$14,999	13477	12520	15.0	92.9	98	3974	16.0	29.5	105	6012	14.1	44.6	92	2533	15.8	18.8	104
UNDER \$10,000	19418	17188	20.6	88.5	94	5799	23.3	29.9	106	7517	17.6	38.7	80	3872	24.2	19.9	110
HOUSEHOLD OF 1 PERSON	11987	10448	12.5	87.2	92	3112	12.5	26.0	92	4730	11.1	39.5	82	2607	16.3	21.7	120
2 PEOPLE	27046	25003	29.9	92.4	98	7239	29.1	26.8	95	12816	30.0	47.4	98	4949	30.9	18.3	101
3 OR 4 PEOPLE	34251	33346	39.9	97.4	103												

TOOTHPASTE: USAGE ON AVERAGE DAY
(FEMALES)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	83637	100.0	94.5	100	24843	100.0	28.1	100	42785	100.0	48.4	100	16010	100.0	18.1	100
MAGAZINES	QUINTILE 1	17988	17436	20.8	96.9	103	6423	25.9	35.7	127	8582	20.1	47.7	99	2431	15.2	13.5	75	
	QUINTILE 2	19446	18842	22.5	96.9	102	5250	21.1	27.0	94	10355	24.2	53.3	110	3238	20.2	16.7	92	
	QUINTILE 3	14626	14028	16.8	95.9	101	3957	15.9	27.1	96	7232	16.9	49.4	102	2838	17.7	19.4	107	
	QUINTILE 4	16014	15053	18.0	94.0	99	4426	17.8	27.6	98	7431	17.4	46.6	96	3196	20.0	20.0	110	
	QUINTILE 5	20389	18279	21.9	89.7	95	4787	19.3	23.5	84	9184	21.5	45.0	93	4307	26.9	21.1	117	
NEWSPAPERS	QUINTILE 1	13830	13266	15.9	95.9	101	4554	18.3	32.9	117	6569	15.4	47.5	98	2143	13.4	15.5	86	
	QUINTILE 2	26350	25163	30.1	95.5	101	6953	28.0	26.4	94	13251	31.0	50.3	104	4959	31.0	18.8	104	
	QUINTILE 3	12415	11868	14.2	95.6	101	3558	14.3	28.7	102	6159	14.4	49.6	103	2150	13.4	17.3	96	
	QUINTILE 4	21911	20758	24.8	94.7	100	5877	23.7	26.8	96	10663	24.9	48.7	101	4217	26.3	19.2	106	
	QUINTILE 5	13960	12584	15.0	90.1	95	3900	15.7	27.9	99	6143	14.4	44.0	91	2541	15.9	18.2	101	
OUTDOOR	QUINTILE 1	16810	16204	19.4	96.4	102	5366	21.6	31.9	114	8005	18.7	47.6	98	2834	17.7	16.9	93	
	QUINTILE 2	17101	16358	19.6	95.7	101	4155	16.7	24.3	87	8840	20.7	51.7	107	3362	21.0	19.7	109	
	QUINTILE 3	17579	16806	20.1	95.6	101	4850	19.5	27.6	98	8765	20.5	49.9	103	3191	19.9	18.2	100	
	QUINTILE 4	18343	17122	20.5	93.3	99	5015	20.2	27.3	97	8809	20.6	48.0	99	3298	20.6	18.0	99	
	QUINTILE 5	18631	17148	20.5	92.0	97	5456	22.0	29.3	104	8366	19.6	44.9	93	3326	20.8	17.9	99	
RADIO-DRIVE TIME	QUINTILE 1	17390	16710	20.0	96.1	102	5556	22.4	31.9	114	8054	18.8	46.3	96	3100	19.4	17.8	99	
	QUINTILE 2	16591	15818	18.9	95.3	101	4394	17.7	26.5	94	8507	19.9	51.3	106	2917	18.2	17.6	97	
	QUINTILE 3	16910	16082	19.2	95.1	101	4849	19.5	28.7	102	8321	19.4	49.2	102	2912	18.2	17.2	95	
	QUINTILE 4	18002	17167	20.5	95.4	101	5154	20.7	28.6	102	8894	20.8	49.4	102	3119	19.5	17.3	96	
	QUINTILE 5	19572	17861	21.4	91.3	97	4889	19.7	25.0	89	9010	21.1	46.0	95	3962	24.7	20.2	112	
RADIO-MID- DAY	TERCILE 1	23248	22244	26.6	95.7	101	6661	26.8	28.7	102	11557	27.0	49.7	103	4026	25.1	17.3	96	
	TERCILE 2	23647	22545	27.0	95.3	101	7121	28.7	30.1	107	11431	26.7	48.3	100	3993	24.9	16.9	93	
	TERCILE 3	41549	38848	46.4	93.5	99	11061	44.5	26.6	95	19797	46.3	47.6	99	7991	49.9	19.2	106	
	QUINTILE 1	17786	17154	20.5	96.4	102	5492	22.1	30.9	110	8549	20.0	48.1	99	3113	19.4	17.5	97	
	QUINTILE 2	17316	16468	19.7	95.1	101	5171	20.8	29.9	106	8404	19.6	48.5	100	2894	18.1	16.7	92	
RADIO-TOTAL	QUINTILE 3	18428	17635	21.1	95.7	101	5209	21.0	28.3	101	9199	21.5	49.9	103	3227	20.2	17.5	97	
	QUINTILE 4	17669	16741	20.0	94.7	100	4654	18.7	26.3	94	8835	20.6	50.0	103	3252	20.3	18.4	102	
	QUINTILE 5	17265	15639	18.7	90.6	96	4317	17.4	25.0	89	7798	18.2	45.2	93	3525	22.0	20.4	113	
	QUINTILE 1	17416	16328	19.5	93.8	99	4858	19.6	27.9	99	8350	19.5	47.9	99	3120	19.5	17.9	99	
	QUINTILE 2	17413	16662	19.9	95.7	101	5059	20.4	29.1	103	8667	20.3	49.8	103	2936	18.3	16.9	93	
TV-PRIME TIME	QUINTILE 3	17943	16980	20.3	94.6	100	5175	20.8	28.8	103	8913	20.8	49.7	103	2892	18.1	16.1	89	
	QUINTILE 4	18447	17426	20.8	94.5	100	5152	20.7	27.9	99	8884	20.8	48.2	100	3390	21.2	18.4	102	
	QUINTILE 5	17250	16241	19.4	94.2	100	4599	18.5	26.7	95	7971	18.6	46.2	96	3672	22.9	21.3	118	
	TERCILE 1	29946	27977	33.5	93.4	99	8870	35.7	29.6	105	13720	32.1	45.8	95	5387	33.6	18.0	99	
	TERCILE 2	29480	27897	33.4	94.6	100	8417	33.9	28.6	102	13991	32.7	47.5	98	5488	34.3	18.6	103	
TV-TOTAL	TERCILE 3	29018	27764	33.2	95.7	101	7555	30.4	26.0	93	15074	35.2	51.9	107	5134	32.1	17.7	98	
	QUINTILE 1	17740	16446	19.7	92.7	98	5304	21.4	29.9	106	7788	18.2	43.9	91	3354	20.9	18.9	104	
	QUINTILE 2	17674	16666	19.9	94.3	100	4829	19.4	27.3	97	9037	21.1	51.1	106	2800	17.5	15.8	88	
	QUINTILE 3	17730	16868	20.2	95.1	101	5243	21.1	29.6	105	8437	19.7	47.6	98	3188	19.9	18.0	99	
	QUINTILE 4	17563	16666	19.9	94.9	100	4680	18.8	26.6	95	8769	20.5	49.9	103	3216	20.1	18.3	101	
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	17757	16992	20.3	95.7	101	4787	19.3	27.0	96	8754	20.5	49.3	102	3452	21.6	19.4	107	
	MAGAZINE IMPERATIVE	23278	22645	27.1	97.3	103	7291	29.3	31.3	112	11899	27.8	51.1	106	3455	21.6	14.8	82	
	NEWSPAPER IMPERATIVE	21634	20827	24.9	96.3	102	6455	26.0	29.8	106	10830	25.3	50.1	104	3542	22.1	16.4	90	
	MAGAZINE IMPERATIVE	23455	21993	26.3	93.8	99	5886	23.7	25.1	89	11232	26.3	47.9	99	4874	30.4	20.8	115	
	NEWSPAPER IMPERATIVE																		
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17483	17028	20.4	97.4	103	5270	21.2	30.1	107	8759	20.5	50.1	104	3000	18.7	17.2	95	
	MAGAZINE IMPERATIVE	28830	27690	33.1	96.0	102	8632	34.7	29.9	107	14617	34.2	50.7	105	4442	27.7	15.4	85	
	OUTDOOR IMPERATIVE	26119	24583	29.4	94.1	100	6631	26.7	25.4	90	12697	29.7	48.6	101	5255	32.8	20.1	111	
	MAGAZINE IMPERATIVE																		
	OUTDOOR IMPERATIVE																		
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	19507	23.3	96.8	102	6547	26.4	32.5	116	9944	23.2	49.3	102	3015	18.8	15.0	83	
	MAGAZINE IMPERATIVE	22242	21374	30.3	96.5	102	7414	29.8	28.2	100	13446	31.4	51.1	106	4514	28.2	17.2	95	
	RADIO IMPERATIVE	25308	23902	28.6	94.4	100	6842	27.5	27.0	96	11930	27.9	47.1	97	5130	32.0	20.3	112	
	MAGAZINE IMPERATIVE																		
	RADIO IMPERATIVE																		
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	16570	19.8	95.7	101	5416	21.8	31.3	111	8432	19.7	48.7	101	2722	17.0	15.7	87	
	MAGAZINE IMPERATIVE	29099	28341	33.9	97.4	103	8647	34.8	29.7	106	14795	34.6	50.8	105	4899	30.6	16.8	93	
	TELEVISION IMPERATIVE	27505	25324	30.3	92.1	97	7039	28.3	25.6	91	12861	30.1	46.8	97	5424	33.9	19.7	109	
	MAGAZINE IMPERATIVE																		
	TELEVISION IMPERATIVE																		
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	17957	21.5	96.4	102	5696	22.9	30.6	109	9260	21.6	49.7	103	3001	18.7	16.1	89	
	NEWSPAPER IMPERATIVE	29178	27676	33.1	94.9	100	8049	32.4	27.6	98	14363	33.6	49.2	102	5264	32.9	18.0	100	
	OUTDOOR IMPERATIVE	25260	24050	28.8	95.2	101	6610	26.6	26.2	93	12589	29.4	49.8	103	4850	30.3	19.2	106	
	NEWSPAPER IMPERATIVE																		
	OUTDOOR IMPERATIVE																		
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19344	18468	22.1	96.0	101	6095	24.5	31.7	113	9144	21.4	47.5	98	3228	20.2	16.8	93	
	NEWSPAPER IMPERATIVE	26195	26838	32.1	95.3	101	7496	30.2	26.6	95	14154	33.1	50.3	104	5187				

TOOTH PASTE: USAGE ON AVERAGE DAY
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	83637	100.0	94.5	100	24843	100.0	28.1	100	42785	100.0	48.4	100	16010	100.0	18.1	100
ATLANTIC MONTHLY	415	405	0.5	97.6	103	*173	0.7	41.7	148	*202	0.5	48.7	101	**30	0.2	7.2	40
BARROW'S	522	481	0.6	92.1	97	*215	0.9	41.2	147	*248	0.6	47.5	98	**18	0.1	3.4	19
BETTER HOMES & GARDENS	17429	16679	19.9	95.7	101	5269	21.2	30.7	108	8432	19.7	48.4	100	2978	18.6	17.1	94
BON APPETIT	2772	2688	3.2	97.0	103	967	3.9	35.0	124	1350	3.2	50.1	104	330	2.1	11.9	66
BUSINESS WEEK	1469	1434	1.7	97.6	103	434	1.7	29.5	105	796	1.9	54.2	112	*204	1.3	13.9	77
CAR AND DRIVER	397	397	0.5	100.0	106	**140	0.6	35.3	126	*195	0.5	49.1	102	**62	0.4	15.6	86
CBS MAGAZINE NETWORK (GROSS)	1633	1586	1.9	97.1	103	528	2.1	32.3	115	846	2.0	51.8	107	*211	1.3	12.9	71
CHANGING TIMES	1554	1460	1.7	94.0	99	408	1.6	26.3	93	851	2.0	54.8	113	*200	1.2	12.9	71
COLONIAL HOMES	1304	1236	1.5	94.8	100	588	2.4	45.1	161	496	1.2	38.0	79	*151	0.9	11.6	64
CONDE NAST MAG. PKG. (GROSS)	17858	17479	20.9	97.9	104	6819	27.4	38.2	136	8476	19.8	47.5	98	2183	13.6	12.2	68
CONSUMERS DIGEST	1406	1357	1.6	96.5	102	343	1.4	24.4	87	874	2.0	62.2	129	*141	0.9	10.0	55
COSMOPOLITAN	8815	8628	10.3	97.9	104	3291	13.2	37.3	133	4267	10.0	48.4	100	1069	6.7	12.1	67
COUNTRY LIVING	2636	2524	3.0	95.8	101	819	3.3	31.1	111	1279	3.0	48.5	100	425	2.7	16.1	89
CUISINE	1554	1442	1.7	92.8	98	400	1.6	25.7	92	875	2.0	56.3	116	*168	1.0	10.8	60
CYCLE WORLD	469	464	0.6	98.9	105	**153	0.6	32.6	116	*247	0.6	52.7	109	**63	0.4	13.4	74
DCI:CREATIVE IDEAS FOR LIV	2631	2539	3.0	96.5	102	736	3.0	28.0	100	1421	3.3	54.0	112	382	2.4	14.5	80
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	6827	8.2	96.6	102	2106	8.5	29.8	106	3822	8.9	54.1	112	900	5.6	12.7	70
DISCOVER	998	997	1.2	99.9	106	274	1.1	27.5	98	552	1.3	55.3	114	*171	1.1	17.1	95
EBONY	4289	4185	5.0	97.6	103	1449	5.8	33.8	120	2115	4.9	49.3	102	622	3.9	14.5	80
EQUINE	1176	1119	1.3	95.2	101	399	1.6	33.9	121	535	1.3	45.5	94	*184	1.1	15.6	86
ESSENCE	2392	2367	2.8	99.0	105	822	3.3	34.4	122	1176	2.7	49.2	102	369	2.3	15.4	85
FAMILY CIRCLE	17209	16499	19.7	95.9	101	5003	20.1	29.1	104	8704	20.3	50.6	105	2792	17.4	16.2	90
THE FAMILY HANDYMAN	1184	1083	1.3	91.5	97	359	1.4	30.3	108	543	1.3	45.9	95	*182	1.1	15.4	85
FAMILY WEEKLY	12391	11728	14.0	94.6	100	3576	14.4	28.9	103	6003	14.0	48.4	100	2149	13.4	17.3	96
FIELD & STREAM	2438	2327	2.8	95.4	101	551	2.2	22.6	80	1344	3.1	55.1	114	432	2.7	17.7	98
FOOD & WINE	614	575	0.7	93.6	99	*185	0.7	30.1	107	340	0.8	55.4	114	**50	0.3	8.1	45
FOODIES	813	770	0.9	94.7	100	263	1.1	32.3	115	392	0.9	48.2	100	**115	0.7	14.1	78
FORTUNE	1083	1052	1.3	97.1	103	339	1.4	31.3	111	555	1.3	51.2	106	**158	1.0	14.6	81
GENTLEMAN'S QUARTERLY	1197	1189	1.4	99.3	105	534	2.1	44.6	159	494	1.2	41.3	85	**161	1.0	13.5	74
GLAMOUR	6625	6532	7.8	98.6	104	2518	10.1	38.0	135	3247	7.6	49.0	101	768	4.8	11.6	64
GOLF DIGEST	707	689	0.8	97.5	103	234	0.9	33.1	118	387	0.9	54.7	113	**68	0.4	9.6	53
GOLF DIGEST/TENNIS (GROSS)	1316	1276	1.5	97.0	103	407	1.6	30.9	110	712	1.7	54.1	112	*158	1.0	12.0	66
GOLF MAGAZINE	469	469	0.6	100.0	106	*176	0.7	37.5	134	*258	0.6	55.0	114	*35	0.2	7.5	41
GOLF MAGAZINE/SKI (GROSS)	1060	1059	1.3	99.9	106	398	1.6	37.5	134	546	1.3	51.5	107	**115	0.7	10.8	60
GOOD HOUSEKEEPING	17784	17078	20.4	96.0	102	5063	20.4	28.5	101	9052	21.2	50.9	105	2963	18.5	16.7	92
HARPER'S BAZAAR	2931	2872	3.4	98.0	104	1080	4.3	36.8	131	1253	2.9	42.7	88	539	3.4	18.4	102
HEALTH	2199	2130	2.5	96.9	102	754	3.0	34.3	122	991	2.3	45.1	93	385	2.4	17.5	97
HEARST MAG CORP. BUY (GROSS)	49148	47476	56.8	96.6	102	15767	63.5	32.1	114	24256	56.7	49.4	102	7454	46.6	15.2	84
HEARST MAN POWER (GROSS)	2113	2039	2.4	96.5	102	604	2.4	28.6	102	1062	2.5	50.3	104	372	2.3	17.6	97
HEARST WOMAN POWER (GROSS)	35062	33882	40.5	96.6	102	11000	44.3	31.4	112	17683	41.3	50.4	104	5199	32.5	14.8	82
HOUSE BEAUTIFUL	3865	3725	4.5	96.4	102	1193	4.8	30.9	110	1907	4.5	49.3	102	625	3.9	16.2	89
INC.	315	306	0.4	97.1	103	**130	0.5	41.3	147	*143	0.3	45.4	94	**33	0.2	10.5	58
JET	3690	3579	4.3	97.0	103	1311	5.3	35.5	127	1728	4.0	46.8	97	541	3.4	14.7	81
LADIES' HOME JOURNAL	12930	12473	14.9	96.5	102	3818	15.4	29.5	105	6609	15.4	51.1	106	2046	12.8	15.8	87
LHJ FAMILY GRP COMBO(GROSS)	18161	17546	21.0	96.6	102	5526	22.2	30.4	108	9088	21.2	50.0	103	2932	18.3	16.1	89
LIFE	5065	4905	5.9	96.8	102	1922	7.7	37.9	135	2399	5.6	47.4	98	583	3.6	11.5	64
L.A. TIMES HOME MAGAZINE	1310	1278	1.5	97.6	103	366	1.5	27.9	99	763	1.8	58.2	120	*149	0.9	11.4	63
MADMOISELLE	3759	3665	4.4	97.5	103	1566	6.3	41.7	148	1657	3.9	44.1	91	442	2.8	11.8	65
MC CALL'S	14658	14089	16.8	96.1	102	4540	18.3	31.0	110	7059	16.5	48.2	100	2490	15.6	17.0	94
MC CALL'S/WRK MOTHER (GROSS)	15857	15282	18.3	96.4	102	4846	19.5	30.6	109	7711	18.0	48.6	101	2725	17.0	17.2	95
MECHANIX ILLUSTRATED	809	757	0.9	93.6	99	*262	1.1	32.4	115	421	1.0	52.0	108	**74	0.5	9.1	51
METROPOLITAN HOME	1009	937	1.1	92.9	98	335	1.3	33.2	118	483	1.1	47.9	99	*119	0.7	11.8	65
MONEY	1707	1664	2.0	97.5	103	477	1.9	27.9	100	975	2.3	57.1	118	*213	1.3	12.5	69
MOTHER EARTH NEWS	1123	1114	1.3	99.2	105	316	1.3	28.1	100	530	1.2	47.2	98	*268	1.7	23.9	132
MS.	932	908	1.1	97.4	103	369	1.5	39.6	141	450	1.1	48.3	100	*89	0.6	9.5	53
NATIONAL ENQUIRER	11971	11497	13.7	96.0	102	3972	16.0	33.2	118	5478	12.8	45.8	95	2048	12.8	17.1	95
NATIONAL GEOGRAPHIC	10503	10002	12.0	95.2	101	3166	12.7	30.1	107	5238	12.2	49.9	103	1598	10.0	15.2	84
NATIONAL SUNDAY MAGAZINE PKG	54325	52055	62.2	95.8	101	15350	61.8	28.3	101	27055	63.2	49.8	103	9650	60.3	17.8	98
NATURAL HISTORY	626	622	0.7	99.4	105	*216	0.9	34.5	123	337	0.8	53.8	111	*69	0.4	11.0	61
NEW WOMAN	1992	1920	2.3	96.4	102	529	2.1	26.6	95	1033	2.4	51.9	107	357	2.2	17.9	99
NEW YORK INCLUDING CUE	547	534	0.6	97.6	103	*207	0.8	37.8	135	271	0.6	49.5	102	**56	0.3	10.2	57
THE NEW YORKER	1380	1355	1.6	98.2	104	404	1.6	29.3	104	755	1.8	54.7	113	*196	1.2	14.2	78
NEWSWEEK	6925	6804	8.1	98.3	104	2518	10.1	36.4	129	3488	8.2	50.4	104	798	5.0	11.5	64
THE N.Y. TIMES DAILY EDITION	1363	1350	1.6	99.0	105	473	1.9	34.7	124	685	1.6	50.3	104	*192	1.2	14.1	78
THE N.Y. TIMES MAGAZINE	2333	2193	2.6	94.0	99	816	3.3	35.0	125	1089	2.5	46.7	97	288	1.8	12.3	68
OMNI	872	868	1.0	99.5	105	342	1.4	39.2	140	400	0.9	45.9	95	**126	0.8	14.4	80
ON CABLE	1298	1267	1.5	97.6	103	*325	1.3	25.0	89	618	1.4	47.6	98	*324	2.0	25.0	138
1001 HOME IDEAS	3032	2943	3.5	97.1	103	954	3.8	31.5	112	1488	3.5	49.1	101	501	3.1	16.5	91
ORGANIC GARDENING	1680	1585	1.9	94.3	100	382	1.5	22.7	81	935	2.2	55.7	115	268	1.7	18.0	88
OUTDOOR LIFE	960	948	1.1	98.8	104	*295	1.2	30.7	109	445	1.0	46.4	96	*209	1.3	21.8	120
PARADE MAGAZINE	26755	25622	30.6	95.8	101	7516	30.3	28.1	100	13477	31.5	50.4	104	4629	28.9	17.8	96

TOOTH PASTE: USAGE ON AVERAGE DAY
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	83637	100.0	94.5	100	24843	100.0	28.1	100	42785	100.0	48.4	100	16010	100.0	18.1	100
PARENTS	4173	4120	4.9	98.7	104	1394	5.6	33.4	119	2060	4.8	49.4	102	666	4.2	16.0	88
PENTHOUSE	973	954	1.1	98.0	104	353	1.4	36.3	129	418	1.0	43.0	89	*183	1.1	18.8	104
PEOPLE	13479	13160	15.7	97.6	103	4243	17.1	31.5	112	6846	16.0	50.8	105	2072	12.9	15.4	85
PLAYBOY	2183	2155	2.6	98.7	104	768	3.1	35.2	125	1018	2.4	46.6	96	369	2.3	16.9	93
POPULAR HOT RODDING	388	388	0.5	100.0	106	*121	0.5	31.2	111	*212	0.5	54.6	113	*55	0.3	14.2	78
POPULAR MECHANICS	1037	974	1.2	93.9	99	*324	1.3	31.2	111	493	1.2	47.5	98	*157	1.0	15.1	84
POPULAR SCIENCE	920	907	1.1	98.6	104	*171	0.7	18.6	66	630	1.5	68.5	142	*106	0.7	11.5	64
PREVENTION	4071	3775	4.5	92.7	98	1133	4.6	27.8	99	1830	4.3	45.0	93	812	5.1	19.9	110
PSYCHOLOGY TODAY	1940	1926	2.3	99.3	105	680	2.7	35.1	125	996	2.3	51.3	106	*250	1.6	12.9	71
READER'S DIGEST	24031	22897	27.4	95.3	101	6621	26.7	27.6	98	11887	27.8	49.5	102	4390	27.4	18.3	101
REDBOOK	8464	8177	9.8	96.6	102	2647	10.7	31.3	111	4363	10.2	51.5	107	1167	7.3	13.8	76
ROAD & TRACK	429	426	0.5	99.3	105	*149	0.6	34.7	124	*214	0.5	49.9	103	*63	0.4	14.7	81
ROLLING STONE	1355	1282	1.5	94.6	100	457	1.8	33.7	120	638	1.5	47.1	97	*187	1.2	13.8	76
RUNNER'S WORLD	329	329	0.4	100.0	106	*84	0.3	25.5	91	*160	0.4	48.6	101	*86	0.5	26.1	144
SATURDAY EVENING POST	1268	1215	1.5	95.8	101	454	1.8	35.8	127	579	1.4	45.7	94	*183	1.1	14.4	80
SCIENCE 84	702	693	0.8	98.7	104	*226	0.9	32.2	115	326	0.8	46.4	96	*141	0.9	20.1	111
SCIENCE DIGEST	553	547	0.7	98.9	105	*158	0.6	28.6	102	*260	0.6	47.0	97	*128	0.8	23.1	128
SCIENTIFIC AMERICAN	615	609	0.7	99.0	105	*191	0.8	31.1	111	362	0.8	58.9	122	*56	0.3	9.1	50
SELF	2683	2641	3.2	98.4	104	869	3.5	32.4	115	1373	3.2	51.2	106	400	2.5	14.9	82
SEVENTEEN	3309	3270	3.9	98.8	105	1161	4.7	35.1	125	1664	3.9	50.3	104	445	2.8	13.4	74
SKI	591	590	0.7	99.8	106	*222	0.9	37.6	134	*288	0.7	48.7	101	*80	0.5	13.5	75
SMITHSONIAN	3039	2956	3.5	97.3	103	887	3.6	29.2	104	1594	3.7	52.5	108	475	3.0	15.6	86
SOAP OPERA DIGEST	3683	3510	4.2	95.3	101	1347	5.4	36.6	130	1785	4.2	48.5	100	378	2.4	10.3	57
SOUTHERN LIVING	4434	4288	5.1	96.7	102	1370	5.5	30.9	110	2401	5.6	54.1	112	517	3.2	11.7	64
SOUTH	701	699	0.8	99.7	105	*236	0.9	33.7	120	363	0.8	51.8	107	*100	0.6	14.3	79
THE SPORTING NEWS	518	518	0.6	100.0	106	*280	1.1	54.1	192	*177	0.4	34.2	71	*62	0.4	12.0	66
SPORTS AFIELD	523	518	0.6	99.0	105	*122	0.5	23.3	83	310	0.7	59.3	123	*87	0.5	16.6	92
SPORTS ILLUSTRATED	3325	3267	3.9	98.3	104	1211	4.9	36.4	130	1645	3.8	49.5	102	411	2.6	12.4	68
STAR	8567	8233	9.8	96.1	102	2807	11.3	32.8	117	4071	9.5	47.5	98	1355	8.5	15.8	87
SUNDAY	27630	26574	31.8	96.2	102	8083	32.5	29.3	104	14031	32.8	50.8	105	4460	27.9	16.1	89
SUNSET	2219	2168	2.6	97.7	103	599	2.4	27.0	96	1171	2.7	52.8	109	397	2.5	17.9	99
TV GUIDE	24258	23265	27.8	95.9	101	7446	30.0	30.7	109	11703	27.4	48.2	100	4116	25.7	17.0	94
TENNIS	609	587	0.7	96.4	102	*172	0.7	28.2	101	325	0.8	53.4	110	*90	0.6	14.8	82
TIME	9929	9681	11.6	97.5	103	3159	12.7	31.8	113	4965	11.6	50.0	103	1557	9.7	15.7	87
TOWN & COUNTRY	1062	1028	1.2	96.8	102	426	1.7	40.1	143	472	1.1	44.4	92	*130	0.8	12.2	68
TRAVEL & LEISURE	1051	1026	1.2	97.6	103	332	1.3	31.6	112	612	1.4	58.2	120	*82	0.5	7.8	43
TRUE STORY	3946	3712	4.4	94.1	99	1347	5.4	34.1	122	1698	4.0	43.0	89	667	4.2	16.9	93
U.S. NEWS & WORLD REPORT	3782	3665	4.4	96.9	102	1189	4.8	31.4	112	1873	4.4	49.5	102	604	3.8	16.0	88
USA TODAY	1874	1798	2.1	95.9	101	580	2.3	30.9	110	1001	2.3	53.4	110	*218	1.4	11.6	64
US	2213	2105	2.5	95.1	101	787	3.2	35.6	127	1021	2.4	46.1	95	297	1.9	13.4	74
VOGUE	4792	4641	5.5	96.8	102	1867	7.5	39.0	139	2200	5.1	45.9	95	574	3.6	12.0	66
MALL STREET JOURNAL	2045	1947	2.3	95.2	101	589	2.4	28.8	103	1061	2.5	51.9	107	297	1.9	14.5	80
WEIGHT WATCHERS	2364	2303	2.8	97.4	103	729	2.9	30.8	110	1073	2.5	45.4	94	501	3.1	21.2	117
WOMAN'S DAY	15182	14547	17.4	95.8	101	4633	18.6	30.5	109	7310	17.1	48.1	100	2604	16.3	17.2	95
WORKING MOTHER	1198	1193	1.4	99.6	105	305	1.2	25.5	91	652	1.5	54.4	113	*236	1.5	19.7	109
WORKING WOMAN	1523	1484	1.8	97.4	103	499	2.0	32.8	117	743	1.7	48.8	101	*243	1.5	16.0	88
WORLD TENNIS	*183	*183	0.2	100.0	106	*77	0.3	42.1	150	*83	0.2	45.4	94	*22	0.1	12.0	66
ZIFF-DAVIS MAG NETWK (GROSS)	2776	2747	3.3	99.0	105	972	3.9	35.0	125	1401	3.3	50.5	104	374	2.3	13.5	74
BLAIR INSERTS	47909	46005	55.0	96.0	102	13503	54.4	28.2	100	24045	56.2	50.2	104	8458	52.8	17.7	98
DAILY NEWSPAPERS																	
READ ANY	56731	54063	64.6	95.3	101	16045	64.6	28.3	101	27770	64.9	49.0	101	10248	64.0	18.1	100
READ ONE	47696	45428	54.3	95.2	101	13171	53.0	27.6	98	23436	54.8	49.1	102	8822	55.1	18.5	102
READ TWO OR MORE	9034	8635	10.3	95.6	101	2874	11.6	31.8	113	4335	10.1	48.0	99	1427	8.9	15.8	87
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	55269	66.1	95.7	101	16396	66.0	28.4	101	28586	66.8	49.5	102	10288	64.3	17.8	98
READ ONE	50513	48311	57.8	95.6	101	13987	56.3	27.7	99	25086	58.6	49.7	103	9238	57.7	18.3	101
READ TWO OR MORE	7219	6958	8.3	96.4	102	2409	9.7	33.4	119	3500	8.2	48.5	100	1049	6.6	14.5	80
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.48				28.41				28.71				27.95			
30 DAY REACH	78184	74223	88.7	94.9	100	22137	89.1	28.3	101	38071	89.0	48.7	101	14016	87.5	17.9	99
50 SHWG - 30 DAY AV FREQ	14.80	14.99				15.15				15.02				14.63			
30 DAY REACH	74239	70667	84.5	95.2	101	20796	83.7	28.0	100	36449	85.2	49.1	102	13422	83.8	18.1	100
25 SHWG - 30 DAY AV FREQ	8.05	8.15				8.29				8.14				7.94			
30 DAY REACH	68254	65005	77.7	95.2	101	19004	76.5	27.8	99	33660	78.7	49.3	102	12341	77.1	18.1	100
CABLE TV: HOME WIRED	35215	33539	40.1	95.2	101	10384	41.8	29.5	105	16960	39.6	48.2	100	6195	38.7	17.6	97
HOME NOT WIRED	53250	50098	59.9	94.1	100	14459	58.2	27.2	97	25825	60.4	48.5	100	9815	61.3	18.4	102
HAVE PAY CABLE	17885	17476	20.9	97.7	103	5366	21.6	30.0	107	9241	21.6	51.7	107	2869	17.9	16.0	89

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	88464	83637	100.0	94.5	100	24843	100.0	28.1	100	42785	100.0	48.4	100	16010	100.0	18.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	45900	54.9	95.6	101	13623	54.8	28.4	101	23975	56.0	50.0	103	8303	51.9	17.3	96
10:00 AM - 3:00 PM	33674	32139	38.4	95.4	101	9852	39.7	29.3	104	16524	38.6	49.1	101	5763	36.0	17.1	95
3:00 PM - 7:00 PM	34431	33237	39.7	96.5	102	10280	41.4	29.9	106	16907	39.5	49.1	102	6050	37.8	17.6	97
7:00 PM - MIDNIGHT	17761	17067	20.4	96.1	102	5386	21.7	30.3	108	8566	20.0	48.2	100	3114	19.5	17.5	97
MIDNIGHT - 6:00 AM	10087	9673	11.6	95.9	101	2914	11.7	28.9	103	5049	11.8	50.1	103	1710	10.7	17.0	94
6:00 AM - MIDNIGHT	64318	61455	73.5	95.5	101	18695	75.3	29.1	104	31512	73.7	49.0	101	11248	70.3	17.5	97
ENTIRE DAY	65181	62290	74.5	95.6	101	18900	76.1	29.0	103	31989	74.8	49.1	101	11401	71.2	17.5	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	16739	20.0	96.1	102	4705	18.9	27.0	96	8855	20.7	50.9	105	3178	19.9	18.3	101
ALL NEWS	2520	2376	2.8	94.3	100	674	2.7	26.7	95	1193	2.8	47.3	98	509	3.2	20.2	112
AOR/PROGRESSIVE	4419	4307	5.1	97.5	103	1467	5.9	33.2	118	2215	5.2	50.1	104	624	3.9	14.1	78
BEAUTIFUL MUSIC	6119	5843	7.0	95.5	101	1695	6.8	27.7	99	3256	7.6	53.2	110	891	5.6	14.6	80
BLACK	2623	2554	3.1	97.4	103	881	3.5	33.6	120	1299	3.0	49.5	102	373	2.3	14.2	79
CLASSICAL	1553	1509	1.8	97.2	103	576	2.3	37.1	132	663	1.5	42.7	88	269	1.7	17.3	96
CHR/ROCK	11282	11121	13.3	98.6	104	3588	14.4	31.8	113	5688	13.3	50.4	104	1845	11.5	16.4	90
COUNTRY	13343	12721	15.2	95.3	101	3538	14.2	26.5	94	6552	15.3	49.1	102	2631	16.4	19.7	109
GOLDEN OLDIES	1299	1291	1.5	99.4	105	480	1.9	37.0	132	648	1.5	49.9	103	*164	1.0	12.6	70
MOR/NOSTALGIA	5241	4932	5.9	94.1	100	1245	5.0	23.8	85	2627	6.1	50.1	104	1061	6.6	20.2	112
NEMS/TALK	4165	3861	4.6	92.7	98	1098	4.4	26.4	94	2128	5.0	51.1	106	635	4.0	15.2	84
RELIGIOUS	3324	3068	3.7	92.3	98	944	3.8	28.4	101	1547	3.6	46.5	96	577	3.6	17.4	96
SOFT ROCK	609	607	0.7	99.7	105	*245	1.0	40.2	143	288	0.7	47.3	98	**74	0.5	12.2	67
URBAN CONTEMPORARY	1853	1779	2.1	96.0	102	746	3.0	40.3	143	791	1.8	42.7	88	*241	1.5	13.0	72
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	3661	4.4	98.3	104	1164	4.7	31.3	111	1859	4.3	49.9	103	638	4.0	17.1	95
ABC DIRECTION	2488	2322	2.8	93.3	99	638	2.6	25.6	91	1107	2.6	44.5	92	577	3.6	23.2	128
ABC ENTERTAINMENT	5129	4827	5.8	94.1	100	1300	5.2	25.3	90	2586	6.0	50.4	104	941	5.9	18.3	101
ABC FM	2498	2450	2.9	98.1	104	847	3.4	33.9	121	1223	2.9	49.0	101	380	2.4	15.2	84
ABC INFORMATION	5721	5421	6.5	94.8	100	1487	6.0	26.0	93	2770	6.5	48.4	100	1164	7.3	20.3	112
ABC ROCK	2021	1976	2.4	97.8	103	756	3.0	37.4	133	911	2.1	45.1	93	310	1.9	15.3	85
CBS	4756	4452	5.3	93.6	99	1159	4.7	24.4	87	2313	5.4	48.6	101	981	6.1	20.6	114
MUTUAL	5272	4955	5.9	94.0	99	1341	5.4	25.4	91	2604	6.1	49.4	102	1010	6.3	19.2	106
NBC	4964	4747	5.7	95.6	101	1502	6.0	30.3	108	2426	5.7	48.9	101	819	5.1	16.5	91
RADIORADIO	2218	2136	2.6	96.3	102	661	2.7	29.8	106	1167	2.7	52.6	109	308	1.9	13.9	77
RKO ONE	2565	2513	3.0	98.0	104	765	3.1	29.8	106	1273	3.0	49.6	103	476	3.0	18.6	103
RKO TWO	3640	3495	4.2	96.0	102	1006	4.0	27.6	98	1781	4.2	48.9	101	707	4.4	19.4	107
THE SOURCE	2467	2402	2.9	97.4	103	806	3.2	32.7	116	1209	2.8	49.0	101	387	2.4	15.7	87
NON-HIRED : BLAIR	9466	9169	11.0	96.9	102	2527	10.2	26.7	95	4998	11.7	52.8	109	1644	10.3	17.4	96
INTERNET	13616	13169	15.7	96.7	102	4343	17.5	31.9	114	6695	15.6	49.2	102	2131	13.3	15.7	86
KATZ RADIO GROUP	16998	16295	19.5	95.9	101	4971	20.0	29.2	104	8548	20.0	50.3	104	2776	17.3	16.3	90
SUPERNET	11622	11183	13.4	96.2	102	3210	12.9	27.6	98	5918	13.8	50.9	105	2055	12.8	17.7	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	8728	10.4	92.6	98	2887	11.6	30.6	109	4306	10.1	45.7	94	1535	9.6	16.3	90
WKDAY 9:00 AM - 1:00 PM	13304	12373	14.8	93.0	98	3950	15.9	29.7	106	6031	14.1	45.3	94	2392	14.9	18.0	99
WKDAY 1:00 PM - 4:30 PM	17591	16435	19.7	93.4	99	5224	21.0	29.7	106	7915	18.5	45.0	93	3296	20.6	18.7	104
WKDAY 4:30 PM - 7:30 PM	24418	22794	27.3	93.3	99	6877	27.7	28.2	100	11434	26.7	46.8	97	4484	28.0	18.4	101
WKDAY 7:30 PM - 8:00 PM	34400	32082	38.4	93.3	99	9438	38.0	27.4	98	16472	38.5	47.9	99	6171	38.5	17.9	99
WKDAY 11:00 PM - 11:30 PM	26120	24604	29.4	94.2	100	7346	29.6	28.1	100	12431	29.1	47.6	98	4827	30.1	18.5	102
WKDAY 11:30 PM - 1:00 AM	8402	8001	9.6	95.2	101	2409	9.7	28.7	102	3961	9.3	47.1	97	1631	10.2	19.4	107
M-SAT 8-11 PM-SUN 7-11 PM	36828	34821	41.6	94.6	100	10446	42.0	28.4	101	17928	41.9	48.7	101	6447	40.3	17.5	97
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	6887	8.2	95.4	101	2319	9.3	32.1	114	3275	7.7	45.4	94	1292	8.1	17.9	99
ANOTHER WORLD	N 4924	4562	5.5	92.6	98	1466	5.9	29.8	106	2145	5.0	43.6	90	950	5.9	19.3	107
AS THE WORLD TURNS	C 5966	5478	6.5	91.8	97	1776	7.1	29.8	106	2570	6.0	43.1	89	1133	7.1	19.0	105
CAPITOL	C 3672	3414	4.1	93.0	98	1075	4.3	29.3	104	1650	3.9	44.9	93	688	4.3	18.7	104
CBS MORN. NEWS 1	C 1590	1390	1.7	87.4	92	455	1.8	28.6	102	697	1.6	43.8	91	238	1.5	15.0	83
CBS MORN. NEWS 2	C 1298	1080	1.3	83.2	88	382	1.5	29.4	105	512	1.2	39.4	82	186	1.2	14.3	79
DAYS OF OUR LIVES	N 6389	6005	7.2	94.0	99	1710	6.9	26.8	95	3081	7.2	48.2	100	1215	7.6	19.0	105
FACTS OF LIFE - DAYTIME	N 2526	2379	2.8	94.2	100	841	3.4	33.3	119	1153	2.7	45.6	94	384	2.4	15.2	84
FAMILY FEUD	A 3427	3222	3.9	94.0	99	997	4.0	29.1	104	1665	3.9	48.6	100	561	3.5	16.4	90
GENERAL HOSPITAL	A 6870	6504	7.8	94.7	100	1989	8.0	29.0	103	3148	7.4	45.8	95	1368	8.5	19.9	110
GOOD MORNING, AMERICA-730	A 3767	3578	4.3	95.0	100	1103	4.4	29.3	104	1746	4.1	46.3	96	728	4.5	19.3	107
GOOD MORNING, AMERICA-830	A 3076	2908	3.5	94.5	100	848	3.4	27.6	98	1532	3.6	49.8	103	528	3.3	17.2	95
GUIDING LIGHT	C 5789	5339	6.4	92.2	98	1662	6.7	28.7	102	2632	6.2	45.5	94	1045	6.5	18.1	100
ONE LIFE TO LIVE	A 4918	4669	5.6	94.9	100	1457	5.9	29.6	105	2261	5.3	46.0	95	951	5.9	19.3	107
PRESS YOUR LUCK	C 2367	2190	2.6	92.5	98	641	2.6	27.1	96	1038	2.4	43.9	91	511	3.2		

TOOTH PASTE: USAGE ON AVERAGE DAY
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	83637	100.0	94.5	100	24843	100.0	28.1	100	42785	100.0	48.4	100	16010	100.0	18.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	25807	30.9	92.3	98	7544	30.4	27.0	96	12830	30.0	45.9	95	5434	33.9	19.4	107
NETWORK AFFILIATES - LATE	21966	20705	24.8	94.3	100	6103	24.6	27.8	99	10501	24.5	47.8	99	4101	25.6	18.7	103
INDEPENDENTS - LATE	2241	2062	2.5	91.8	97	604	2.4	26.9	96	1101	2.6	49.0	101	358	2.2	15.9	88
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11524	11015	13.2	95.6	101	3373	13.6	29.3	104	5886	13.8	51.1	106	1757	11.0	15.2	84
ABC MONDAY NIGHT MOVIE	A 6879	6502	7.8	94.5	100	2058	8.3	29.9	107	3129	7.5	46.4	96	1256	7.8	18.3	101
ABC SUNDAY NIGHT MOVIE	A 13690	13000	15.5	95.0	100	4067	16.4	29.7	106	6600	15.4	48.2	100	2332	14.6	17.0	94
ABC WORLD NEWS TONIGHT	A 6589	6180	7.4	93.8	99	1696	6.8	25.7	92	2957	6.9	44.9	93	1527	9.5	23.2	122
AFTERMASH	C 6391	5886	7.0	92.1	97	1637	6.6	25.6	91	3093	7.2	48.4	100	1155	7.2	18.1	100
ALICE	C 10273	9559	11.4	93.0	98	2807	11.3	27.3	97	4874	11.4	47.4	98	1878	11.7	18.3	101
AMERICAN PARADE	C 7130	6560	7.8	92.0	97	1936	7.8	27.2	97	3324	7.8	46.6	96	1300	8.1	18.2	101
BENSON	A 11665	10842	13.0	92.9	98	3105	12.5	26.6	95	5745	13.4	49.2	102	1992	12.4	17.1	94
BLUE THUNDER	A 5442	5144	6.2	94.5	100	1369	5.5	25.2	90	2735	6.4	50.3	104	1040	6.5	19.1	106
CAGNEY & LACEY	C 10565	9990	11.9	94.6	100	2897	11.7	27.4	98	5124	12.0	48.5	100	1969	12.3	18.6	103
CBS EVENING NEWS-DEAN	C 3668	3355	4.0	91.5	97	1081	4.4	29.5	105	1528	3.6	41.7	86	746	4.7	20.3	112
CBS EVENING NEWS-RATHER	C 7561	6944	8.3	91.9	97	1970	7.9	26.1	93	3505	8.2	46.4	96	1472	9.2	19.5	108
CBS SAT. NEWS-SCHIEFFER	C 3948	3618	4.3	91.6	97	1018	4.1	25.8	92	1910	4.5	48.4	100	690	4.3	17.5	97
CBS SATURDAY NIGHT MOVIE	C 5966	5675	6.8	95.1	101	1663	6.7	27.9	99	3058	7.1	51.3	106	954	6.0	16.0	88
CBS WEDNESDAY NIGHT MOVIE	C 6529	6004	7.2	92.0	97	1868	7.5	28.6	102	2811	6.6	43.1	89	1325	8.3	20.3	112
CHEERS	N 9842	9368	11.2	95.2	101	2783	11.2	28.3	101	4997	11.7	50.8	105	1588	9.9	16.1	89
DALLAS	C 23935	22481	26.9	93.9	99	7244	29.2	30.3	108	10778	25.2	45.0	93	4459	27.9	18.6	103
DIFF'RENT STROKES	N 7574	7031	8.4	92.8	98	2188	8.8	28.9	103	3422	8.0	45.2	93	1421	8.9	18.8	104
DOUBLE TROUBLE	N 7786	7421	8.9	95.3	101	2160	8.7	27.7	99	3914	9.1	50.3	104	1348	8.4	17.3	96
DUCK FACTORY	N 6290	6034	7.2	95.9	101	1702	6.9	27.1	96	3313	7.7	52.7	109	1018	6.4	16.2	89
DUKES OF HAZZARD	C 6402	5905	7.1	92.2	98	1781	7.2	27.8	99	2887	6.7	45.1	93	1236	7.7	19.3	107
DYNASTY	A 21955	20878	25.0	95.1	101	6212	25.0	28.3	101	10654	24.9	48.5	100	4012	25.1	18.3	101
FACTS OF LIFE	N 8898	8415	10.1	94.6	100	2231	9.0	25.1	89	4629	10.8	52.0	108	1555	9.7	17.5	97
FALCON CREST	C 21877	20534	24.6	93.9	99	6441	25.9	29.4	105	10180	23.8	46.5	96	3913	24.4	17.9	99
FALL GUY	A 10045	9512	11.4	94.7	100	2645	10.6	26.3	94	4892	11.4	48.7	101	1974	12.3	19.7	109
FAMILY TIES	N 8922	8376	10.0	93.9	99	2468	9.9	27.7	99	4598	10.7	51.5	107	1309	8.2	14.7	81
FANTASY ISLAND	A 8288	7758	9.3	93.6	99	2274	9.2	27.4	98	3847	9.0	46.4	96	1638	10.2	19.8	109
FOULUPS, BLEEPs & BLUNDERS	A 9891	9374	11.2	94.8	100	2932	11.8	29.6	106	4543	10.6	45.9	95	1900	11.9	19.2	106
FOUR SEASONS	C 5429	4944	5.9	91.1	96	1410	5.7	26.0	92	2597	6.1	47.8	99	937	5.9	17.3	95
GIMME A BREAK	N 9646	8912	10.7	92.4	98	2653	10.7	27.5	98	4733	11.1	49.1	101	1525	9.5	15.8	87
HART TO HART	A 9983	9509	11.4	95.3	101	2804	11.3	28.1	100	5038	11.8	50.5	104	1667	10.4	16.7	92
HILL STREET BLUES	N 9688	9330	11.2	96.3	102	2873	11.6	29.7	106	4885	11.4	50.4	104	1572	9.8	16.2	90
HOTEL	A 15435	14578	17.4	94.4	100	4372	17.6	28.3	101	7538	17.6	48.8	101	2668	16.7	17.3	96
JEFFERSONS	C 10031	9364	11.2	93.4	99	2726	11.0	27.2	97	4778	11.2	47.6	98	1861	11.6	18.6	103
JENNIFER SLEPT HERE	N 6376	5943	7.1	93.2	99	1841	7.4	28.9	103	2938	6.9	46.1	95	1164	7.3	18.3	101
KATE & ALLIE	C 9951	9257	11.2	94.0	99	2588	10.4	26.0	93	4747	11.1	47.7	99	2022	12.6	20.3	112
KNIGHT RIDER	N 7908	7533	9.0	95.3	101	2168	8.7	27.4	98	3931	9.2	49.7	103	1433	9.0	18.1	100
LOVE BOAT	A 13226	12423	14.9	93.9	99	3553	14.3	26.9	96	6251	14.6	47.3	98	2618	16.4	19.8	109
MAGNUM PI	C 12105	11451	13.7	94.6	100	3325	13.4	27.5	98	5894	13.8	48.7	101	2232	13.9	18.4	102
MAMA'S FAMILY	N 6364	5852	7.0	92.0	97	1864	7.5	29.3	104	2977	7.0	46.8	97	1011	6.3	15.9	88
MASTER, THE	N 3955	3760	4.5	95.1	101	1072	4.3	27.1	97	1908	4.5	48.2	100	780	4.9	19.7	109
MATT HOUSTON	A 6903	6590	7.9	95.5	101	1779	7.2	25.8	92	3455	8.1	50.1	103	1356	8.5	19.6	109
NBC MONDAY NIGHT MOVIE	N 13443	12896	15.4	95.9	101	3794	15.3	28.2	100	6895	16.1	51.3	106	2207	13.8	16.4	91
NBC NIGHTLY NEWS	N 5585	5176	6.2	92.7	98	1462	5.9	26.2	93	2730	6.4	48.9	101	984	6.1	17.6	97
NBC NIGHTLY NEWS-SAT	N 3688	3321	4.0	90.0	95	910	3.7	24.7	88	1734	4.1	47.0	97	677	4.2	18.4	101
NBC NIGHTLY NEWS-SUN	N 3310	2979	3.6	90.0	95	836	3.4	25.3	90	1526	3.6	46.1	95	618	3.9	18.7	103
NBC SUNDAY NIGHT MOVIE	N 9238	8939	10.7	96.8	102	2818	11.3	30.5	109	4551	10.6	49.3	102	1570	9.8	17.0	94
NEWHART	C 9876	9280	11.1	94.0	99	2574	10.4	26.1	93	4802	11.2	48.6	101	1904	11.9	19.3	107
ONE DAY AT A TIME	C 7954	7557	9.0	95.0	100	2375	9.6	29.9	106	3747	8.8	47.1	97	1435	9.0	18.0	100
PEOPLE ARE FUNNY	N 5182	4794	5.7	92.5	98	1409	5.7	27.2	97	2561	6.0	49.4	102	824	5.1	15.9	88
REAL PEOPLE	N 9674	9007	10.8	93.1	98	2455	9.9	25.4	90	4881	11.4	50.5	104	1671	10.4	17.3	95
REMINGTON STEELE	N 8511	8198	9.8	96.3	102	2530	10.2	29.7	106	4111	9.6	48.3	100	1557	9.7	18.3	101
RIPLY'S BELIEVE IT - NOT	A 5656	5392	6.4	95.3	101	1482	6.0	26.2	93	2884	6.7	51.0	105	1026	6.4	18.1	100
RIPTIDE	N 7718	7468	8.9	96.8	102	2058	8.3	26.7	95	4036	9.4	52.3	108	1375	8.6	17.8	98
SCARECROW & MRS. KING	C 11058	10332	12.4	93.4	99	2956	11.9	26.7	95	5218	12.2	47.2	98	2158	13.5	19.5	108
SIMON & SIMON	C 11615	10996	13.1	94.7	100	3299	13.3	28.4	101	5596	13.1	48.2	100	2102	13.1	18.1	100
60 MINUTES	C 14326	13163	15.7	91.9	97	4001	16.1	27.9	99	6657	15.6	46.5	96	2505	15.6	17.5	97
ST. ELSEWHERE	N 7670	7360	8.8	96.0	101	22400											

	TOTAL U.S. '000	FLUORIDE				NON-FLUORIDE				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL ADULTS	167727	143465	100.0	85.5	100	13241	100.0	7.9	100								
MALES	79263	68277	47.6	86.1	101	6056	45.7	7.6	97								
FEMALES	88464	75188	52.4	85.0	99	7185	54.3	8.1	103								
18 - 24	28671	26406	18.4	92.1	108	1648	12.4	5.7	73								
25 - 34	39536	36964	25.8	93.5	109	2584	19.5	6.5	83								
35 - 44	28978	26770	18.7	92.4	108	1959	14.8	6.8	86								
45 - 54	22345	19176	13.4	85.8	100	2046	15.5	9.2	116								
55 - 64	22224	17352	12.1	78.1	91	2262	17.1	10.2	129								
65 OR OLDER	25973	16797	11.7	64.7	76	2742	20.7	10.6	134								
18 - 34	68207	63370	44.2	92.9	109	4232	32.0	6.2	79								
18 - 49	108058	99681	69.5	92.2	108	7105	53.7	6.6	83								
25 - 54	90859	82910	57.8	91.3	107	6589	49.8	7.3	92								
35 - 49	39851	36311	25.3	91.1	107	2873	21.7	7.2	91								
50 OR OLDER	59669	43784	30.5	73.4	86	6136	46.3	10.3	130								
GRADUATED COLLEGE	28091	25805	18.0	91.9	107	2429	18.3	8.6	110								
ATTENDED COLLEGE	28938	26205	18.3	90.6	106	2323	17.5	8.0	102								
GRADUATED HIGH SCHOOL	65503	57372	40.0	87.6	102	4869	36.8	7.4	94								
DID NOT GRADUATE HIGH SCHOOL	45195	34083	23.8	75.4	88	3620	27.3	8.0	101								
EMPLOYED MALES	56429	50905	35.5	90.2	105	4172	31.5	7.4	94								
EMPLOYED FEMALES	43971	39687	27.7	90.3	106	3496	26.4	8.0	101								
EMPLOYED FULL-TIME	87773	79481	55.4	90.6	106	6670	50.4	7.6	96								
EMPLOYED PART-TIME	12627	11112	7.7	88.0	103	998	7.5	7.9	100								
NOT EMPLOYED	67327	52873	36.9	78.5	92	5573	42.1	8.3	105								
PROFESSIONAL/MANAGER	25845	23688	16.5	91.7	107	2285	17.3	8.8	112								
TECH/CLERICAL/SALES	30895	27867	19.4	90.2	105	2485	18.8	8.0	102								
PRECISION/CRAFT	12629	11269	7.9	89.2	104	955	7.2	7.6	96								
OTHER EMPLOYED	31031	27768	19.4	89.5	105	1944	14.7	6.3	79								
SINGLE	35557	31699	22.1	89.1	104	2681	20.2	7.5	96								
MARRIED	103585	89552	62.4	86.5	101	8200	61.9	7.9	100								
DIVORCED/SEPARATED/WIDOWED	28585	22214	15.5	77.7	91	2361	17.8	8.3	105								
PARENTS	59295	55697	38.8	93.9	110	3236	24.4	5.5	69								
WHITE	146081	125253	87.3	85.7	100	11363	85.8	7.8	99								
BLACK	17974	15045	10.5	83.7	98	1489	11.2	8.3	105								
OTHER	3672	3167	2.2	86.2	101	889	2.9	10.6	134								
NORTHEAST-CENSUS	37005	31589	22.0	85.4	100	3167	23.9	8.6	108								
NORTH CENTRAL	42642	36800	25.7	86.3	101	2372	17.9	5.6	70								
SOUTH	56777	48083	33.5	84.7	99	4919	37.1	8.7	110								
WEST	31303	26993	18.8	86.2	101	2783	21.0	8.9	113								
NORTHEAST-MKTG.	38125	32183	22.4	84.4	99	3929	29.7	10.3	131								
EAST CENTRAL	24794	20911	14.6	84.3	99	1591	12.0	6.4	81								
WEST CENTRAL	28511	24818	17.3	87.0	102	1707	12.9	6.0	76								
SOUTH	48953	42079	29.3	86.0	100	3504	26.5	7.2	91								
PACIFIC	27344	23475	16.4	85.9	100	2510	19.0	9.2	116								
COUNTY SIZE A	69301	59932	41.8	86.5	101	6399	48.3	9.2	117								
COUNTY SIZE B	50633	43904	30.6	86.7	101	3125	23.6	6.2	78								
COUNTY SIZE C	26259	22271	15.5	84.8	99	1994	15.1	7.6	96								
COUNTY SIZE D	21534	17358	12.1	80.6	94	1724	13.0	8.0	101								
METRO CENTRAL CITY	50014	43157	30.1	86.3	101	3580	27.0	7.2	91								
METRO SUBURBAN	76832	67218	46.9	87.5	102	6214	46.9	8.1	102								
NON METRO	40881	33090	23.1	80.9	95	3448	26.0	8.4	107								
TOP 5 ADI'S	39550	34550	24.1	87.4	102	3287	24.8	8.3	105								
TOP 10 ADI'S	54877	47162	32.9	85.9	100	5123	38.7	9.3	118								
TOP 20 ADI'S	77516	66662	46.5	86.0	101	7030	53.1	9.1	115								
HSHLD INC. \$50,000 OR MORE	17257	15542	10.8	90.1	105	1642	12.4	9.5	121								
\$40,000 OR MORE	33235	30291	21.1	91.1	107	2979	22.5	9.0	114								
\$30,000 OR MORE	59693	54445	38.0	91.2	107	5083	38.4	8.5	108								
\$25,000 OR MORE	76275	69244	48.3	90.8	106	6251	47.2	8.2	104								
\$20,000 - \$24,999	18607	16398	11.4	88.1	103	1221	9.2	6.6	83								
\$15,000 - \$19,999	17175	14766	10.3	86.0	101	1392	10.5	8.1	103								
\$10,000 - \$14,999	24569	20101	14.0	81.8	96	2000	15.1	8.1	103								
UNDER \$10,000	31101	22956	16.0	73.8	86	2377	18.0	7.6	97								
HOUSEHOLD OF 1 PERSON	19441	14342	10.0	73.8	86	1854	14.0	9.5	121								
2 PEOPLE	51803	41422	28.9	80.0	93	4999	37.8	9.7	122								
3 OR 4 PEOPLE	66933	61014	42.5	91.2	107	4270	32.2	6.4	81								
5 OR MORE PEOPLE	29550	26687	18.6	90.3	106	2119	16.0	7.2	91								
NO CHILD IN HSHLD	96587	77230	53.8	80.0	93	9162	69.2	9.5	120								
CHILD(REN) UNDER 2 YRS	10844	10219	7.1	94.2	110	9737	5.6	6.8	86								
2 - 5 YEARS	26358	24687	17.2	93.7	109	1420	10.7	5.4	68								
6 - 11 YEARS	30453	28510	19.9	93.6	109	1482	11.2	4.9	62								
12 - 17 YEARS	36575	33783	23.5	92.4	108	2075	15.7	5.7	72								
RESIDENCE OWNED	117770	100032	69.7	84.9	99	9787	73.9	8.3	105								
VALUE: \$50,000 OR MORE	70166	61280	42.7	87.3	102	6228	47.0	8.9	112								
VALUE: UNDER \$50,000	47604	38752	27.0	81.4	95	3560	26.9	7.5	95								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	FLUORIDE				NON-FLUORIDE				A				B				C				D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	143465	100.0	85.5	100	13241	100.0	7.9	100																
MAGAZINES	QUINTILE 1	34022	30788	21.5	90.5	106	2581	19.5	7.6	96																
	QUINTILE 2	34800	30960	21.6	89.0	104	2783	21.0	8.0	101																
	QUINTILE 3	30514	26616	18.6	87.2	102	2360	17.8	7.7	98																
	QUINTILE 4	33324	28195	19.7	84.6	99	2396	18.1	7.2	91																
	QUINTILE 5	35066	26907	18.8	76.7	90	3120	23.6	8.9	113																
NEWSPAPERS	QUINTILE 1	29107	25592	17.8	87.9	103	2211	16.7	7.6	96																
	QUINTILE 2	49095	42022	29.3	85.6	100	4309	32.5	8.8	111																
	QUINTILE 3	23107	20425	14.2	88.4	103	1652	12.5	7.1	91																
	QUINTILE 4	33556	28813	20.1	85.9	100	2627	19.8	7.8	99																
	QUINTILE 5	32863	26613	18.6	81.0	95	2442	18.4	7.4	94																
OUTDOOR	QUINTILE 1	33431	29771	20.8	89.1	104	2579	19.5	7.7	98																
	QUINTILE 2	33478	29580	20.6	88.4	103	2291	17.3	6.8	87																
	QUINTILE 3	33574	28880	20.1	86.0	101	2645	20.0	7.9	100																
	QUINTILE 4	33935	28369	19.8	83.6	98	2649	20.0	7.8	99																
	QUINTILE 5	33310	26565	18.7	80.7	94	3077	23.2	9.2	117																
RADIO-DRIVE TIME	QUINTILE 1	33134	29254	20.4	88.3	103	2555	19.3	7.7	98																
	QUINTILE 2	31658	27376	19.1	86.5	101	2593	19.6	8.2	104																
	QUINTILE 3	32541	28547	19.9	87.7	103	2155	16.3	6.6	84																
	QUINTILE 4	34247	29632	20.7	86.5	101	2794	21.1	8.2	103																
	QUINTILE 5	36144	28656	20.0	79.3	93	3144	23.7	8.7	110																
RADIO-MID- DAY	TERCILE 1	45037	39554	27.6	87.8	103	3472	26.2	7.7	98																
	TERCILE 2	44819	38077	26.5	85.0	99	3864	29.2	8.6	109																
	TERCILE 3	77872	65834	45.9	84.5	99	5905	44.6	7.6	96																
RADIO-TOTAL	QUINTILE 1	33783	29966	20.9	88.8	104	2517	19.0	7.5	94																
	QUINTILE 2	33240	28613	19.9	86.1	101	2664	20.1	8.0	102																
	QUINTILE 3	33408	29657	20.7	88.8	104	2372	17.9	7.1	90																
	QUINTILE 4	34792	29232	20.4	84.0	98	2960	22.4	8.5	108																
	QUINTILE 5	32524	25997	18.1	79.9	93	2728	20.6	8.4	106																
TV-PRIME TIME	QUINTILE 1	33090	27710	19.3	83.7	98	2565	19.4	7.8	98																
	QUINTILE 2	33357	29037	20.2	87.0	102	2630	19.9	7.9	100																
	QUINTILE 3	33980	29212	20.4	86.0	101	2703	20.4	8.0	101																
	QUINTILE 4	33854	29019	20.2	85.7	100	2839	21.4	8.4	106																
	QUINTILE 5	33444	28487	19.9	85.2	100	2503	18.9	7.5	95																
TV-DAYTIME	TERCILE 1	49121	40602	28.3	82.7	97	3740	28.2	7.6	96																
	TERCILE 2	48823	41755	29.1	85.5	100	3958	29.9	8.1	103																
	TERCILE 3	69782	61107	42.6	87.6	102	5543	41.9	7.9	101																
TV-TOTAL	QUINTILE 1	33584	27900	19.2	81.9	96	2592	19.6	7.7	98																
	QUINTILE 2	33441	28479	19.9	85.2	100	2558	19.3	7.6	97																
	QUINTILE 3	33505	28833	20.1	86.1	101	2761	20.9	8.2	104																
	QUINTILE 4	33466	29138	20.3	87.1	102	2871	21.7	8.6	109																
	QUINTILE 5	33731	29515	20.6	87.5	102	2459	18.6	7.3	92																
MAGAZINES-NEWSPAPERS: DUAL		44503	39927	27.8	89.7	105	3537	26.7	7.9	101																
MAGAZINE IMPERATIVE		39363	35110	24.5	89.2	104	2860	21.6	7.3	92																
NEWSPAPER IMPERATIVE		46441	38675	27.0	83.3	97	4013	30.3	8.6	109																
MAGAZINES-OUTDOOR: DUAL		33726	30523	21.3	90.5	106	2552	19.3	7.6	96																
MAGAZINE IMPERATIVE		52846	46307	32.3	87.6	102	4349	32.8	8.2	104																
OUTDOOR IMPERATIVE		52140	44352	30.9	85.1	99	3825	28.9	7.3	93																
MAGAZINES-RADIO: DUAL		37081	33560	23.4	90.5	106	2805	21.2	7.6	96																
MAGAZINE IMPERATIVE		49747	43821	30.5	88.1	103	4076	30.8	8.2	104																
RADIO IMPERATIVE		49208	41739	29.1	84.8	99	3844	29.0	7.8	99																
MAGAZINES-TELEVISION: DUAL		33103	29103	20.3	87.9	103	2272	17.2	6.9	87																
MAGAZINE IMPERATIVE		54575	49300	34.4	90.3	106	4566	34.5	8.4	106																
TELEVISION IMPERATIVE		53249	43012	30.0	80.8	94	4209	31.8	7.9	100																
NEWSPAPERS-OUTDOOR: DUAL		36255	32434	22.6	89.5	105	2480	18.7	6.8	87																
NEWSPAPER IMPERATIVE		55591	47007	32.8	84.6	99	4992	37.7	9.0	114																
OUTDOOR IMPERATIVE		48319	41930	29.2	86.8	101	3630	27.4	7.5	95																
NEWSPAPERS-RADIO: DUAL		37242	33944	23.0	88.7	104	2732	20.6	7.3	93																
NEWSPAPER IMPERATIVE		54423	46395	32.3	85.2	100	4730	35.7	8.7	110																
RADIO IMPERATIVE		46650	40532	28.3	86.9	102	3477	26.3	7.5	94																
NEWSPAPERS-TELEVISION: DUAL		35974	30756	21.4	85.5	100	2845	21.5	7.9	100																
NEWSPAPER IMPERATIVE		56095	49384	34.4	88.0	103	4561	34.4	8.1	103																
TELEVISION IMPERATIVE		47170	39124	27.3	82.9	97	3502	26.4	7.4	94																
OUTDOOR-RADIO: DUAL		33748	30380	21.2	90.0	105	2459	18.6	7.3	92																
OUTDOOR IMPERATIVE		52785	45662	31.8	86.5	101	4025	30.4	7.6	97																
RADIO IMPERATIVE		52582	45165	31.5	85.4	100	4293	32.4	8.1	103																
OUTDOOR-TELEVISION: DUAL		32030	28092	19.6	87.7	103	211																			

	TOTAL U.S. '000	FLUORIDE				NON-FLUORIDE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	143465	100.0	85.5	100	13241	100.0	7.9	100								
ATLANTIC MONTHLY	867	776	0.5	89.5	105	**61	0.5	7.0	89								
BARRON'S	1580	1373	1.0	86.9	102	*185	1.4	11.7	148								
BETTER HOMES & GARDENS	22203	19434	13.5	87.5	102	1579	11.9	7.1	90								
BON APPETIT	3810	3445	2.4	90.4	106	297	2.2	7.8	99								
BUSINESS WEEK	4663	4216	2.9	90.4	106	371	2.8	8.0	101								
CAR AND DRIVER	3102	2778	1.9	89.6	105	*220	1.7	7.1	90								
CBS MAGAZINE NETWORK (GROSS)	7311	6664	4.6	91.2	107	506	3.8	6.9	88								
CHANGING TIMES	3400	2975	2.1	87.5	102	247	1.9	7.3	92								
COLONIAL HOMES	1796	1637	1.1	91.1	107	**85	0.6	4.7	60								
CONDE NAST MAG. PKG. (GROSS)	19924	18320	12.8	91.9	107	1670	12.6	8.4	106								
CONSUMERS DIGEST	3125	2746	1.9	87.9	103	*207	1.6	6.6	84								
COSMOPOLITAN	10577	9602	6.7	90.8	106	823	6.2	7.8	99								
COUNTRY LIVING	3746	3207	2.2	85.6	100	*313	2.4	8.4	106								
CUISINE	2214	1976	1.4	89.3	104	*133	1.0	6.0	76								
CYCLE WORLD	2394	2164	1.5	90.4	106	**171	1.3	7.1	90								
DCI:CREATIVE IDEAS FOR LIV	3068	2730	1.9	89.0	104	*196	1.5	6.4	81								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	8441	5.9	88.3	103	701	5.3	7.3	93								
DISCOVER	2277	2147	1.5	94.3	110	*147	1.1	6.5	82								
EBONY	7187	6330	4.4	88.1	103	443	3.3	6.2	78								
ESQUIRE	2560	2326	1.6	90.9	106	*195	1.5	7.6	96								
ESSENCE	3242	2492	2.1	92.3	108	*171	1.3	5.3	67								
FAMILY CIRCLE	19639	17236	12.0	87.8	103	1552	11.7	7.9	100								
THE FAMILY HANDYMAN	3540	3175	2.2	89.7	105	*159	1.2	4.5	57								
FAMILY WEEKLY	23924	20801	14.5	86.9	102	1719	13.0	7.2	91								
FIELD & STREAM	9883	8848	6.2	89.5	105	700	5.3	7.1	90								
FOOD & WINE	1030	904	0.6	87.8	103	**73	0.6	7.1	90								
FORBES	2679	2361	1.6	88.1	103	304	2.3	11.3	144								
FORTUNE	2931	2712	1.9	92.5	108	218	1.6	7.4	94								
GENTLEMEN'S QUARTERLY	3481	3309	2.3	95.1	111	*241	1.8	6.9	88								
GLAMOUR	7163	6729	4.7	93.9	110	613	4.6	8.6	108								
GOLF DIGEST	2355	2099	1.5	89.1	104	*215	1.6	9.1	116								
GOLF DIGEST/TENNIS (GROSS)	3610	3259	2.3	90.3	106	289	2.2	8.0	101								
GOLF MAGAZINE	2046	1807	1.3	88.3	103	*199	1.5	9.7	123								
GOLF MAGAZINE/SKI (GROSS)	3547	3175	2.2	89.5	105	339	2.6	9.6	121								
GOOD HOUSEKEEPING	20353	17995	12.5	88.4	103	1433	10.8	7.0	89								
HARPER'S BAZAAR	3362	3111	2.2	92.5	108	*354	2.7	10.5	133								
HEALTH	2987	2656	1.9	88.9	104	*252	1.9	8.4	107								
HEARST MAG CORP. BUY (GROSS)	67928	60866	12.4	89.6	105	5009	37.8	7.4	93								
HEARST MAN POWER (GROSS)	11282	10236	7.1	90.7	106	680	5.1	6.0	76								
HEARST WOMAN POWER (GROSS)	40514	36200	25.2	89.4	104	2904	21.9	7.2	91								
HOUSE BEAUTIFUL	4885	4306	3.0	88.1	103	498	3.8	10.2	129								
INC.	1308	1167	0.8	89.2	104	**126	1.0	9.6	122								
JET	6498	5584	3.9	85.9	100	480	3.6	7.4	94								
LADIES' HOME JOURNAL	14797	13227	9.2	89.4	105	1119	8.5	7.6	96								
LHJ FAMILY GRP COMBO(GROSS)	21743	19510	13.6	89.7	105	1594	12.0	7.3	93								
LIFE	9881	8837	6.2	89.4	105	726	5.5	7.3	93								
L.A. TIMES HOME MAGAZINE	2775	2425	1.7	87.4	102	388	2.9	14.0	177								
MADMOISELLE	4219	3757	2.6	89.0	104	*315	2.4	7.5	95								
MC CALL'S	16422	14437	10.1	87.9	103	1281	9.7	7.8	99								
MC CALL'S/WRK MOTHER (GROSS)	17919	15856	11.1	88.5	103	1336	10.1	7.5	94								
MECHANIX ILLUSTRATED	4433	3846	2.7	86.8	101	356	2.7	8.0	102								
METROPOLITAN HOME	1504	1342	0.9	89.2	104	*115	0.9	7.6	97								
MONEY	4723	4308	3.0	91.2	107	462	3.5	9.8	124								
MOTHER EARTH NEWS	2325	2086	1.5	89.7	105	*225	1.7	9.7	123								
MS.	1189	1120	0.8	94.2	110	**78	0.6	6.6	83								
NATIONAL ENQUIRER	18892	16222	11.3	85.9	100	1492	11.3	7.9	100								
NATIONAL GEOGRAPHIC	22129	19565	13.6	88.4	103	1933	14.6	8.7	111								
NATIONAL SUNDAY MAGAZINE PKG	103750	90589	63.1	87.3	102	8169	61.7	7.9	100								
NATURAL HISTORY	1379	1261	0.9	91.4	107	*118	0.9	8.6	108								
NEW WOMAN	2289	1995	1.4	87.2	102	*272	2.1	11.9	151								
NEW YORK INCLUDING CUE	1088	1000	0.7	91.9	107	**71	0.5	6.5	83								
THE NEW YORKER	2459	2222	1.5	90.4	106	256	1.9	10.4	132								
NEWSWEEK	16527	14873	10.4	90.0	105	1386	10.5	8.4	106								
THE N.Y. TIMES DAILY EDITION	2739	2450	1.7	89.4	105	258	1.9	9.4	119								
THE N.Y. TIMES MAGAZINE	4443	3884	2.7	87.4	102	420	3.2	9.5	120								
OMNI	2799	2638	1.8	94.2	110	*151	1.1	5.4	68								
ON CABLE	2209	2038	1.4	92.3	108	**91	0.7	4.1	52								
1001 HOME IDEAS	3959	3626	2.5	91.6	107	*224	1.7	5.7	72								
ORGANIC GARDENING	3111	2578	1.8	82.9	97	319	2.4	10.3	130								
OUTDOOR LIFE	5024	4554	3.2	90.6	106	350	2.6	7.0	88								
PARADE MAGAZINE	51292	44440	31.0	86.6	101	4228	11.9	8.2	104								

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	TOTAL U.S. '000	FLUORIDE				NON-FLUORIDE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	143465	100.0	85.5	100	13241	100.0	7.9	100								
PARENTS	5298	5087	3.5	96.0	112	*183	1.4	3.5	44								
PENTHOUSE	5129	4758	3.3	92.8	108	283	2.1	5.5	70								
PEOPLE	21070	19270	13.4	91.5	107	1514	11.4	7.2	91								
PLAYBOY	10562	9566	6.7	90.6	106	700	5.3	6.6	84								
POPULAR HOT RODDING	2498	2259	1.6	90.4	106	**121	0.9	4.8	61								
POPULAR MECHANICS	5887	5170	3.6	87.8	103	411	3.1	7.0	88								
POPULAR SCIENCE	4317	3919	2.7	90.8	106	352	2.7	8.2	103								
PREVENTION	5792	4746	3.3	81.9	96	509	3.8	8.8	111								
PSYCHOLOGY TODAY	3284	3004	2.1	91.5	107	325	2.5	9.9	125								
READER'S DIGEST	40046	34345	23.9	85.8	100	3296	24.9	8.2	104								
REDBOOK	9584	8603	6.0	89.8	105	649	4.9	6.8	86								
ROAD & TRACK	2590	2414	1.7	93.2	109	*194	1.5	7.5	95								
ROLLING STONE	3302	3163	2.2	95.8	112	*188	1.4	5.7	72								
RUNNER'S WORLD	1229	1165	0.8	94.8	111	**114	0.9	9.3	117								
SATURDAY EVENING POST	2110	1851	1.3	87.7	103	*159	1.2	7.5	95								
SCIENCE 84	1543	1431	1.0	92.7	108	**106	0.8	6.9	87								
SCIENCE DIGEST	1747	1667	1.2	95.4	112	**75	0.6	4.3	54								
SCIENTIFIC AMERICAN	1994	1862	1.3	93.4	109	*145	1.1	7.3	92								
SELF	3119	2849	2.0	91.3	107	*325	2.5	10.4	132								
SEVENTEEN	3923	3628	2.5	92.5	108	*301	2.3	7.7	97								
SKI	1501	1368	1.0	91.1	107	**140	1.1	9.3	118								
SMITHSONIAN	5976	5305	3.7	88.8	104	670	5.1	11.2	142								
SOAP OPERA DIGEST	4228	3832	2.7	90.6	106	**103	0.8	2.4	31								
SOUTHERN LIVING	6488	5711	4.0	88.0	103	505	3.8	7.8	99								
SPORT	3500	3154	2.2	90.1	105	*227	1.7	6.5	82								
THE SPORTING NEWS	2456	2289	1.6	93.2	109	*117	0.9	4.8	60								
SPORTS AFIELD	3648	3399	2.4	93.2	109	*194	1.5	5.3	67								
SPORTS ILLUSTRATED	14484	13293	9.3	91.8	107	955	7.2	6.6	84								
STAR	12661	10912	7.6	86.2	101	931	7.0	7.4	93								
SUNDAY	52799	46024	32.1	87.2	102	4523	34.2	8.6	109								
SUNSET	3513	3133	2.2	89.2	104	298	2.3	8.5	107								
TV GUIDE	42766	38011	26.5	88.9	104	3004	22.7	7.0	89								
TENNIS	1254	1160	0.8	92.5	108	**74	0.6	5.9	75								
TIME	22054	19737	13.8	89.5	105	1917	14.5	8.7	110								
TOWN & COUNTRY	1555	1427	1.0	91.8	107	**109	0.8	7.0	89								
TRAVEL & LEISURE	2173	1964	1.4	90.4	106	*164	1.2	7.5	96								
TRUE STORY	4636	4008	2.8	86.5	101	*255	1.9	5.5	70								
U.S. NEWS & WORLD REPORT	10353	9190	6.4	88.8	104	788	6.0	7.6	96								
USA TODAY	4994	4483	3.1	89.8	105	398	3.0	8.0	101								
US	3528	3277	2.3	92.9	109	*268	2.0	7.6	96								
VOGUE	5424	4985	3.5	91.9	107	418	3.2	7.7	98								
WALL STREET JOURNAL	6292	5670	4.0	90.1	105	607	4.6	9.6	122								
WEIGHT WATCHERS	2762	2584	1.8	93.6	109	*130	1.0	4.7	60								
WOMAN'S DAY	16320	14223	9.9	87.2	102	1325	10.0	8.1	103								
WORKING MOTHER	1496	1419	1.0	94.9	111	**55	0.4	3.7	47								
WORKING WOMAN	1851	1693	1.2	91.5	107	*135	1.0	7.3	92								
WORLD TENNIS	580	534	0.4	92.1	108	**32	0.2	5.5	70								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	11104	7.7	89.5	105	892	6.7	7.2	91								
BLAIR INSERTS	91671	80187	55.9	87.5	102	7374	55.7	8.0	102								
DAILY NEWSPAPERS																	
READ ANY	109190	94346	65.8	86.4	101	8760	66.2	8.0	102								
READ ONE	89587	77184	53.8	86.2	101	7238	54.7	8.1	102								
READ TWO OR MORE	19602	17162	12.0	87.6	102	1522	11.5	7.8	98								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	95495	66.6	87.1	102	8750	66.1	8.0	101								
READ ONE	95074	82592	57.6	86.9	102	7561	57.1	8.0	101								
READ TWO OR MORE	14588	12903	9.0	88.4	103	1188	9.0	8.1	103								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.62				27.74											
30 DAY REACH	149706	129110	90.0	86.2	101	11562	87.3	7.7	98								
50 SHWG - 30 DAY AV FREQ	15.16	15.55				14.65											
30 DAY REACH	142406	123080	85.8	86.4	101	10945	82.7	7.7	97								
25 SHWG - 30 DAY AV FREQ	8.23	8.42				8.07											
30 DAY REACH	131152	113769	79.3	86.7	101	9968	75.3	7.6	96								
CABLE TV: HOME WIRED	66879	58786	41.0	87.9	103	4857	36.7	7.3	92								
HOME NOT WIRED	100848	84678	59.0	84.0	98	8384	63.3	8.3	105								
HAVE PAY CABLE	35024	31968	22.3	91.3	107	2502	18.9	7.1	90								

	TOTAL U.S. '000	FLUORIDE				NON-FLUORIDE				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL ADULTS	167727	143445	100.0	85.5	100	13241	100.0	7.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	75620	83738	58.4	87.6	102	7213	54.5	7.5	96								
10:00 AM - 3:00 PM	63599	55125	38.4	86.7	101	5088	38.4	8.0	101								
3:00 PM - 7:00 PM	72097	63867	44.5	88.6	104	5668	42.8	7.9	100								
7:00 PM - MIDNIGHT	36670	32297	22.5	88.1	103	2726	20.6	7.4	94								
MIDNIGHT - 6:00 AM	21908	19269	13.4	88.0	103	1680	12.7	7.7	97								
6:00 AM - MIDNIGHT	127571	111126	77.5	87.1	102	9802	74.0	7.7	97								
ENTIRE DAY	129239	112569	78.5	87.1	102	9897	74.7	7.7	97								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	29796	20.8	87.6	102	2548	19.2	7.5	95								
ALL NEWS	6062	5107	3.6	84.2	98	695	5.2	11.5	145								
ADW/PROGRESSIVE	11884	10855	7.6	91.3	107	762	5.8	6.4	81								
BEAUTIFUL MUSIC	11180	9759	6.8	87.3	102	933	7.0	8.3	106								
BLACK	4538	4010	2.8	88.4	103	351	2.7	7.7	98								
CLASSICAL	3857	3493	2.4	90.6	106	368	2.8	9.5	121								
CHR/ROCK	21946	20013	13.9	91.2	107	1502	11.3	6.8	87								
COUNTRY	27262	23418	16.3	85.9	100	2000	15.1	7.3	93								
GOLDEN OLDIES	3239	2932	2.0	87.8	103	301	2.3	9.0	114								
MOR/NOSTALGIA	10346	8905	6.2	86.1	101	898	6.8	8.7	110								
NEWS/TALK	8929	7508	5.2	84.1	98	825	6.2	9.2	117								
RELIGIOUS	5488	4568	3.2	83.2	97	489	3.7	8.9	113								
SOFT ROCK	1232	1158	0.8	94.0	110	**92	0.7	7.5	95								
URBAN CONTEMPORARY	2184	2794	1.9	87.8	103	272	2.1	8.5	108								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	6317	4.4	91.4	107	471	3.6	6.8	86								
ABC DIRECTION	5212	4366	3.0	83.8	98	409	3.1	7.8	99								
ABC ENTERTAINMENT	10385	8940	6.2	86.1	101	900	6.8	8.7	110								
ABC FM	4762	4364	3.0	91.6	107	331	2.5	7.0	88								
ABC INFORMATION	11339	9489	6.6	83.7	98	971	7.3	8.6	108								
ABC ROCK	4878	4569	3.2	93.7	110	283	2.1	5.8	73								
CBS	10709	9010	6.3	84.1	98	953	7.2	8.9	113								
MUTUAL	10251	8643	6.0	84.3	99	808	6.1	7.9	100								
NBC	12243	10395	7.2	84.9	99	997	7.5	8.1	103								
RADIO/NO	4604	4140	2.9	89.9	105	306	2.3	6.6	84								
RKO ONE	5148	4670	3.3	90.7	106	346	2.6	6.7	85								
RKO TWO	7313	6337	4.4	86.7	101	632	4.8	8.6	109								
THE SOURCE	5981	5474	3.8	91.5	107	298	2.3	5.0	63								
NON-WIRED: BLAIR	19329	17174	12.0	88.9	104	1464	11.1	7.6	96								
INTERNET	27139	24074	16.8	88.7	104	2365	17.9	8.7	110								
KATZ RADIO GROUP	36319	31868	22.2	87.7	103	2687	20.3	7.4	94								
SUPPLEMENT	22361	19758	13.8	88.4	103	1527	11.5	6.8	87								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	11969	8.3	82.4	96	1283	9.7	8.8	112								
WKDAY 9:00 AM - 1:00 PM	18688	15368	10.7	82.2	96	1427	10.8	7.6	97								
WKDAY 1:00 PM - 4:30 PM	24061	19867	13.8	82.6	97	1833	13.8	7.6	97								
WKDAY 4:30 PM - 7:30 PM	44079	36580	25.5	83.0	97	3478	26.3	7.9	100								
WKDAY 7:30 PM - 8:00 PM	61979	51369	35.8	82.9	97	5010	37.8	8.1	102								
WKDAY 11:00 PM - 11:30 PM	49084	41496	28.9	84.5	99	3880	29.3	7.9	100								
WKDAY 11:30 PM - 1:00 AM	16560	14134	9.9	85.4	100	1225	9.3	7.4	94								
M-SAT 8-11 PM-SUN 7-11 PM	66967	57149	39.8	85.3	100	5243	39.6	7.8	99								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	9264	8029	5.6	86.6	101	584	4.4	6.3	80							
ANOTHER WORLD	N	6138	4940	3.4	80.5	94	467	3.5	7.6	96							
AS THE WORLD TURNS	C	7707	6173	4.3	80.1	94	631	4.8	8.2	104							
CAPITOL	C	4688	3778	2.6	80.6	94	381	2.9	8.1	103							
CBS MORN. NEWS 1	C	2792	2201	1.5	78.8	92	258	1.9	9.2	117							
CBS MORN. NEWS 2	C	2071	1613	1.1	77.9	91	150	1.1	7.2	92							
DAYS OF OUR LIVES	N	8018	6587	4.6	82.2	96	646	4.9	8.1	102							
FACTS OF LIFE - DAYTIME	N	2487	2955	2.1	84.7	99	289	2.2	8.3	105							
FAMILY FEUD	A	4817	3946	2.8	81.9	96	316	2.4	6.6	83							
GENERAL HOSPITAL	A	8333	6934	4.8	83.2	97	573	4.3	6.9	87							
GOOD MORNING, AMERICA-730	A	5472	4583	3.2	83.8	98	523	3.9	9.6	121							
GOOD MORNING, AMERICA-830	A	3965	3347	2.3	84.4	99	259	2.0	6.5	83							
GUIDING LIGHT	C	7542	6054	4.2	80.3	94	676	5.1	9.0	114							
ONE LIFE TO LIVE	A	6018	5098	3.6	84.7	99	444	3.4	7.4	93							
PRESS YOUR LUCK	C	3589	2985	2.1	83.2	97	288	2.2	8.0	102							
PRICE IS RIGHT 1	C	7418	5963	4.2	80.4	94	530	4.0	7.1	91							
PRICE IS RIGHT 2	C	8276	6737	4.7	81.4	95	592	4.5	7.2	91							
RYAN'S HOPE	A	4358	3838	2.7	88.1	103	268	2.0	6.1	78							
SALE OF THE CENTURY	N	3749	3036	2.1	81.0	95	273	2.1	7.3	92							
SEARCH FOR TOMORROW	N	2884	2358	1.6	81.8	96	226	1.7	7.8	99							
TODAY SHOW 1	N	4869	3909	2.7	80.3	94	496	3.7	10.2	129							
TODAY SHOW 2	N	4135	3220	2.2	77.9	91	408	3.1	9.9	125							
\$25,000 PYRAMID	C	4361	3513	2.4	80.6	94	342	2.6	7.8	99							
WHEEL OF FORTUNE	N	6187	4930	3.4	79.7	93	554	4.2	9.0	113							
YOUNG AND THE RESTLESS	C	8184	6590	4.6	80.5	94	589	4.4	7.2	91							
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A		4727	3991	2.8	84.4	99	441	3.3	9.3	118							
NBA PLAYOFF GAME -1	C	5127	4414	3.1	86.1	101	442	3.3	8.6	109							
NBC MAJOR LEAGUE PRE-GAME N		2945	3326	2.3	84.3	99	296	2.2	7.5	95							
SPORTSWORLD - SUN	N	3370	2948	2.1	87.5	102	154	1.2	4.6	58							
SUNDAY MORNING	C	4200	3394	2.4	80.8	94	316	2.4	7.5	95							

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	FLUORIDE				NON-FLUORIDE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	143465	100.0	85.5	100	13241	100.0	7.9	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	42642	29.7	81.5	95	4187	31.6	8.0	101								
NETWORK AFFILIATES - LATE	39164	33091	23.1	84.5	99	3031	22.9	7.7	98								
INDEPENDENTS - LATE	5133	4322	3.0	84.2	98	513	3.9	10.0	127								
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 22825	19635	13.7	86.0	101	1741	13.1	7.6	97								
ABC MONDAY NIGHT MOVIE	A 11258	9644	6.7	85.7	100	889	6.7	7.9	100								
ABC SUNDAY NIGHT MOVIE	A 23600	20413	14.2	86.5	101	1890	14.3	8.0	101								
ABC WORLD NEWS TONIGHT	A 12801	10557	7.4	82.5	96	1010	7.6	7.9	100								
AFTERMASH	C 10966	9043	6.3	82.5	96	841	6.4	7.7	97								
ALICE	C 17050	14160	9.9	83.0	97	1302	9.8	7.6	97								
AMERICAN PARADE	C 11998	9739	6.8	81.2	95	888	6.7	7.4	94								
BENSON	A 19258	15754	11.0	81.8	96	1578	11.9	8.2	104								
BLUE THUNDER	A 11478	9684	6.8	84.4	99	870	6.6	7.6	96								
CAGNEY & LACEY	C 18263	15695	10.9	85.9	100	1274	9.6	7.0	88								
CBS EVENING NEWS-DEAN	C 7733	6068	4.2	78.5	92	652	4.9	8.4	107								
CBS EVENING NEWS-RATHER	C 15653	12775	8.9	81.6	95	1215	9.2	7.8	98								
CBS SAT. NEWS-SCHIEFFER	C 8744	6891	4.8	78.8	92	718	5.4	8.2	104								
CBS SATURDAY NIGHT MOVIE	C 12000	10327	7.2	86.1	101	1004	7.6	8.4	106								
CBS WEDNESDAY NIGHT MOVIE	C 11522	9649	6.7	83.7	98	803	6.1	7.0	88								
CHEERS	M 16818	14831	10.3	88.2	103	1330	10.0	7.9	100								
DALLAS	C 37510	30995	21.6	82.6	97	3264	24.7	8.7	110								
DIFF'RENT STROKES	M 11258	8947	6.2	79.5	93	877	6.6	7.8	99								
DOUBLE TROUBLE	M 12248	10803	7.5	88.2	103	842	6.4	6.9	87								
DUCK FACTORY	M 11100	9755	6.8	87.9	103	868	6.6	7.8	99								
DUKES OF HAZZARD	C 12353	10318	7.2	83.5	98	681	5.1	5.5	70								
DYNASTY	A 33279	27950	19.5	84.0	98	2777	21.0	8.3	106								
FACTS OF LIFE	M 13410	11615	8.1	86.6	101	875	6.6	6.5	83								
FALCON CREST	C 31093	25660	17.9	82.5	96	2560	19.3	8.2	104								
FALL GUY	A 18649	15871	11.1	85.1	99	1367	10.3	7.3	93								
FAMILY TIES	M 13101	11033	7.7	84.2	98	729	5.5	5.6	70								
FANTASY ISLAND	A 13069	10856	7.6	83.1	97	868	6.6	6.6	84								
FOULUPS, BLEEPERS & BLUNDERS	A 16588	14218	9.9	85.7	100	1204	9.1	7.3	92								
FOUR SEASONS	C 9302	7544	5.3	81.1	95	731	5.5	7.9	100								
GIMME A BREAK	N 13955	11398	7.9	81.7	95	929	7.0	6.7	84								
HART TO HART	A 15735	13499	9.4	85.8	100	1091	8.2	6.9	88								
HILL STREET BLUES	M 18257	16150	11.3	88.5	103	1580	11.9	8.7	110								
HOTEL	A 24236	20218	14.1	83.4	98	2062	15.6	8.5	108								
JEFFERSONS	C 17010	13924	9.7	81.9	96	1367	10.3	8.0	102								
JENNIFER SLEPT HERE	M 9397	7743	5.4	82.4	96	733	5.5	7.8	99								
KATE & ALLIE	C 16762	14246	9.9	85.0	99	1239	8.4	7.4	94								
KNIGHT RIDER	M 13164	11478	8.0	87.2	102	823	6.2	6.3	79								
LOVE BOAT	A 20400	16765	11.7	82.2	96	1584	12.0	7.8	98								
MAGNUM PI	C 22543	19294	13.4	85.6	100	1799	13.6	8.0	101								
MAMA'S FAMILY	M 8952	8116	5.7	82.4	96	776	5.9	7.9	100								
MASTER, THE	N 8082	7029	4.9	87.0	102	469	3.5	5.8	74								
MATT HOUSTON	A 12881	11180	7.8	86.8	101	1006	7.6	7.8	99								
NBC MONDAY NIGHT MOVIE	M 23889	21041	14.7	88.1	103	1790	13.5	7.5	95								
NBC NIGHTLY NEWS	M 11156	9129	6.4	81.8	96	980	7.4	8.8	111								
NBC NIGHTLY NEWS-SAT	M 7363	5762	4.0	78.3	91	622	4.7	8.4	107								
NBC NIGHTLY NEWS-SUN	M 6214	5029	3.5	80.9	95	555	4.2	8.9	113								
NBC SUNDAY NIGHT MOVIE	M 17590	15520	10.8	88.2	103	1641	12.4	9.3	118								
NEWMART	C 16740	14220	9.9	84.9	99	1157	8.7	6.9	88								
ONE DAY AT A TIME	C 11820	10147	7.1	85.8	100	704	5.3	6.0	75								
PEOPLE ARE FUNNY	M 9138	7598	5.3	83.1	97	750	5.7	8.2	104								
REAL PEOPLE	N 15979	13290	9.3	83.2	97	1163	8.8	7.3	92								
REMINGTON STEELE	M 14395	12701	8.9	88.2	103	1005	7.6	7.0	88								
RIPLEY'S BELIEVE IT - NOT	A 11362	9847	6.9	86.7	101	887	6.7	7.8	99								
RIPTIDE	M 13920	12283	8.6	88.2	103	961	7.3	6.9	87								
SCARECROW & MRS. KING	C 17571	14947	10.4	85.1	99	1200	9.1	6.8	87								
SIMON & SIMON	C 20208	17209	12.0	85.2	100	1635	12.3	8.1	102								
60 MINUTES	C 27668	22644	15.8	81.8	96	2368	17.9	8.6	108								
ST. ELSEWHERE	M 13699	12224	8.5	89.2	104	1234	9.3	9.0	114								
THREE'S COMPANY	A 20632	17662	12.3	85.6	100	1457	11.0	7.1	89								
T.J. HOOKER	A 17136	14114	9.8	82.4	96	1505	11.4	8.8	111								
TONIGHT SHOW	M 4963	4253	3.0	85.7	100	388	2.9	7.8	99								
TRAPPER JOHN, M.D.	C 16332	13647	9.5	83.6	98	1311	9.9	8.0	102								
TV BLOOPERS & PRAC. JOKES	N 18881	16215	11.3	85.9	100	1364	10.3	7.2	92								
20/20	A 18315	15629	10.9	85.3	100	1421	10.7	7.8	98								
WEBSTER	A 18722	15367	10.7	82.1	96	1516	11.4	8.1	103								
WORLD NEWS - SUN	A 5327	4307	3.0	80.9	95	454	3.4	8.5	108								
YELLOW ROSE	M 8370	6946	4.8	83.0	97	750	5.7	9.0	114								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	22420	15.6	86.7	101	1998	15.1	7.7	98								
BASKETBALL - COLLEGE GAMES	14468	13000	9.1	89.9	105	1057	8.0	7.3	93								
BASKETBALL - PRO GAMES	12124	10752	7.5	88.7	104	923	7.0	7.6	96								
BOWLING	9412	7730	5.4	82.1	96	823	6.2	8.7	111								
BOXING	15409	13270	9.2	86.1	101	1210	9.1	7.9	99								
FOOTBALL - COLLEGE GAMES	21400	19044	13.3	89.0	104	1726	13.0	8.1	102								
FOOTBALL - PRO GAMES	35944	32467	22.6	90.3	106	2338	17.7	6.5	82								
GOLF	9759	8438	5.9	86.5	101	763	5.8	7.8	99								
POST-SEASON COLL. FOOTBALL	18123	16109	11.2	88.9	104	1277	9.6	7.0	89								
POST-SEASON PRO FOOTBALL	22091	19765	13.8	89.5	105	1638	12.4	7.4	94								
TENNIS	6764	5992	4.2	88.6	104	618	4.7	9.1	116								
MRESTLING - PROFESSIONAL	9695	8675	6.0	89.5	105	417	3.1	4.3	54								

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	TOTAL U.S. '000	PASTE				GEL				PASTE/GEL COMBINATION							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	110219	100.0	65.7	100	46086	100.0	27.5	100	30014	100.0	17.9	100				
MALES	79263	52818	47.9	66.6	101	20569	44.6	26.0	94	12888	42.9	16.3	91				
FEMALES	88464	57401	52.1	64.9	99	25517	55.4	28.8	105	17126	57.1	19.4	108				
18 - 24	28671	16639	15.1	58.0	88	11087	24.1	38.7	141	7651	25.5	26.7	149				
25 - 34	39536	25996	23.6	65.8	100	13584	29.5	34.4	125	8587	28.6	21.7	121				
35 - 44	28978	19936	18.1	68.8	105	9112	19.8	31.4	114	5589	18.6	19.3	108				
45 - 54	22345	15706	14.2	70.3	107	5295	11.5	23.7	86	3451	11.5	15.4	86				
55 - 64	22224	15493	14.1	69.7	106	3575	7.8	16.1	59	2718	9.1	12.2	68				
65 OR OLDER	25973	16449	14.9	63.3	96	3433	7.4	13.2	48	2018	6.7	7.8	43				
18 - 34	68207	42634	38.7	62.5	95	24671	53.5	36.2	132	16237	54.1	23.8	133				
18 - 49	108058	70373	63.8	65.1	99	36679	79.6	33.9	124	23425	78.0	21.7	121				
25 - 54	90859	61638	55.9	67.8	103	27991	60.7	30.8	112	17627	58.7	19.4	108				
35 - 49	39851	27738	25.2	69.6	106	12008	26.1	30.1	110	7187	23.9	18.0	101				
50 OR OLDER	59669	39846	36.2	66.8	102	9407	20.4	15.8	57	6589	22.0	11.0	62				
GRADUATED COLLEGE	28091	20589	18.7	73.3	112	8689	18.9	30.9	113	4764	15.9	17.0	95				
ATTENDED COLLEGE	28938	20343	18.5	70.3	107	9105	19.8	31.5	115	5423	18.1	18.7	105				
GRADUATED HIGH SCHOOL	65503	42249	38.3	64.5	98	18839	40.9	28.8	105	12573	41.9	19.2	107				
DID NOT GRADUATE HIGH SCHOOL	45195	27038	24.5	59.8	91	9453	20.5	20.9	76	7254	24.2	16.1	90				
EMPLOYED MALES	56429	38598	35.0	68.4	104	16089	34.9	28.5	104	9986	33.3	17.7	99				
EMPLOYED FEMALES	43971	29030	26.3	66.0	100	14890	32.3	33.9	123	8749	29.1	19.9	111				
EMPLOYED FULL-TIME	87773	59146	53.7	67.4	103	26876	58.3	30.6	111	16123	53.7	18.4	103				
EMPLOYED PART-TIME	12627	8482	7.7	67.2	102	4104	8.9	32.5	118	2612	8.7	20.7	116				
NOT EMPLOYED	67327	42590	38.6	63.3	96	15106	32.8	22.4	82	11279	37.6	16.8	94				
PROFESSIONAL/MANAGER	25845	18910	17.2	73.2	111	7844	17.0	30.4	110	4415	14.7	17.1	95				
TECH/CLERICAL/SALES	30895	20254	18.4	65.6	100	10359	22.5	33.5	122	6138	20.5	19.9	111				
PRECISION/CRAFT	12629	8350	7.6	66.1	101	3504	7.6	27.7	101	2475	8.2	19.6	110				
OTHER EMPLOYED	31031	20114	18.2	64.8	99	9274	20.1	29.9	109	5707	19.0	18.4	103				
SINGLE	35557	21721	19.7	61.1	93	12189	26.4	34.3	125	7383	24.6	20.8	116				
MARRIED	103585	70069	63.6	67.6	103	28084	60.9	27.1	99	18385	61.3	17.7	99				
DIVORCED/SEPARATED/WIDOWED	28585	18429	16.7	64.5	98	5813	12.6	20.3	74	4246	14.1	14.9	83				
PARENTS	59295	38826	35.2	65.5	100	19932	43.2	33.6	122	14134	47.1	23.8	133				
WHITE	146081	97129	88.1	66.5	101	40053	86.9	27.4	100	25794	85.9	17.7	99				
BLACK	17974	10510	9.5	58.5	89	5024	10.9	28.0	102	3583	11.9	19.9	111				
OTHER	3672	2580	2.3	70.3	107	1009	2.2	27.5	100	6637	2.1	17.3	97				
NORTHEAST-CENSUS	37005	25544	23.2	69.0	105	10725	23.3	29.0	105	5908	19.7	16.0	89				
NORTH CENTRAL	42642	28926	26.2	67.8	103	11081	24.0	26.0	95	7205	24.0	16.9	94				
SOUTH	56777	34502	31.3	60.8	92	15521	33.7	27.3	99	11029	36.7	19.4	109				
WEST	31303	21247	19.3	67.9	103	8760	19.0	28.0	102	5872	19.6	18.8	105				
NORTHEAST-MKTG.	38125	25590	23.2	67.1	102	11590	25.1	30.4	111	6012	20.0	15.8	88				
EAST CENTRAL	24794	16483	15.0	66.5	101	6913	15.0	27.9	101	4193	14.0	16.9	95				
WEST CENTRAL	28511	19620	17.8	68.8	105	7108	15.4	24.9	91	5125	17.1	18.0	100				
SOUTH	48953	29873	27.1	61.0	93	12737	27.6	26.0	95	9704	32.3	19.8	111				
PACIFIC	27344	18652	16.9	68.2	104	7738	16.8	28.3	103	4980	16.6	18.2	102				
COUNTY SIZE A	69301	46408	42.1	67.0	102	19543	42.4	28.2	103	12304	41.0	17.8	99				
COUNTY SIZE B	50633	32690	29.7	64.6	98	14263	30.9	28.2	103	9388	31.3	18.5	104				
COUNTY SIZE C	26259	17510	15.9	66.7	101	6909	15.0	26.3	96	4585	15.3	17.5	98				
COUNTY SIZE D	21534	13611	12.3	63.2	96	5371	11.7	24.9	91	3736	12.4	17.3	97				
METRO CENTRAL CITY	50014	32301	29.3	64.6	98	13668	29.7	27.3	99	8888	29.6	17.8	99				
METRO SUBURBAN	76832	51897	47.1	67.5	103	21868	47.5	28.5	104	14125	47.1	18.4	103				
NON METRO	40881	26021	23.6	63.7	97	10550	22.9	25.8	94	7001	23.3	17.1	96				
TOP 5 ADI'S	39550	27278	24.7	69.0	105	11118	24.1	28.1	102	6570	21.9	16.6	93				
TOP 10 ADI'S	54877	35948	32.6	65.5	100	15937	34.6	29.0	106	9807	32.7	17.9	100				
TOP 20 ADI'S	77516	51491	46.7	66.4	101	21789	47.3	28.1	102	13558	45.2	17.5	98				
HSGLD INC. \$50,000 OR MORE	17257	12448	11.3	72.1	110	5446	11.8	31.6	115	2849	9.5	16.5	92				
\$40,000 OR MORE	33235	23471	21.3	70.6	107	10993	23.9	33.1	120	5822	19.4	17.5	98				
\$30,000 OR MORE	59693	41460	37.6	69.5	106	18763	40.7	31.4	114	10998	36.6	18.4	103				
\$25,000 OR MORE	76275	52637	47.8	69.0	105	23894	51.8	31.3	114	13803	46.0	18.1	101				
\$20,000 - \$24,999	18607	12496	11.3	67.2	102	5179	11.2	27.8	101	3105	10.3	16.7	93				
\$15,000 - \$19,999	17175	11137	10.1	64.8	99	4566	9.9	26.6	97	3457	11.5	20.1	112				
\$10,000 - \$14,999	24569	15702	14.2	63.9	97	6324	13.7	25.7	94	4339	14.5	17.7	99				
UNDER \$10,000	31101	18247	16.6	58.7	89	6123	13.3	19.7	72	5310	17.7	17.1	95				
HOUSEHOLD OF 1 PERSON	19441	12393	11.2	63.7	97	3408	7.4	17.5	64	2019	6.7	10.4	58				
2 PEOPLE	51803	34315	31.1	66.2	101	12061	26.2	23.3	85	7028	23.4	13.6	76				
3 OR 4 PEOPLE	66933	44498	40.4	66.5	101	21333	46.3	31.9	116	13735	45.8	20.5	115				
5 OR MORE PEOPLE	29550	19012	17.2	64.3	98	9285	20.1	31.4	114	7232	24.1	24.5	137				
NO CHILD IN HSHLD	96587	64188	58.2	66.5	101	22041	47.8	22.8	83	12987	43.3	13.4	75				
CHILD(REN) UNDER 2 YRS	10844	6620	6.0	61.0	93	3912	8.5	36.1	131	2927	9.8	27.0	151				
2 - 5 YEARS	26358	16493	15.0	62.6	95	9068	19.7	34.4	125	7188	23.9	27.3	152				
6 - 11 YEARS	30453	19861	18.0	65.2	99	10376	22.5	34.1	124	7183	23.9	23.6	132				
12 - 17 YEARS	36575	24073	21.8	65.8	100	11709	25.4	32.0	117	8178	27.2	22.4	125				
RESIDENCE OWNED	117770	79389	72.0	67.4	103	31376	68.1	26.6	97	19883	66.2	16.9	94				
VALUE: \$50,000 OR MORE	70166	49194	44.6	70.1	107	20313	44.1	28.9	105	11307	37.7	16.1	90				
VALUE: UNDER \$50,000	47604	30195	27.4	63.4	97	11064	24.0	23.2	85	8576	28.6	18.0	101				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOOTH PASTE: FORMS
(ADULTS)

			TOTAL	PASTE				GEL				PASTE/GEL COMBINATION							
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS			167727	110219	100.0	65.7	100	46086	100.0	27.5	100	30014	100.0	17.9	100				
MAGAZINES	QUINTILE 1		34022	23038	20.9	67.7	103	10910	23.7	32.1	117	6868	22.9	20.2	113				
	QUINTILE 2		34800	23730	21.5	68.2	104	10237	22.2	29.4	107	6518	21.7	18.7	105				
	QUINTILE 3		30514	20642	18.7	67.6	103	8287	18.0	27.2	99	5650	18.8	18.5	103				
	QUINTILE 4		33324	21090	19.1	63.3	96	8820	19.1	26.5	96	5828	19.4	17.5	95				
	QUINTILE 5		35066	21720	19.7	61.9	94	7832	17.0	22.3	81	5150	17.2	14.7	82				
NEWSPAPERS	QUINTILE 1		29107	20590	18.7	70.7	108	8480	18.4	29.1	106	4875	16.2	16.7	94				
	QUINTILE 2		49095	32919	29.9	67.1	102	13044	28.3	26.6	97	7976	26.6	16.2	91				
	QUINTILE 3		23107	15439	14.0	66.8	102	6486	14.1	28.1	102	4527	15.1	19.6	109				
	QUINTILE 4		33556	21365	19.4	63.7	97	10062	21.8	30.0	109	6362	21.2	19.0	106				
	QUINTILE 5		32663	19906	18.1	60.6	92	8014	17.4	24.4	89	6274	20.9	19.1	107				
OUTDOOR	QUINTILE 1		37431	22049	20.0	66.0	100	10299	22.3	30.8	112	6288	21.0	18.8	105				
	QUINTILE 2		33478	22224	20.2	66.4	101	9585	20.8	28.6	104	6273	20.9	18.7	105				
	QUINTILE 3		33574	22124	20.1	65.9	100	9528	20.7	28.4	103	6380	21.3	19.0	106				
	QUINTILE 4		33935	22085	20.0	65.1	99	8790	19.1	25.9	94	5831	19.4	17.2	96				
	QUINTILE 5		33310	21718	19.7	65.2	99	7884	17.1	23.7	86	5242	17.5	15.7	88				
RADIO-DRIVE TIME	QUINTILE 1		31136	21938	19.9	66.2	101	9772	21.2	29.5	107	5854	22.8	20.7	116				
	QUINTILE 2		31658	20739	18.8	65.5	100	9326	20.2	29.5	107	5471	18.2	17.3	97				
	QUINTILE 3		32541	21808	19.8	67.0	102	9083	19.7	27.9	102	5417	18.0	16.6	93				
	QUINTILE 4		34247	22097	20.0	64.5	98	9732	21.1	28.4	103	6501	21.7	19.0	106				
	QUINTILE 5		36144	22637	21.4	65.4	100	8173	17.7	22.6	82	5772	19.2	16.0	89				
RADIO-MID-DAY	TERCILE 1		45037	29007	26.3	64.4	98	13515	29.3	30.0	109	8378	29.9	19.9	111				
	TERCILE 2		44819	29570	26.8	66.0	100	12060	26.2	26.9	98	8334	27.8	18.6	104				
	TERCILE 3		77872	51642	46.9	66.3	101	20510	44.5	26.3	96	12701	42.3	16.3	91				
	QUINTILE 1		33763	21962	19.9	65.0	99	10308	22.4	30.5	111	6746	22.5	20.0	112				
	QUINTILE 2		33240	21717	19.7	65.3	99	9437	20.5	28.4	103	6383	21.3	19.2	107				
RADIO-TOTAL	QUINTILE 3		33408	22570	20.5	67.6	103	9525	20.7	28.5	104	5909	19.7	17.7	99				
	QUINTILE 4		34792	22802	20.7	65.5	100	9640	20.9	27.7	101	5843	19.5	16.8	94				
	QUINTILE 5		32524	21167	19.2	65.1	99	7177	15.6	22.1	80	5134	17.1	15.8	88				
	QUINTILE 1		33090	21306	19.3	64.4	98	8830	19.2	26.7	97	5785	19.3	17.5	98				
	QUINTILE 2		33357	22232	20.3	66.9	102	8933	19.4	26.8	97	5832	19.4	17.5	98				
TV-PRIME TIME	QUINTILE 3		33980	22394	20.3	65.9	100	9312	20.2	27.4	100	5528	21.7	19.2	107				
	QUINTILE 4		33854	22304	20.2	65.9	100	9617	20.9	28.4	103	5693	19.0	16.8	94				
	QUINTILE 5		33444	21883	19.9	65.4	100	9395	20.4	28.1	102	6176	20.6	18.5	103				
	QUINTILE 1		49121	31537	28.6	64.2	98	12344	26.8	25.1	91	8537	28.4	17.4	97				
	QUINTILE 2		48823	31654	28.7	64.8	99	13729	29.8	28.1	102	9283	30.9	19.0	106				
TV-DAYTIME	QUINTILE 3		69782	47028	42.7	67.4	103	20013	43.4	28.7	104	12193	40.6	17.5	98				
	QUINTILE 4		33584	21832	19.1	62.6	95	8255	17.9	24.6	89	6201	20.7	18.5	103				
	QUINTILE 5		33441	22375	20.3	66.9	102	8580	18.6	25.7	93	5249	17.5	15.7	88				
	QUINTILE 1		33505	22239	20.2	66.4	101	9581	20.8	28.6	104	5990	20.0	17.9	100				
	QUINTILE 2		33466	22181	20.1	66.3	101	10011	21.7	29.9	109	6349	21.2	19.0	106				
TV-TOTAL	QUINTILE 3		33731	22391	20.3	66.4	101	9660	21.0	28.6	104	6224	20.7	18.5	103				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		44503	30748	27.9	69.1	105	13257	28.8	29.8	108	8319	27.7	18.7	104				
	QUINTILE 2		39363	25697	23.3	65.3	99	12045	26.1	30.6	111	8363	27.9	21.2	119				
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 3		46441	31297	28.4	67.4	103	11496	24.9	24.8	90	6798	22.6	14.6	82				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		33726	22421	20.3	66.5	101	10850	23.5	32.2	117	6824	22.7	20.2	113				
	QUINTILE 2		52844	36120	32.8	68.3	104	15065	32.7	28.5	104	9833	32.8	18.6	104				
MAGAZINES-OUTDOOR: DUAL	QUINTILE 3		52140	33620	30.5	64.5	98	13872	30.1	26.6	97	9120	30.4	17.5	98				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		37081	24785	22.5	66.8	102	11795	25.6	31.8	116	7610	25.4	20.5	115				
	QUINTILE 2		49747	34516	31.3	69.4	106	14138	30.7	28.4	103	9028	30.1	18.1	101				
MAGAZINES-RADIO: DUAL	QUINTILE 3		48208	31984	28.7	64.2	98	13196	28.6	26.8	98	8795	29.3	17.9	100				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		33108	21976	19.9	66.4	101	9902	21.5	29.9	109	5984	19.9	18.1	101				
	QUINTILE 2		54575	37567	34.1	68.8	105	16895	36.7	31.0	113	10858	36.2	19.9	111				
MAGAZINES-TELEVISION: DUAL	QUINTILE 3		53244	33874	30.7	63.6	97	12167	26.4	22.8	83	8632	28.8	16.2	91				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		36255	25115	22.8	69.3	105	10597	23.0	29.2	106	6029	20.1	16.6	93				
	QUINTILE 2		55591	37619	34.1	67.7	103	14439	31.3	26.0	95	9371	31.2	16.9	94				
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 3		48319	30452	27.6	63.0	96	14212	30.8	29.4	107	9987	33.3	20.7	116				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		37242	25138	22.8	67.5	103	10978	23.8	29.5	107	6600	22.0	17.7	99				
	QUINTILE 2		54423	37272	33.8	68.5	104	14282	31.0	26.2	96	8771	29.2	16.1	90				
NEWSPAPERS-RADIO: DUAL	QUINTILE 3		46650	29382	26.7	63.0	96	13730	29.8	29.4	107	9820	32.7	21.1	118				
	QUINTILE 4																		
	QUINTILE 5																		
	QUINTILE 1		35974	23412	21.7	66.5	101	9749	21.2	27.1	99	6135	20.4	17.1	95				
	QUINTILE 2		56095	3															

	TOTAL U.S. '000	PASTE				GEL				PASTE/GEL COMBINATION							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	110219	100.0	65.7	100	46086	100.0	27.5	100	30014	100.0	17.9	100				
ATLANTIC MONTHLY	867	627	0.6	72.3	110	*207	0.4	23.9	87	*133	0.4	15.3	86				
BARRON'S	1580	1206	1.1	76.3	116	369	0.8	23.4	85	*198	0.7	12.5	70				
BETTER HOMES & GARDENS	22203	15260	13.8	68.7	105	6319	13.7	28.5	104	4250	14.2	19.1	107				
BON APPETIT	3810	2832	2.6	74.3	113	963	2.1	25.3	92	709	2.4	18.6	104				
BUSINESS WEEK	4663	3128	2.8	67.1	102	1335	2.9	28.6	104	960	3.2	20.6	115				
CAR AND DRIVER	3102	2138	1.9	68.9	105	930	2.0	30.0	109	668	2.2	21.5	120				
CBS MAGAZINE NETWORK (GROSS)	7311	4859	4.4	66.5	101	2495	5.4	34.1	124	1749	5.8	23.9	134				
CHANGING TIMES	3400	2371	2.2	69.7	106	900	2.0	26.5	96	691	2.3	20.3	114				
COLONIAL HOMES	1796	1191	1.1	66.3	101	604	1.3	33.6	122	379	1.3	21.1	118				
CONDE NAST MAG. PKG. (GROSS)	19924	12844	11.7	64.5	98	6837	14.8	34.3	125	4652	15.5	23.3	130				
CONSUMERS DIGEST	3125	2146	1.9	68.7	105	809	1.8	25.9	94	526	1.8	16.8	94				
COSMOPOLITAN	10577	6650	6.0	62.9	96	3789	8.2	35.8	130	2323	7.7	22.0	123				
COUNTRY LIVING	3746	2449	2.2	65.4	99	1272	2.8	34.0	124	681	2.3	18.2	102				
CUISINE	2214	1574	1.4	71.1	108	669	1.5	30.2	110	338	1.1	15.3	85				
CYCLE WORLD	2394	1531	1.4	64.0	97	842	1.8	35.2	128	639	2.1	26.7	149				
DCI:CREATIVE IDEAS FOR LIV	3068	2028	1.8	66.1	101	754	1.6	24.6	89	642	2.1	20.9	117				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6554	5.9	68.6	104	2299	5.0	24.1	88	1711	5.7	17.9	100				
DISCOVER	2277	1520	1.4	66.8	102	740	1.6	32.5	118	523	1.7	23.0	128				
EBONY	7187	4222	3.8	58.7	89	2142	4.6	29.8	108	1564	5.2	21.8	122				
ESQUIRE	2560	1795	1.6	70.1	107	593	1.3	23.2	84	516	1.7	20.2	113				
ESSENCE	3242	1855	1.7	57.2	87	908	2.0	28.0	102	922	3.1	28.4	159				
FAMILY CIRCLE	19639	13234	12.0	67.4	103	5781	12.5	29.4	107	3947	13.2	20.1	112				
THE FAMILY HANDYMAN	3540	2400	2.2	67.8	103	871	1.9	24.6	90	647	2.2	18.3	102				
FAMILY WEEKLY	23924	15798	14.3	66.0	100	6680	14.5	27.9	102	4354	14.5	18.2	102				
FIELD & STREAM	9883	6765	6.1	68.5	104	2811	6.1	28.4	104	1737	5.8	17.6	98				
FOOD & WINE	1030	671	0.6	65.1	99	262	0.6	25.4	93	*210	0.7	20.4	114				
FORBES	2679	2005	1.8	74.8	114	750	1.6	28.0	102	486	1.6	18.1	101				
FORTUNE	2931	1971	1.8	67.2	102	902	2.0	30.8	112	582	1.9	19.9	111				
GENTLEMEN'S QUARTERLY	3481	2247	2.0	64.6	98	1196	2.6	34.4	125	678	2.3	19.5	109				
GLAMOUR	7163	4661	4.2	65.1	99	2545	5.5	35.5	129	1709	5.7	23.9	133				
GOLF DIGEST	2355	1734	1.6	73.6	112	706	1.5	30.0	109	340	1.1	14.4	81				
GOLF DIGEST/TENNIS (GROSS)	3610	2635	2.4	73.0	111	1039	2.3	28.8	105	466	1.6	12.9	72				
GOLF MAGAZINE	2046	1556	1.4	76.1	116	438	1.0	21.4	78	275	0.9	13.4	75				
GOLF MAGAZINE/SKI (GROSS)	3547	2540	2.3	71.6	109	890	1.9	25.1	91	574	1.9	16.2	90				
GOOD HOUSEKEEPING	20353	13898	12.6	68.3	104	6374	13.8	31.3	114	3829	12.8	18.8	105				
HARPER'S BAZAAR	3362	2185	2.0	65.0	99	1070	2.3	31.8	116	803	2.7	23.9	133				
HEALTH	2987	1982	1.8	66.4	101	847	1.8	28.4	103	503	1.7	16.8	94				
HEARST MAG CORP. BUY (GROSS)	67928	45694	41.5	67.3	102	21265	46.1	31.3	114	13844	46.1	20.4	114				
HEARST MAN POWER (GROSS)	11282	7744	7.0	68.6	104	3231	7.0	28.6	104	2497	8.3	22.1	124				
HEARST WOMAN POWER (GROSS)	40514	26954	24.5	66.5	101	13109	28.4	32.4	118	8195	27.3	20.2	113				
HOUSE BEAUTIFUL	4885	3524	3.2	72.1	110	1346	2.9	27.6	100	876	2.9	17.9	100				
INC.	1308	889	0.8	68.0	103	321	0.7	24.5	89	328	1.1	25.1	140				
JET	6498	3653	3.3	56.2	86	2008	4.4	30.9	112	1448	4.8	22.3	125				
LADIES' HOME JOURNAL	14797	9968	9.0	67.4	103	4779	10.4	32.3	118	2737	9.1	18.5	103				
LMJ FAMILY GRP COMBO(GROSS)	21743	14606	13.3	67.2	102	7045	15.3	32.4	118	3989	13.3	18.3	103				
LIFE	9881	6230	5.7	63.1	96	3318	7.2	33.6	122	2102	7.0	21.3	119				
L.A. TIMES HOME MAGAZINE	2775	1978	1.8	71.3	108	820	1.8	29.5	108	391	1.3	14.1	79				
MADEMOISELLE	4219	2668	2.4	63.2	96	1428	3.1	33.8	123	940	3.1	22.3	125				
MC CALL'S	16422	11043	10.0	67.2	102	4728	10.3	28.8	105	3269	10.9	19.9	111				
MC CALL'S/MRK MOTHER (GROSS)	17919	12046	10.9	67.2	102	5264	11.4	29.4	107	3605	12.0	20.1	112				
MECHANIX ILLUSTRATED	4433	3018	2.7	68.1	104	1135	2.5	25.6	93	722	2.4	16.3	91				
METROPOLITAN HOME	1504	984	0.9	65.4	100	378	0.8	25.1	91	343	1.1	22.8	127				
MONEY	4723	3398	3.1	71.9	109	1411	3.1	29.9	109	984	3.3	20.8	116				
MOTHER EARTH NEWS	2325	1684	1.5	72.4	110	713	1.5	30.7	112	314	1.0	13.5	75				
MS.	1189	771	0.7	64.8	99	400	0.9	33.6	122	280	0.9	23.5	132				
NATIONAL ENQUIRER	18892	11777	10.7	62.3	95	5461	11.8	28.9	105	4197	14.0	22.2	124				
NATIONAL GEOGRAPHIC	22129	15407	14.0	69.6	106	5974	13.0	27.0	98	4030	13.4	18.2	102				
NATIONAL SUNDAY MAGAZINE PKG	103750	70014	63.5	67.5	103	29115	63.2	28.1	102	18394	61.3	17.7	99				
NATURAL HISTORY	1379	990	0.9	71.8	109	357	0.8	25.9	94	*236	0.8	17.1	96				
NEW WOMAN	2289	1321	1.2	57.7	88	653	1.4	28.5	104	520	1.7	22.7	127				
NEW YORK INCLUDING CUE	1088	713	0.6	65.5	100	376	0.8	34.6	126	*163	0.5	15.0	84				
THE NEW YORKER	2459	1738	1.6	70.7	108	643	1.4	26.1	95	527	1.8	21.4	120				
NEWSWEEK	16527	11386	10.3	68.9	105	5303	11.5	32.1	117	3184	10.6	19.3	108				
THE N.Y. TIMES DAILY EDITION	2739	2036	1.8	74.3	113	827	1.8	30.2	110	483	1.6	17.6	99				
THE N.Y. TIMES MAGAZINE	4443	3273	3.0	73.7	112	1359	2.9	30.6	111	656	2.2	14.8	83				
OMNI	2799	1968	1.8	70.3	107	898	1.9	32.1	117	712	2.4	25.4	142				
ON CABLE	2209	1378	1.3	62.4	95	546	1.2	24.7	90	535	1.8	24.2	135				
1001 HOME IDEAS	3959	2656	2.4	67.1	102	1420	3.1	35.9	131	749	2.5	18.9	106				
ORGANIC GARDENING	3111	2149	1.9	69.1	105	789	1.7	25.4	92	381	1.3	12.2	68				
OUTDOOR LIFE	5024	3186	2.9	63.4	97	1432	3.1	28.5	104	1065	3.5	21.2	118				
PARADE MAGAZINE	51292	34516	31.3	67.3	102	14611	31.7	28.5	104	9128	30.4	17.8	99				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	PASTE				GEL				PASTE/GEL COMBINATION							
		A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX	A '000	B '000	C % ACROSS DOWN	D % ACROSS INDX
TOTAL ADULTS	167727	110219	100.0	65.7	100	46086	100.0	27.5	100	30014	100.0	17.9	100				
PARENTS	5298	3225	2.9	60.9	93	2017	4.4	38.1	139	1522	5.1	28.7	161				
PENTHOUSE	5129	3150	2.9	61.4	93	1719	3.7	33.5	122	1176	3.9	22.9	128				
PEOPLE	21070	13693	12.4	65.0	99	6842	14.8	32.5	118	4791	16.0	22.7	127				
PLAYBOY	10562	6997	6.3	66.2	101	3519	7.6	33.3	121	2034	6.8	19.3	108				
POPULAR HOT RODDING	2498	1490	1.4	59.6	91	859	1.9	34.4	125	639	2.1	25.6	143				
POPULAR MECHANICS	5587	4034	3.7	68.6	104	1523	3.3	25.9	94	1282	4.3	21.8	122				
POPULAR SCIENCE	4317	3025	2.7	70.1	107	1180	2.6	27.3	99	893	3.0	20.7	116				
PREVENTION	5792	3929	3.6	67.8	103	1339	2.9	23.1	84	846	2.8	14.6	82				
PSYCHOLOGY TODAY	3284	2150	2.0	65.5	100	919	2.0	28.0	102	792	2.6	24.1	135				
READER'S DIGEST	40046	27587	25.0	68.7	105	10384	22.5	25.9	94	6874	22.9	17.2	96				
REDBOOK	9584	5404	5.8	66.8	102	2946	6.4	30.7	112	2044	6.8	21.3	119				
ROAD & TRACK	2590	1784	1.6	68.9	105	866	1.9	33.4	122	568	1.9	21.9	123				
ROLLING STONE	3302	2175	2.0	65.9	100	1137	2.5	34.4	125	942	3.1	28.5	159				
RUNNER'S WORLD	1229	806	0.7	65.6	100	406	0.9	33.0	120	*232	0.8	18.9	105				
SATURDAY EVENING POST	2110	1474	1.3	69.9	106	612	1.3	29.0	106	410	1.4	19.4	109				
SCIENCE 84	1543	1084	1.0	70.3	107	481	1.0	31.2	113	*221	0.7	14.3	80				
SCIENCE DIGEST	1747	1273	1.2	72.9	111	667	1.4	38.2	139	326	1.1	18.7	104				
SCIENTIFIC AMERICAN	1994	1401	1.3	70.3	107	564	1.2	28.3	103	362	1.2	18.2	101				
SELF	3119	2032	1.8	65.1	99	1136	2.5	36.4	133	879	2.9	28.2	157				
SEVENTEEN	3923	2557	2.3	65.1	99	1225	2.7	31.2	114	1044	3.5	26.6	149				
SKI	1501	983	0.9	65.5	100	452	1.0	30.1	110	*300	1.0	20.0	112				
SMITHSONIAN	5974	4181	3.8	70.0	106	1497	3.2	25.1	91	1211	4.0	20.3	113				
SOAP OPERA DIGEST	4228	2377	2.2	56.2	86	1527	3.3	36.1	131	1013	3.4	24.0	134				
SOUTHERN LIVING	4488	4534	4.1	69.8	106	1545	3.4	23.8	87	1069	3.6	16.5	92				
SPORT	3500	2239	2.0	64.0	97	1036	2.2	29.6	108	727	2.4	20.8	116				
THE SPORTING NEWS	2456	1572	1.4	64.0	97	845	1.8	34.4	125	506	1.7	20.6	115				
SPORTS AFIELD	3648	2432	2.2	66.7	101	1041	2.3	28.5	104	889	3.0	24.4	136				
SPORTS ILLUSTRATED	14454	9548	8.7	65.9	100	4601	10.0	31.8	116	2905	9.7	20.1	112				
STAR	12661	8015	7.3	63.3	96	3616	7.8	28.6	104	2682	8.9	21.2	118				
SUNDAY	57799	35649	32.3	67.5	103	15220	33.0	28.8	105	9319	31.0	17.6	99				
SUNSET	3513	2453	2.2	69.8	106	1064	2.3	30.3	110	562	1.9	16.0	89				
TV GUIDE	42766	27747	25.2	64.9	99	12901	28.0	30.2	110	8765	29.2	20.5	115				
TENNIS	1254	900	0.8	71.8	109	334	0.7	26.6	97	*127	0.4	10.1	57				
TIME	22054	15417	14.0	69.9	106	6431	14.0	29.2	106	4101	13.7	18.6	104				
TOWN & COUNTRY	1555	1136	1.0	73.1	111	383	0.8	24.6	90	*224	0.7	14.4	81				
TRAVEL & LEISURE	2173	1513	1.4	69.6	106	541	1.2	24.9	91	405	1.3	18.6	104				
TRUE STORY	4656	2700	2.4	58.2	89	1461	3.2	31.5	115	1129	3.8	24.4	136				
U.S. NEWS & WORLD REPORT	10353	7102	6.4	68.6	104	2837	6.2	27.4	100	1843	6.1	17.8	99				
USA TODAY	4994	3574	3.2	71.6	109	1448	3.1	29.0	106	814	2.7	16.3	91				
US	3528	2067	1.9	58.6	89	1358	2.9	38.5	140	948	3.2	26.9	150				
VOGUE	5424	3483	3.2	64.2	98	1727	3.7	31.8	116	1124	3.7	20.7	116				
HALL STREET JOURNAL	6292	4715	4.3	74.9	114	1753	3.8	27.9	101	953	3.2	15.1	85				
WEIGHT WATCHERS	2762	1930	1.8	69.9	106	867	1.9	31.4	114	517	1.7	18.7	105				
WOMAN'S DAY	16320	10881	9.9	66.7	101	4824	10.5	29.6	108	3224	10.7	19.8	110				
WORKING MOTHER	1496	1003	0.9	67.0	102	536	1.2	35.8	130	336	1.1	22.5	126				
WORKING WOMAN	1851	1276	1.2	68.9	105	528	1.1	28.5	104	417	1.4	22.5	126				
WORLD TENNIS	580	428	0.4	73.8	112	*189	0.4	32.6	119	*79	0.3	13.6	76				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8453	7.7	68.1	104	3816	8.3	30.7	112	2433	8.1	19.6	110				
BLAIR INSERTS	91671	62357	56.6	68.0	104	25957	56.3	28.3	103	16040	53.4	17.5	98				
DAILY NEWSPAPERS																	
READ ANY	109190	73620	66.8	67.4	103	30088	65.3	27.6	100	18444	61.5	16.9	94				
READ ONE	89587	59742	54.2	66.7	101	24646	53.5	27.5	100	15350	51.1	17.1	96				
READ TWO OR MORE	19602	13876	12.6	70.8	108	5441	11.8	27.8	101	3094	10.3	15.8	88				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	74021	67.2	67.5	103	30914	67.1	28.2	103	19334	64.4	17.6	99				
READ ONE	95074	63680	57.8	67.0	102	26702	57.9	28.1	102	16823	56.1	17.7	99				
READ TWO OR MORE	14588	10341	9.4	70.9	108	4213	9.1	28.9	105	2511	8.4	17.2	96				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.97				31.52				29.71							
30 DAY REACH	149706	98415	89.7	66.0	100	41456	90.0	27.7	101	27066	90.2	18.1	101				
50 SHWG - 30 DAY AV FREQ	15.16	15.23				16.47				15.51							
30 DAY REACH	142406	94084	85.4	66.1	101	39707	86.2	27.9	101	25974	86.5	18.2	102				
25 SHWG - 30 DAY AV FREQ	8.23	8.29				8.79				8.29							
30 DAY REACH	131152	86523	78.5	66.0	100	37183	80.7	28.4	103	24237	80.8	18.5	103				
CABLE TV: HOME WIRED	66879	44643	40.5	66.8	102	18904	41.0	28.3	103	12604	42.0	18.8	105				
HOME NOT WIRED	100848	65576	59.5	65.0	99	27182	59.0	27.0	98	17409	58.0	17.3	96				
HAVE PAY CABLE	55024	23578	21.4	67.3	102	11187	24.3	31.9	116	7171	23.9	20.5	114				

	TOTAL U.S. '000	PASTE				GEL				PASTE/GEL COMBINATION				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL ADULTS	167727	110219	100.0	65.7	100	46086	100.0	27.5	100	30014	100.0	17.9	100																
RADIO AVG. DAILY (M-F) CUME																													
6:00 AM - 10:00 AM	95620	63664	57.8	66.6	101	27551	59.8	28.8	105	17309	57.7	18.1	101																
10:00 AM - 3:00 PM	63599	41627	37.8	65.5	100	18334	39.8	28.8	105	12320	41.0	19.4	108																
3:00 PM - 7:00 PM	72097	47816	43.4	66.3	101	22093	47.9	30.6	112	13944	46.5	19.3	108																
7:00 PM - MIDNIGHT	36670	24117	21.9	65.8	100	11111	24.1	30.3	110	7141	23.8	19.5	109																
MIDNIGHT - 6:00 AM	21908	14711	13.3	67.1	102	6655	14.4	30.4	111	3841	12.8	17.5	98																
6:00 AM - MIDNIGHT	127571	84116	76.3	65.9	100	37085	80.5	29.1	106	23643	78.8	18.5	104																
ENTIRE DAY	129239	85272	77.4	66.0	100	37482	81.3	29.0	106	23870	79.5	18.5	103																
AVG DAILY M-F CUME: 6AM-MDNT																													
FORMATS: ADULT CONTEMPORARY	34009	23302	21.1	68.5	104	9752	21.2	28.7	104	6088	20.3	17.9	100																
ALL NEWS	6062	4221	3.8	69.6	106	1780	3.9	29.4	107	845	2.8	13.9	78																
AOR/PROGRESSIVE	11884	7691	7.0	64.7	98	3905	8.5	32.9	120	2424	8.1	20.4	114																
BEAUTIFUL MUSIC	11180	7711	7.0	69.0	105	3005	6.5	26.9	98	1992	6.6	17.8	100																
BLACK	4538	2654	2.4	58.5	89	1285	2.8	28.3	103	1077	3.6	23.7	133																
CLASSICAL	3857	2940	2.7	76.2	116	1159	2.5	30.0	109	681	2.3	17.7	99																
CHR/ROCK	21946	14685	13.3	66.9	102	7501	16.3	34.2	124	4456	14.8	20.3	113																
COUNTRY	27262	17465	15.8	64.1	97	7503	16.3	27.5	100	4975	16.6	18.2	102																
GOLDEN OLDIES	3339	2094	1.9	62.7	95	953	2.1	28.5	104	687	2.3	20.6	115																
MOR/NOSTALGIA	10346	7033	6.4	68.0	103	2644	5.7	25.6	93	1777	5.9	17.2	96																
NEWS/TALK	8929	6115	5.5	68.5	104	2499	5.4	28.0	102	1244	4.1	13.9	78																
RELIGIOUS	5488	3243	2.9	59.1	90	1486	3.2	27.1	99	1288	4.3	23.5	131																
SOFT ROCK	1232	941	0.9	76.4	116	535	1.2	43.4	158	*153	0.5	12.4	69																
URBAN CONTEMPORARY	3184	1840	1.7	57.8	88	1068	2.3	33.5	122	645	2.1	20.3	113																
WIRED NETWORKS:																													
ABC CONTEMPORARY	6911	4503	4.1	65.2	99	2225	4.8	32.2	117	1401	4.7	20.3	113																
ABC DIRECTION	5212	3478	3.2	66.7	102	1483	3.2	28.5	104	981	3.3	18.8	105																
ABC ENTERTAINMENT	10385	7016	6.4	67.6	103	2850	6.2	27.4	100	1567	5.2	15.1	84																
ABC FM	4762	3006	2.7	63.1	96	1735	3.8	36.4	133	975	3.2	20.5	114																
ABC INFORMATION	11339	7356	6.7	64.9	99	3042	6.6	26.8	98	1918	6.4	16.9	95																
ABC ROCK	4878	3254	3.0	66.7	102	1650	3.6	33.8	123	1093	3.6	22.4	125																
CBS	10709	7664	7.0	71.6	109	2764	6.0	25.8	94	1415	4.7	13.2	74																
MUTUAL	10251	6928	6.3	67.6	103	2660	5.8	25.9	94	1701	5.7	16.6	93																
NBC	12243	8329	7.6	68.0	104	3139	6.8	25.6	93	1955	6.5	16.0	89																
RADIORADIO	4606	3090	2.8	67.1	102	1535	3.3	33.3	121	753	2.5	16.3	91																
RKO ONE	5148	3272	3.0	63.6	97	1797	3.9	34.9	127	1151	3.8	22.4	125																
RKO TWO	7313	4894	4.4	66.9	102	2191	4.8	30.0	109	1129	3.8	15.4	86																
THE SOURCE	5981	3852	3.5	64.4	98	2039	4.4	34.1	124	1004	3.3	16.8	94																
NON-WIRED: BLAIR	19329	12885	11.7	66.7	101	5525	12.0	28.6	104	3554	11.8	18.4	103																
INTERNET	27139	17886	16.2	65.9	100	8519	18.5	31.4	114	5381	17.9	19.8	111																
KATZ RADIO GROUP	36319	24827	22.5	68.4	104	10282	22.3	28.3	103	6482	21.6	17.8	100																
SUPERNET	22361	14971	13.6	67.0	102	6774	14.7	30.3	110	4102	13.7	18.3	103																
TELEVISION AVG. HALF HOUR																													
MKDAY 7:00 AM - 9:00 AM	14532	9193	8.3	63.3	96	3807	8.3	26.2	95	2742	9.1	18.9	105																
MKDAY 9:00 AM - 1:00 PM	18688	11881	10.8	63.6	97	4739	10.3	25.4	92	3470	11.6	18.6	104																
MKDAY 1:00 PM - 4:30 PM	24061	15217	13.8	63.2	96	6187	13.4	25.7	94	4529	15.1	18.8	105																
MKDAY 4:30 PM - 7:30 PM	44079	28410	25.8	64.5	98	11256	24.4	25.5	93	7599	25.3	17.2	96																
MKDAY 7:30 PM - 8:00 PM	61979	40098	36.4	64.7	98	15923	34.6	25.7	94	10771	35.9	17.4	97																
MKDAY 11:00 PM - 11:30 PM	49084	32022	29.1	65.2	99	13054	28.3	26.6	97	8708	29.0	17.7	99																
MKDAY 11:30 PM - 1:00 AM	16560	10744	9.7	64.9	99	4606	10.0	27.8	101	3076	10.2	18.6	104																
M-SAT 8-11 PM+SUN 7-11 PM	66967	43939	39.9	65.6	100	18176	39.4	27.1	99	11928	39.7	17.8	100																
MKDY DAYTIME NTWK 7AM-4:30PM																													
ALL MY CHILDREN	A	9269	5894	5.3	63.6	97	2439	5.3	26.3	96	1885	6.3	20.3	114															
ANOTHER WORLD	N	6138	3821	3.5	62.3	95	1410	3.1	23.0	84	1141	3.8	18.6	104															
AS THE WORLD TURNS	C	7707	4859	4.4	63.0	96	1920	4.2	24.9	91	1315	4.4	17.1	95															
CAPITOL	C	4688	3016	2.7	64.3	98	1235	2.7	26.3	96	776	2.6	16.6	93															
CBS MORN. NEWS 1	C	2792	1798	1.6	64.4	98	675	1.5	24.2	88	506	1.7	18.1	101															
CBS MORN. NEWS 2	C	2071																											

TOOTHPASTE: FORMS
(ADULTS)

		TOTAL U.S. '000	PASTE				GEL				PASTE/GEL COMBINATION							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS																		
		167727	110219	100.0	65.7	100	46086	100.0	27.5	100	30014	100.0	17.9	100				
WKDAY LOCAL EVENING TV NEWS																		
		52292	34288	31.1	65.6	100	12360	26.8	23.6	86	8184	27.3	15.7	87				
		39164	25776	23.4	65.8	100	10288	22.3	26.3	96	6830	22.8	17.4	97				
		5133	3475	3.2	67.7	103	1237	2.7	24.1	82	774	2.6	15.1	84				
TV EVENING NTWK 6 PM - 2 AM																		
		22825	14491	13.1	63.5	97	6271	13.6	27.5	100	4618	15.4	20.2	113				
	A	11258	7622	6.9	67.7	103	3037	6.6	27.0	98	1916	6.4	17.0	95				
	A	23600	15835	14.4	67.1	102	6414	13.9	27.2	99	4289	14.3	18.2	102				
	A	12801	8474	7.7	66.2	101	2975	6.5	23.2	85	2191	7.3	17.1	96				
	C	10966	6887	6.2	62.8	96	2821	6.1	25.7	94	1756	5.9	16.0	89				
	C	17050	10971	10.0	64.3	98	4346	9.4	25.5	93	2946	9.8	17.3	97				
	C	11998	7882	7.2	65.7	100	2953	6.4	24.6	90	1848	6.2	15.4	86				
	A	19258	12097	11.0	62.8	96	4900	10.6	25.4	93	3436	11.4	17.8	100				
	A	11478	7704	7.0	67.1	102	2897	6.3	25.2	92	2006	6.7	17.5	98				
	C	18263	12008	10.9	65.8	100	4867	10.6	26.6	97	3290	11.0	18.0	101				
	C	7733	5151	4.7	66.6	101	1666	3.6	21.5	78	1120	3.7	14.5	81				
	C	15653	10331	9.4	66.0	100	3808	8.3	24.3	89	2456	8.2	15.7	88				
	C	8744	5628	5.1	64.4	98	2031	4.4	23.2	85	1348	4.5	15.4	86				
	C	12000	8030	7.3	66.9	102	3308	7.2	27.6	100	2176	7.2	18.1	101				
	C	11522	7583	6.9	65.8	100	2839	6.2	24.6	90	2015	6.7	17.5	98				
	N	16818	11244	10.2	66.9	102	4980	10.8	29.6	108	3136	10.4	18.6	104				
	C	37510	23938	21.7	63.8	97	10394	22.6	27.7	101	6270	20.9	16.7	93				
	N	11258	7113	6.5	63.2	96	3011	6.5	26.7	97	1664	5.5	14.8	83				
	N	12248	8130	7.4	66.4	101	3417	7.4	27.9	102	2224	7.4	18.2	101				
	N	11100	7334	6.7	66.1	101	3282	7.1	29.6	108	2045	6.8	18.4	103				
	C	12353	7931	7.2	64.2	98	2978	6.5	24.1	88	1992	6.6	16.1	90				
	A	33279	21133	19.2	63.5	97	9427	20.5	28.3	103	6447	21.5	19.4	108				
	N	13410	8818	8.0	65.8	100	3644	7.9	27.2	99	2340	7.8	17.4	98				
	C	31093	20045	18.2	64.5	98	8731	18.9	28.1	102	5250	17.5	16.9	94				
	A	18649	11796	10.7	63.3	96	4999	10.8	26.8	98	3688	12.3	19.8	111				
	N	13101	8313	7.5	63.5	97	3777	8.2	28.8	105	2283	7.6	17.4	97				
	A	13069	8381	7.6	64.1	98	3336	7.2	25.5	93	2496	8.3	19.1	107				
	A	16588	10549	9.6	63.6	97	4719	10.2	28.4	104	3009	10.0	18.1	101				
	C	9302	5902	5.4	63.4	97	2376	5.2	25.5	93	1409	4.7	15.1	85				
	N	13955	8567	7.8	61.4	93	3734	8.1	26.8	97	2536	8.4	18.2	102				
	A	15735	10375	9.4	65.9	100	4039	8.8	25.7	93	2857	9.5	18.2	101				
	N	18257	12326	11.2	67.5	103	5697	12.4	31.2	114	3340	11.1	18.3	102				
	A	24236	15923	14.4	65.7	100	6424	13.9	26.5	96	4121	13.7	17.0	95				
	C	17010	10776	9.8	63.4	96	4237	9.2	24.9	91	2800	9.3	16.5	92				
	N	9397	5801	5.3	61.7	94	2656	5.8	28.3	103	1675	5.6	17.8	100				
	C	16762	10951	9.9	65.3	99	4951	10.7	29.5	107	2661	8.9	15.9	89				
	N	13164	8541	7.7	64.9	99	3529	7.7	26.8	98	2566	8.5	19.5	109				
	A	20400	12982	11.8	63.6	97	5217	11.3	25.6	93	3606	12.0	17.7	99				
	C	22543	14686	13.3	65.1	99	6138	13.3	27.2	99	3988	13.3	17.7	99				
	N	9852	6571	6.0	66.7	101	2388	5.2	24.2	88	1504	5.0	15.3	85				
	N	8082	5352	4.9	66.2	101	2286	5.0	28.3	103	1345	4.5	16.6	93				
	A	12881	8478	7.7	65.8	100	3462	7.5	26.9	98	2493	8.3	19.4	108				
	N	23889	15531	14.1	65.0	99	7141	15.5	29.9	109	4753	15.8	19.9	111				
	N	11156	7312	6.6	65.5	100	2679	5.8	24.0	87	1905	6.3	17.1	95				
	N	7363	4638	4.2	63.0	96	1742	3.8	23.7	86	1239	4.1	16.8	94				
	N	6214	3980	3.6	64.0	97	1436	3.1	23.1	84	1026	3.4	16.5	92				
	N	17590	11564	10.5	65.7	100	5429	11.8	30.9	112	3522	11.7	20.0	112				
	C	16740	11156	10.1	66.6	101	4544	9.9	27.1	99	2638	8.8	15.8	88				
	C	11820	7466	6.8	63.2	96	3338	7.2	28.2	103	2202	7.3	18.6	104				
	N	9138	6223	5.6	68.1	104	2163	4.7	23.7	86	1383	4.6	15.1	85				
	N	15979	10398	9.4	65.1	99	3986	8.6	24.9	91	2812	9.4	17.6	98				
	N	14395	9389	8.5	65.2	99	4280	9.3	29.7	108	2625	8.7	18.2	102				
	A	11362	7774	7.1	68.4	104	2780	6.0	24.5	89	2061	6.9	18.1	101				
	N	13920	9123	8.3	65.5	100	3965	8.6	28.5	104	2709	9.0	19.5	109				
	C	17571	11148	10.1	63.4	97	5172	11.2	29.4	107	2967	9.9	16.9	94				
	C	20208	13247	12.0	65.6	100	5376	11.7	26.6	97	3810	12.7	18.9	105				
	C	27668	18369	16.7	66.4	101	6648	14.4	24.0	87	4606	15.3	16.6	93				
	N	13699	9177	8.3	67.0	102	4064	8.8	29.7	108	2665	8.9	19.5	109				
	A	20632	13457	12.2	65.2	99	5902	12.8	28.6	104	3721	12.4	18.0	101				
	A	17136	11254	10.2	65.7	100	4073	8.8	23.8	87	2811	9.4	16.4	92				
	N	4963	3282	3.0	66.1	101	1458	3.2	29.4	107	838	2.8	16.9	94				
	C	16332	10480	9.5	64.2	98	4323	9.4	26.5	96	2586	8.6	15.8	88				
	N	18881	12047	10.9	63.8	97	4906	10.6	26.0	95	3780	12.6	20.0	112				
	A	18315	12131	11.0	66.2	101	5075	11.0	27.7	101	2997	10.0	16.4	91				
	A	18722	11819	10.7	63.1	96	4841	10.5	25.9	94	3452	11.5	18.4	103				
	A	5327	3403	3.1	63.9	97	1255	2.7	23.6	86	904	3.0	17.0	95				
	N	8370	5373	4.9	64.2	98	2146	4										

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15105	100.0	9.0	100	17486	100.0	10.4	100	34488	100.0	20.6	100	18509	100.0	11.0	100
MALES	79263	6219	41.2	7.8	87	8247	47.2	10.4	100	15265	44.3	19.3	94	8210	44.4	10.4	94
FEMALES	88464	8885	58.8	10.0	112	9239	52.8	10.4	100	19223	55.7	21.7	106	10299	55.6	11.6	105
18 - 24	28671	3711	24.6	12.9	144	3989	22.8	13.9	133	8334	24.2	29.1	141	3919	21.2	13.7	124
25 - 34	39536	4401	29.1	11.1	124	4953	28.3	12.5	120	8736	25.3	22.1	107	4666	25.2	11.8	107
35 - 44	28978	3125	20.7	10.8	120	3477	19.9	12.0	115	6655	19.3	23.0	112	3610	19.5	12.5	113
45 - 54	22345	1681	11.1	7.5	84	2305	13.2	10.3	99	4289	12.4	19.2	93	2618	14.1	11.7	106
55 - 64	22224	1221	8.1	5.5	61	1431	8.2	6.4	62	3423	9.9	15.4	75	1912	10.3	8.6	78
65 OR OLDER	25973	966	6.4	3.7	41	1330	7.6	5.1	49	3050	8.8	11.7	57	1784	9.6	6.9	62
18 - 34	68207	8112	53.7	11.9	132	8942	51.1	13.1	126	17070	49.5	25.0	122	8585	46.4	12.6	114
18 - 49	108058	12165	80.5	11.3	125	13558	77.5	12.5	120	25719	74.6	23.8	116	13578	73.4	12.6	114
25 - 54	90859	9207	61.0	10.1	113	10735	61.4	11.8	113	19681	57.1	21.7	105	10894	58.9	12.0	109
35 - 49	39851	4053	26.8	10.2	113	4616	26.4	11.6	111	8649	25.1	21.7	106	4993	27.0	12.5	114
50 OR OLDER	59669	2940	19.5	4.9	55	3927	22.5	6.6	63	8769	25.4	14.7	71	4931	26.6	8.3	75
GRADUATED COLLEGE	28091	2630	17.4	9.4	104	3312	18.9	11.8	113	5568	16.1	19.8	96	2280	12.3	8.1	74
ATTENDED COLLEGE	28938	3176	21.0	11.0	122	3917	22.4	13.5	130	6227	18.1	21.5	105	3399	18.4	11.7	106
GRADUATED HIGH SCHOOL	65503	5886	39.0	9.0	100	6679	38.2	10.2	98	14325	41.5	21.9	106	7536	40.7	11.5	104
DID NOT GRADUATE HIGH SCHOOL	45195	3414	22.6	7.6	84	3578	20.5	7.9	76	8368	24.3	18.5	90	5293	28.6	11.7	106
EMPLOYED MALES	56429	4855	32.1	8.6	96	6307	36.1	11.2	107	10967	31.8	19.4	95	6134	33.1	10.9	99
EMPLOYED FEMALES	43971	4604	30.5	10.5	116	5120	29.3	11.6	112	9897	28.7	22.5	109	5128	27.7	11.7	106
EMPLOYED FULL-TIME	87773	8166	54.1	9.3	103	9899	56.6	11.3	108	18136	52.6	20.7	100	9955	53.8	11.3	103
EMPLOYED PART-TIME	12627	1293	8.6	10.2	114	1528	8.7	12.1	116	2728	7.9	21.6	105	1306	7.1	10.3	94
NOT EMPLOYED	67327	5646	37.4	8.4	93	6059	34.7	9.0	86	13624	39.5	20.2	98	7247	39.2	10.8	98
PROFESSIONAL/MANAGER	25845	2339	15.5	9.1	100	3134	17.9	12.1	116	4959	14.4	19.2	93	2403	13.0	9.3	84
TECH/CLERICAL/SALES	30895	3210	21.3	10.4	115	3922	22.4	12.7	122	6803	19.7	22.0	107	3332	18.0	10.8	98
PRECISION/CRAFT	12629	1056	7.0	8.4	93	1217	7.0	9.6	92	2723	7.9	21.6	105	1226	6.6	9.7	88
OTHER EMPLOYED	31031	2854	18.9	9.2	102	3154	18.0	10.2	97	6379	18.5	20.6	100	4301	23.2	13.9	126
SINGLE	35557	3816	25.3	10.7	119	4234	24.2	11.9	114	8166	23.7	23.0	112	4574	24.7	12.9	117
MARRIED	103585	9386	62.1	9.1	101	11070	63.3	10.7	103	20849	60.5	20.1	98	10842	58.6	10.5	95
DIVORCED/SEPARATED/WIDOWED	28585	1902	12.6	6.7	74	2182	12.5	7.6	73	5473	15.9	19.1	93	3093	16.7	10.8	98
PARENTS	59295	7308	48.4	12.3	137	7622	43.6	12.9	123	15178	44.0	25.6	124	7636	41.3	12.9	117
WHITE	146081	13287	88.0	9.1	101	15463	88.4	10.6	102	30277	87.8	20.7	101	14765	79.8	10.1	92
BLACK	17974	1381	9.1	7.7	85	1772	10.1	9.9	95	3523	10.2	19.6	95	3289	17.8	18.3	166
OTHER	3672	436	2.9	11.9	132	**251	1.4	6.8	66	*688	2.0	18.7	91	*456	2.5	12.4	113
NORTHEAST-CENSUS	37005	3700	24.5	10.0	111	4225	24.2	11.4	110	7286	21.1	19.7	96	3383	18.3	9.1	83
NORTH CENTRAL	42642	4136	27.4	9.7	108	4519	25.8	10.6	102	8952	26.0	21.0	102	4144	22.4	9.7	88
SOUTH	56777	4346	28.8	7.7	85	5217	29.8	9.2	88	11473	33.3	20.2	98	7622	41.2	13.4	122
WEST	31303	2922	19.3	9.3	104	3524	20.2	11.3	108	6778	19.7	21.7	105	3360	18.2	10.7	97
NORTHEAST-MKTG.	38125	3737	24.7	9.8	109	4182	23.9	11.0	105	7050	20.4	18.5	90	3405	18.4	8.9	81
EAST CENTRAL	24794	2143	14.2	8.6	96	2673	15.3	10.8	103	5239	15.2	21.1	103	2757	14.9	11.1	101
WEST CENTRAL	28511	2944	19.5	10.3	115	3115	17.8	10.9	105	6138	17.8	21.5	105	2697	14.6	9.5	86
SOUTH	48953	3850	25.5	7.9	87	4539	26.0	9.3	89	10289	29.8	21.0	102	6824	36.9	13.9	126
PACIFIC	27344	2431	16.1	8.9	99	2977	17.0	10.9	104	5772	16.7	21.1	103	2826	15.3	10.3	94
COUNTY SIZE A	69301	6262	41.5	9.0	100	7061	40.4	10.2	98	14044	40.7	20.3	99	7426	40.1	10.7	97
COUNTY SIZE B	50633	4645	30.8	9.2	102	5678	32.5	11.2	108	10662	30.9	21.1	102	5245	28.3	10.4	94
COUNTY SIZE C	26259	2408	15.9	9.2	102	2651	15.2	10.1	97	5478	15.9	20.9	101	3272	17.7	12.5	113
COUNTY SIZE D	21534	1790	11.9	8.3	92	2096	12.0	9.7	93	4304	12.5	20.0	97	2566	13.9	11.9	108
METRO CENTRAL CITY	50014	4691	31.1	9.4	104	5282	30.2	10.6	101	10358	30.0	20.7	101	5208	28.1	10.4	94
METRO SUBURBAN	76832	6952	46.0	9.0	100	8373	47.9	10.9	105	15899	46.1	20.7	101	8427	45.5	11.0	99
NON METRO	40881	3461	22.9	8.5	94	3831	21.9	9.4	90	8231	23.9	20.1	98	4874	26.3	11.9	108
TOP 5 ADI'S	39550	3918	25.9	9.9	110	4022	23.0	10.2	98	8209	23.8	20.8	101	4090	22.1	10.3	94
TOP 10 ADI'S	54877	5232	34.6	9.5	106	5670	32.4	10.3	99	11238	32.6	20.5	100	5773	31.2	10.5	95
TOP 20 ADI'S	77516	6970	46.1	9.0	100	7744	44.3	10.0	96	15734	45.6	20.3	99	8148	44.0	10.5	95
HSGLD INC. \$50,000 OR MORE	17257	1508	10.0	8.7	97	2218	12.7	12.9	123	3238	9.4	18.8	91	1424	7.7	8.3	75
\$40,000 OR MORE	33235	2970	19.7	8.9	99	4087	23.4	12.3	118	6874	19.9	20.7	101	3135	16.9	9.4	85
\$30,000 OR MORE	59693	5689	37.7	9.5	106	7342	42.0	12.3	118	12588	36.5	21.1	103	5979	32.3	10.0	91
\$25,000 OR MORE	76275	7410	49.1	9.7	108	9426	53.9	12.4	119	15939	46.2	20.9	102	7825	42.3	10.3	93
\$20,000 - \$24,999	18607	1541	10.2	8.3	92	1993	11.4	10.7	103	3660	10.6	19.7	96	2234	12.1	12.0	109
\$15,000 - \$19,999	17175	1858	12.3	10.8	120	1536	8.8	8.9	86	3598	10.4	20.9	102	1772	9.6	10.3	93
\$10,000 - \$14,999	24569	2210	14.6	9.0	100	2130	12.2	8.7	83	5106	14.8	20.8	101	2842	15.4	11.6	105
UNDER \$10,000	31101	2086	13.8	6.7	74	2401	13.7	7.7	74	6186	17.9	19.9	97	3836	20.7	12.3	112
HOUSEHOLD OF 1 PERSON	19441	878	5.8	4.5	50	1415	8.1	7.3	70	2764	8.0	14.2	69	1725	9.3	8.9	80

		TOTAL U.S. '000	AIM MINT				AIM REGULAR				AQUA-FRESH				CLOSE-UP RED			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	15105	100.0	9.0	100	17486	100.0	10.4	100	34488	100.0	20.6	100	18509	100.0	11.0	100
MAGAZINES	QUINTILE 1	34022	3461	22.9	10.2	113	4448	25.4	13.1	125	7657	22.2	22.5	109	4251	23.0	12.5	113
	QUINTILE 2	34800	3685	24.4	10.6	118	3736	21.4	10.7	103	7694	22.3	22.1	108	3530	19.1	10.1	92
	QUINTILE 3	30514	2745	18.2	9.0	100	3085	17.6	10.1	97	6521	18.9	21.4	104	3134	16.9	10.3	93
	QUINTILE 4	33324	2609	17.3	7.8	87	3214	18.4	9.6	93	6662	19.3	20.0	97	3526	19.1	10.6	96
	QUINTILE 5	35066	2606	17.3	7.4	83	3002	17.2	8.6	82	5954	17.3	17.0	83	4068	22.0	11.6	105
NEWSPAPERS	QUINTILE 1	29107	2573	17.0	8.8	98	3656	20.9	12.6	120	5610	16.3	19.3	94	2983	16.1	10.2	93
	QUINTILE 2	49095	4606	30.5	9.4	104	4917	28.1	10.0	96	9604	27.8	19.6	95	4583	24.8	9.3	85
	QUINTILE 3	23107	2114	14.0	9.1	102	2465	14.1	10.7	102	5218	15.1	22.6	110	2686	14.5	11.6	105
	QUINTILE 4	33556	3129	20.7	9.3	104	3369	19.3	10.0	96	7316	21.2	21.8	106	4028	21.8	12.0	109
	QUINTILE 5	32863	2683	17.8	8.2	91	3078	17.6	9.4	90	6740	19.5	20.5	100	4229	22.8	12.9	117
OUTDOOR	QUINTILE 1	33431	3268	21.6	9.8	109	3707	21.2	11.1	106	7205	20.9	21.6	105	3647	19.7	10.9	99
	QUINTILE 2	33478	3336	22.1	10.0	111	3907	22.3	11.7	112	7245	21.0	21.6	105	3765	20.3	11.2	102
	QUINTILE 3	33574	2845	18.8	8.5	94	3577	20.5	10.7	102	7059	20.5	21.0	102	3553	19.2	10.6	96
	QUINTILE 4	33935	3015	20.0	8.9	99	3222	18.4	9.5	91	6833	19.8	20.1	98	3979	21.5	11.7	106
	QUINTILE 5	33310	2641	17.5	7.9	88	3074	17.6	9.2	89	6146	17.8	18.5	90	3565	19.3	10.7	97
RADIO-DRIVE TIME	QUINTILE 1	33136	3190	21.1	9.6	107	4016	23.0	12.1	116	7472	21.7	22.5	110	3905	21.1	11.8	107
	QUINTILE 2	31658	2968	19.6	9.4	104	3295	18.8	10.4	100	6695	19.4	21.1	103	3870	20.9	12.2	111
	QUINTILE 3	32541	3088	20.4	9.5	105	3154	18.0	9.7	93	6629	19.2	20.4	99	3332	18.0	10.2	93
	QUINTILE 4	34247	3049	20.2	8.9	99	3537	20.2	10.3	99	7207	20.9	21.0	102	3728	20.1	10.9	99
	QUINTILE 5	36144	2809	18.6	7.8	86	3685	19.9	9.6	92	6485	18.8	17.9	87	3674	19.8	10.2	92
RADIO-MID- DAY	TERCILE 1	45037	4098	27.1	9.1	101	5077	29.0	11.3	108	9940	28.8	22.1	107	5460	29.5	12.1	110
	TERCILE 2	44819	4436	29.4	9.9	110	4682	26.8	10.4	100	9596	27.8	21.4	104	4784	25.8	10.7	97
	TERCILE 3	77872	6571	43.5	8.4	94	7727	44.2	9.9	95	14952	43.4	19.2	93	8265	44.7	10.6	96
	QUINTILE 1	33763	3217	21.3	9.5	106	4033	23.1	11.9	115	7653	22.2	22.7	110	4062	21.9	12.0	109
	QUINTILE 2	33240	3021	20.0	9.1	101	3573	20.4	10.7	103	6864	19.9	20.6	100	3749	20.3	11.3	102
RADIO-TOTAL	QUINTILE 3	33408	3237	21.4	9.7	108	3248	18.6	9.7	93	7311	21.2	21.9	106	3940	21.3	11.8	107
	QUINTILE 4	34792	3027	20.0	8.7	97	3394	19.4	9.8	94	6845	19.8	19.7	96	3350	18.1	9.6	87
	QUINTILE 5	32524	2603	17.2	8.0	89	3238	18.5	10.0	95	5815	16.9	17.9	87	3408	18.4	10.5	95
	QUINTILE 1	33090	2895	19.2	8.7	97	3197	18.3	9.7	93	6894	20.0	20.8	101	4034	21.8	12.2	110
	QUINTILE 2	33357	2895	19.2	8.7	96	3498	20.0	10.5	101	6665	19.3	20.0	97	3237	17.5	9.7	88
TV-PRIME TIME	QUINTILE 3	33980	3345	22.1	9.8	109	3544	20.3	10.4	100	7671	22.2	22.6	110	3610	19.5	10.6	96
	QUINTILE 4	33854	2981	19.7	8.8	98	3513	20.1	10.4	100	6591	19.1	19.5	95	3965	21.4	11.7	106
	QUINTILE 5	33444	2990	19.8	8.9	99	3734	21.4	11.2	107	6667	19.3	19.9	97	3663	19.8	11.0	99
	TERCILE 1	49121	4153	27.5	8.5	94	4749	27.2	9.7	93	10178	29.5	20.7	101	5974	32.3	12.2	110
	TERCILE 2	48823	4574	30.3	9.4	104	5294	30.3	10.8	104	10154	29.4	20.8	101	5140	27.8	10.5	95
TV-DAYTIME	TERCILE 3	69782	6378	42.2	9.1	101	7443	42.6	10.7	102	14156	41.0	20.3	99	7395	40.0	10.6	96
	QUINTILE 1	33584	2848	18.9	8.5	94	3235	18.5	9.6	92	7272	21.1	21.7	105	4214	22.8	12.5	114
	QUINTILE 2	33441	2622	17.4	7.8	87	3194	18.3	9.6	92	6371	18.5	19.1	93	3377	18.2	10.1	92
	QUINTILE 3	33505	3544	23.5	10.6	117	3575	20.4	10.7	102	7053	20.5	21.1	102	3578	19.3	10.7	97
	QUINTILE 4	33466	3100	20.5	9.3	103	3677	21.0	11.0	105	7082	20.5	21.2	103	3757	20.3	11.2	102
TV-TOTAL	QUINTILE 5	33731	2991	19.8	8.9	98	3804	21.8	11.3	108	6710	19.5	19.9	97	3583	19.4	10.6	96
	QUINTILE 1	44503	4780	31.6	10.7	119	5441	31.1	12.2	117	9761	28.3	21.9	107	4504	24.3	10.1	92
	MAGAZINE IMPERATIVE	39363	3797	25.1	9.6	107	4278	24.5	10.9	104	9284	26.9	23.6	115	4918	26.6	12.5	113
	NEWSPAPER IMPERATIVE	46441	3625	24.0	7.8	87	4372	25.0	9.4	90	8319	24.1	17.9	87	4509	24.4	9.7	88
	QUINTILE 2	33726	3545	23.5	10.5	117	4167	23.8	12.4	119	7796	22.6	23.1	112	3869	20.9	11.5	104
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	4960	32.8	9.4	104	5753	32.9	10.9	104	11273	32.7	21.3	104	5977	32.3	11.3	102
	OUTDOOR IMPERATIVE	52140	4581	30.3	8.8	98	5086	29.1	9.8	94	10425	30.2	20.0	97	5481	29.6	10.5	95
	QUINTILE 1	37081	3584	23.7	9.7	107	4426	25.3	11.9	114	8429	24.4	22.7	111	4434	24.0	12.0	108
	MAGAZINE IMPERATIVE	49747	5060	33.5	10.2	113	5519	31.6	11.1	106	10789	31.3	21.7	105	5134	27.7	10.3	94
	RADIO IMPERATIVE	49208	4223	28.0	8.6	95	4876	27.9	9.9	95	10057	29.2	20.4	99	5774	31.2	11.7	106
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	3075	20.4	9.3	103	3959	22.6	12.0	115	7149	20.7	21.6	105	3848	20.8	11.6	105
	TELEVISION IMPERATIVE	54575	5970	39.5	10.9	121	6341	36.3	11.6	111	12149	35.2	22.3	108	5915	32.0	10.8	98
	QUINTILE 1	53249	3952	26.2	7.4	82	4240	24.2	8.0	76	10167	29.5	19.1	93	5653	30.5	10.6	96
	QUINTILE 2	36255	3241	21.5	8.9	99	4094	23.4	11.3	108	7629	22.1	21.0	102	3509	19.0	9.7	88
	NEWSPAPER IMPERATIVE	55591	4897	32.4	8.8	98	5795	33.1	10.4	100	10473	30.4	18.8	92	5656	30.6	10.2	92
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	48319	4771	31.6	9.9	110	5255	30.1	10.9	104	10823	31.4	22.4	109	6141	33.2	12.7	115
	QUINTILE 1	37242	3663	24.3	9.8	109	4342	24.8	11.7	112	7790	22.6	20.9	102	3583	19.4	9.6	87
	NEWSPAPER IMPERATIVE	54423	4821	31.9	8.9	98	5561	31.8	10.2	98	10427	30.2	19.2	93	5312	28.7	9.8	88
	RADIO IMPERATIVE	46650	4301	28.5	9.2	102	4815	27.5	10.3	99	10651	30.9	22.8	111	6540	35.3	14.0	127
	QUINTILE 2	35974	2956	19.6	8.2	91	3695	21.1	10.3	99	7348	21.3	20.4	99	3660	19.8	10.2	92
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	56095	5547	36.7	9.9	110	6344	36.3	11.3	108	11086	32.1	19.8	96	5549	30.0	9.9	90
	TELEVISION IMPERATIVE	47170	4326	28.6	9.2	102	4327	24.7	9.2	88	9913	28.7	21.0	102	5873	31.7	12.5	113
	QUINTILE 1	33748	3108	20.6	9.2	102	4036	23.1	12.0	115	7573	22.0	22.4	109	3848	20.8	11.4	103
	OUTDOOR IMPERATIVE	52785	4891	32.4	9.3	103	5478	31.3	10.4	100	10873	31.5	20.6	100	5573			

	TOTAL U.S. '000	AIM MINT				AIM REGULAR				AQUA-FRESH				CLOSE-UP RED			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15105	100.0	9.0	100	17486	100.0	10.4	100	34488	100.0	20.6	100	18509	100.0	11.0	100
ATLANTIC MONTHLY	867	**89	0.6	10.3	114	**91	0.5	10.5	101	*104	0.3	12.0	58	**110	0.6	12.7	115
BARRON'S	1580	**105	0.7	6.6	74	**56	0.3	3.5	34	228	0.7	14.4	70	*169	0.9	10.7	97
BETTER HOMES & GARDENS	22203	2058	13.6	9.3	103	2132	12.2	9.6	92	4882	14.2	22.0	107	2715	14.7	12.2	111
BON APPETIT	3810	361	2.4	9.5	105	422	2.4	11.1	106	773	2.2	20.3	99	355	1.9	9.3	84
BUSINESS WEEK	4663	549	3.6	11.8	131	458	2.6	9.8	94	850	2.5	18.2	89	587	3.2	12.6	114
CAR AND DRIVER	3102	*244	1.6	7.9	87	405	2.3	13.1	125	813	2.4	26.2	127	443	2.4	14.3	129
CBS MAGAZINE NETWORK (GROSS)	7311	780	5.2	10.7	118	1063	6.1	14.5	139	1894	5.5	25.9	126	1024	5.5	14.0	127
CHANGING TIMES	3400	*368	2.4	10.8	120	391	2.2	11.5	110	693	2.0	20.4	99	322	1.7	9.5	86
COLONIAL HOMES	1796	*145	1.0	8.1	90	*150	0.9	8.4	80	474	1.4	26.4	128	*224	1.2	12.5	113
CONDE NAST MAG. PKG. (GROSS)	19924	2575	17.0	12.9	144	2313	13.2	11.6	111	4745	13.8	23.8	116	2903	15.7	14.6	132
CONSUMERS DIGEST	3125	297	2.0	9.5	106	355	2.0	11.4	109	592	1.7	18.9	92	374	2.0	12.0	108
COSMOPOLITAN	10577	1160	7.7	11.0	122	1264	7.2	12.0	115	2535	7.4	24.0	117	1491	8.1	14.1	128
COUNTRY LIVING	3746	358	2.4	9.6	106	356	2.0	9.5	91	696	2.0	18.6	90	377	2.0	10.1	91
CUISINE	2214	*237	1.6	10.7	119	*248	1.4	11.2	107	428	1.2	19.3	94	*233	1.3	10.5	95
CYCLE WORLD	2394	*246	1.6	10.3	114	*361	2.1	15.1	145	634	1.8	26.5	129	*259	1.4	10.8	98
DCI:CREATIVE IDEAS FOR LIV	3068	334	2.2	10.9	121	336	1.9	11.0	105	603	1.7	19.7	96	343	1.9	11.2	101
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	869	5.8	9.1	101	1005	5.7	10.5	101	1772	5.1	18.5	90	1060	5.7	11.1	101
DISCOVER	2277	266	1.8	11.7	130	254	1.5	11.2	107	498	1.4	21.9	106	*258	1.4	11.3	103
EBONY	7187	667	4.4	9.3	103	627	3.6	8.7	84	1689	4.9	23.5	114	1332	7.2	18.5	168
ESQUIRE	2560	*198	1.3	7.7	86	*261	1.5	10.2	98	518	1.5	20.2	98	319	1.7	12.5	113
ESSENCE	3242	324	2.1	10.0	111	314	1.8	9.7	93	799	2.3	24.6	120	593	3.2	18.3	166
FAMILY CIRCLE	19639	2053	13.6	10.5	116	2261	12.9	11.5	110	4501	13.1	22.9	111	2467	13.3	12.6	114
THE FAMILY HANDYMAN	3540	339	2.2	9.6	106	418	2.4	11.8	113	690	2.0	19.5	95	328	1.8	9.3	84
FAMILY WEEKLY	23924	1982	13.1	8.3	92	2921	16.7	12.2	117	5219	15.1	21.8	106	2415	13.0	10.1	91
FIELD & STREAM	9883	823	5.4	8.3	92	1282	7.3	13.0	124	2017	5.8	20.4	99	1180	6.4	11.9	108
FOOD & WINE	1030	**92	0.6	8.9	99	*143	0.8	13.9	133	*244	0.7	23.7	115	**141	0.8	13.7	124
FORBES	2679	251	1.7	9.4	104	296	1.7	11.0	106	459	1.3	17.1	83	252	1.4	9.4	85
FORTUNE	2931	376	2.5	12.8	142	425	2.4	14.5	139	439	1.3	15.0	73	385	2.1	13.1	119
GENTLEMEN'S QUARTERLY	3481	395	2.6	11.3	126	407	2.3	11.7	112	880	2.6	25.3	123	555	3.0	15.9	144
GLAMOUR	7163	938	6.2	13.1	145	821	4.7	11.5	110	1825	5.3	25.5	124	1152	6.2	16.1	146
GOLF DIGEST	2355	*202	1.3	8.6	95	229	1.3	9.7	93	478	1.4	20.3	99	316	1.7	13.4	122
GOLF DIGEST/TENNIS (GROSS)	3610	284	1.9	7.9	87	334	1.9	9.3	89	717	2.1	19.9	97	475	2.6	13.2	119
GOLF MAGAZINE	2046	*163	1.1	8.0	88	*186	1.1	9.1	87	376	1.1	18.4	89	*251	1.4	12.3	111
GOLF MAGAZINE/SKI (GROSS)	3547	315	2.1	8.9	99	387	2.2	10.9	105	758	2.2	21.4	104	414	2.2	11.7	106
GOOD HOUSEKEEPING	20353	2141	14.2	10.5	117	2348	13.4	11.5	111	4711	13.7	23.1	113	2587	14.0	12.7	115
HARPER'S BAZAAR	3362	429	2.8	12.8	142	342	2.0	10.2	98	836	2.4	24.9	121	438	2.4	13.0	118
HEALTH	2987	*230	1.5	7.7	86	351	2.0	11.8	113	680	2.0	22.8	111	309	1.7	10.3	94
HEARST MAG CORP. BUY (GROSS)	67928	6834	45.2	10.1	112	7683	43.9	11.3	108	15423	44.7	22.7	110	8408	45.4	12.4	112
HEARST MAN POWER (GROSS)	11282	1027	6.8	9.1	101	1375	7.9	12.2	117	2373	6.9	21.0	102	1244	6.7	11.0	100
HEARST WOMAN POWER (GROSS)	40514	4298	28.5	10.6	118	4648	26.6	11.5	110	9661	28.0	23.8	116	5263	28.4	13.0	118
HOUSE BEAUTIFUL	4885	350	2.3	7.2	80	532	3.0	10.9	104	951	2.8	19.5	95	628	3.4	12.9	116
INC.	1308	**178	1.2	13.6	151	*184	1.1	14.1	135	*235	0.7	18.0	87	*138	0.7	10.6	96
JET	6498	504	3.3	7.8	86	573	3.3	8.8	85	1333	3.9	20.5	100	1231	6.7	18.9	172
LADIES' HOME JOURNAL	14797	1681	11.1	11.4	126	1693	9.5	11.2	107	3333	9.7	22.5	110	2122	11.5	14.3	130
LHJ FAMILY GRP COMBO(GROSS)	21743	2465	16.3	11.3	126	2443	14.0	11.2	108	4926	14.3	22.7	110	3014	16.3	13.9	126
LIFE	9881	1269	8.4	12.8	143	1395	8.0	14.1	135	2146	6.2	21.7	106	1386	7.5	14.0	127
L.A. TIMES HOME MAGAZINE	2775	303	2.0	10.9	121	340	1.9	12.3	118	463	1.3	16.7	81	*251	1.4	9.0	82
MADENOISELLE	4219	574	3.8	13.6	151	597	3.4	14.2	136	1007	2.9	23.9	116	606	3.3	14.4	130
MC CALL'S	16422	1742	11.5	10.6	118	1693	9.7	10.3	99	3814	11.1	23.2	113	1948	10.5	11.9	107
MC CALL'S/MRK MOTHER (GROSS)	17919	1873	12.4	10.5	116	1883	10.8	10.5	101	4169	12.1	23.3	113	2187	11.8	12.2	111
MECHANIX ILLUSTRATED	4433	303	2.0	6.8	76	480	2.7	10.8	104	916	2.7	20.7	100	433	2.3	9.8	89
METROPOLITAN HOME	1504	*214	1.4	14.2	158	*144	0.8	9.6	92	349	1.0	23.2	113	*236	1.3	15.7	142
MONEY	4723	460	3.0	9.7	108	606	3.5	12.8	123	992	2.9	21.0	102	527	2.8	11.2	101
MOTHER EARTH NEWS	2325	*224	1.5	9.6	107	367	2.1	15.8	151	462	1.3	19.9	97	*264	1.4	11.4	103
MS.	1189	*178	1.2	15.0	166	*173	1.0	14.6	140	334	1.0	28.1	137	*221	1.2	18.6	168
NATIONAL ENQUIRER	18892	1746	11.6	9.2	103	2013	11.5	10.7	102	4497	13.0	23.8	116	2451	13.2	13.0	118
NATIONAL GEOGRAPHIC	22129	1930	12.8	8.7	97	2386	13.6	10.8	103	4718	13.7	21.3	104	2036	11.0	9.2	83
NATIONAL SUNDAY MAGAZINE PKG	103750	9827	65.1	9.5	105	11380	65.1	11.0	105	21383	62.0	20.6	100	10642	57.5	10.3	93
NATURAL HISTORY	1379	*158	1.0	11.5	127	*135	0.8	9.8	94	*189	0.5	13.7	67	*169	0.9	12.3	111
NEW WOMAN	2289	257	1.7	11.2	125	253	1.4	11.1	106	573	1.7	25.0	122	*313	1.7	13.7	124
NEW YORK INCLUDING CUE	1088	*159	1.1	14.6	162	*122	0.7	11.2	108	*188	0.5	17.3	84	**99	0.5	9.1	82
THE NEW YORKER	2459	*241	1.6	9.8	109	285	1.6	11.6	111	530	1.5	21.6	105	*242	1.3	9.8	89
NEWSWEEK	16527	1716	11.4	10.4	115	2132	12.2	12.9	124	3294	9.6	19.9	97	1869	10.1	11.3	102
THE N.Y. TIMES DAILY EDITION	2739	*186	1.2	6.8	75	277	1.6	10.1	97	529	1.5	19.3	94	320	1.7	11.7	106
THE N.Y. TIMES MAGAZINE	4443	399	2.6	9.0	100	469	2.7	10.6	101	796	2.3	17.9	87	378	2.0	8.5	77
OMNI	2799	324	2.1	11.6	129	388	2.2	13.9	133	785	2.3	28.0	136	347	1.9	12.4	112
ON CABLE	2209	*334	2.2	15.1	168	*311	1.8	14.1	135	511	1.5	23.1	113	*318	1.7	14.4	130
1001 HOME IDEAS	3959	555	3.7	14.0	156	440	2.5	11.1	107	913	2.6	23.1	112	583	3.1	14.7	133
ORGANIC GARDENING	3111	*298	2.0	9.6	106	342	2.0	11.0	105	478	1.4	15.4	75	426	2.3	13.7	124
OUTDOOR LIFE	5024	497	3.3	9.9	110	522	3.0	10.4	100	1184	3.4	23.6	115	570	3.1	11.3	103
PARADE MAGAZINE	51292	5043	33.4	9.8	109	5740	32.8	11.2	107	10418	30.2	20.3	99	5558	30.0	10.8	98

	TOTAL U.S. '000	AIM MINT				AIM REGULAR				AQUA-FRESH				CLOSE-UP RED			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15105	100.0	9.0	100	17486	100.0	10.4	100	34488	100.0	20.6	100	18509	100.0	11.0	100
PARENTS	5298	763	5.1	14.4	160	968	5.5	18.3	175	1493	4.3	28.2	137	682	3.7	12.9	117
PENTHOUSE	5129	596	3.9	11.6	129	559	3.2	10.9	105	1319	3.8	25.7	125	579	3.1	11.3	102
PEOPLE	21070	2252	14.9	10.7	119	2630	15.0	12.5	120	5103	14.8	24.2	118	2452	13.2	11.6	105
PLAYBOY	10562	1101	7.3	10.4	116	1377	7.9	13.0	125	2476	7.2	23.4	114	1127	6.1	10.7	97
POPULAR HOT RODDING	2498	303	2.0	12.1	135	*336	1.9	13.5	129	639	1.9	25.6	124	315	1.7	12.6	114
POPULAR MECHANICS	5887	461	3.1	7.8	87	679	3.9	11.5	111	1236	3.6	21.0	102	674	3.6	11.4	104
POPULAR SCIENCE	4317	391	2.6	9.1	101	516	3.0	12.0	115	1044	3.0	24.2	118	479	2.6	11.1	101
PREVENTION	5792	518	3.4	8.9	99	565	3.2	9.8	94	887	2.6	15.3	74	565	3.1	9.8	88
PSYCHOLOGY TODAY	3284	474	3.1	14.4	160	418	2.4	12.7	122	905	2.6	27.6	134	453	2.4	13.8	125
READER'S DIGEST	40046	3635	24.1	9.1	101	4303	24.6	10.7	103	8165	23.7	20.4	99	4226	22.8	10.6	96
REDBOOK	9584	997	6.6	10.4	116	1036	5.9	10.8	104	2415	7.0	25.2	123	1184	6.4	12.4	112
ROAD & TRACK	2590	*281	1.9	10.8	120	368	2.1	14.2	136	699	2.0	27.0	131	292	1.6	11.3	102
ROLLING STONE	3302	430	2.8	13.0	145	572	3.3	17.3	166	959	2.8	29.0	141	333	1.8	10.1	91
RUNNER'S WORLD	1229	*179	1.2	14.6	162	*163	0.9	13.3	127	311	0.9	25.3	123	*150	0.8	12.2	111
SATURDAY EVENING POST	2110	*216	1.4	10.2	114	*253	1.4	12.0	115	421	1.2	20.0	97	216	1.2	10.2	93
SCIENCE 84	1543	*125	0.8	8.1	90	*189	1.1	12.2	117	332	1.0	21.5	105	*167	0.9	10.8	98
SCIENCE DIGEST	1747	*238	1.6	13.6	151	*284	1.6	16.3	156	290	0.8	16.6	81	*176	1.0	10.1	91
SCIENTIFIC AMERICAN	1994	*198	1.3	9.9	110	352	2.0	17.7	169	441	1.3	22.1	108	*253	1.4	12.7	115
SELF	3119	363	2.4	11.6	129	280	1.6	9.0	86	785	2.3	25.2	122	466	2.5	14.9	135
SEVENTEEN	3923	620	4.1	15.8	175	538	3.1	13.7	132	994	2.9	25.3	123	627	3.4	16.0	145
SKI	1501	*152	1.0	10.1	112	*201	1.1	13.4	128	381	1.1	25.4	123	*163	0.9	10.9	98
SMITHSONIAN	5976	502	3.3	8.4	93	803	4.6	13.4	129	1119	3.2	18.7	91	470	2.5	7.9	71
SOAP OPERA DIGEST	4228	563	3.7	13.3	148	508	2.9	12.0	115	1149	3.3	27.2	132	788	4.3	18.6	169
SOUTHERN LIVING	6488	535	3.5	8.2	92	669	3.8	10.3	99	1169	3.4	18.0	88	717	3.9	11.1	100
SPORT	3500	*287	1.9	8.2	91	395	2.3	11.3	108	795	2.3	22.7	110	485	2.6	13.9	126
THE SPORTING NEWS	2456	*268	1.8	10.9	121	320	1.8	13.0	125	513	1.5	20.9	102	*347	1.9	14.1	128
SPORTS AFIELD	3648	329	2.2	9.0	100	413	2.4	11.3	109	848	2.5	23.2	113	395	2.1	10.8	98
SPORTS ILLUSTRATED	14484	1337	8.9	9.2	103	1867	10.7	12.9	124	3234	9.4	22.3	109	1696	9.2	11.7	106
STAR	12661	1376	9.1	10.9	121	1260	7.2	10.0	95	2984	8.7	23.6	115	1656	8.9	13.1	119
SUNDAY	52799	5252	34.8	9.9	110	5591	32.0	10.6	102	10553	30.6	20.0	97	5202	28.1	9.9	89
SUNSET	3513	*310	2.1	8.8	98	467	2.7	13.3	128	732	2.1	20.8	101	331	1.8	9.4	85
TV GUIDE	42766	4222	28.0	9.9	110	4920	28.1	11.5	110	9759	28.3	22.8	111	5338	28.8	12.5	113
TENNIS	1254	*82	0.5	6.5	73	*105	0.6	8.4	80	*239	0.7	19.1	93	*159	0.9	12.7	115
TIME	22054	2118	14.0	9.6	107	2601	14.9	11.8	113	4693	13.6	21.3	103	2392	12.9	10.8	98
TOWN & COUNTRY	1555	*128	0.8	8.2	91	*201	1.1	12.9	124	276	0.8	17.7	86	*162	0.9	10.4	94
TRAVEL & LEISURE	2173	*210	1.4	9.7	107	*229	1.3	10.5	101	417	1.2	19.2	93	*217	1.2	10.0	90
TRUE STORY	4636	546	3.6	11.8	131	591	3.4	12.7	122	1325	3.8	28.6	139	864	4.7	18.6	169
U.S. NEWS & WORLD REPORT	10353	880	5.8	8.5	94	1177	6.7	11.4	109	2057	6.0	19.9	97	1165	6.3	11.3	102
USA TODAY	4994	364	2.4	7.3	81	434	2.5	8.7	83	862	2.5	17.3	84	566	3.1	11.3	103
US	3528	468	3.1	13.3	147	448	2.6	12.7	122	952	2.8	27.0	131	504	2.7	14.3	129
VOGUE	5424	699	4.6	12.9	143	614	3.5	11.3	109	1128	3.3	20.8	101	680	3.7	12.5	114
WALL STREET JOURNAL	6292	473	3.1	7.5	83	791	4.5	12.6	121	1072	3.1	17.0	83	645	3.5	10.3	93
WEIGHT WATCHERS	2762	363	2.4	13.1	146	370	2.1	13.4	128	703	2.0	25.5	124	386	2.1	14.0	127
WOMAN'S DAY	16320	1935	12.8	11.9	132	1623	9.3	9.9	95	3719	10.8	22.8	111	1912	10.3	11.7	106
WORKING MOTHER	1496	*131	0.9	8.8	97	*190	1.1	12.7	122	355	1.0	23.7	115	*239	1.3	16.0	145
WORKING WOMAN	1851	*223	1.5	12.0	134	*209	1.2	11.3	108	444	1.3	24.0	117	*263	1.4	14.2	129
WORLD TENNIS	580	*60	0.4	10.3	115	*46	0.3	7.9	76	*104	0.3	17.9	87	*94	0.5	16.2	147
ZIFF-DAVIS MAG NETHK (GROSS)	12412	1290	8.5	10.4	115	1381	7.9	11.1	107	2757	8.0	22.2	108	1574	8.5	12.7	115
BLAIR INSERTS	91671	8861	58.7	9.7	107	10081	57.7	11.0	105	18730	54.3	20.4	99	9424	50.9	10.3	93
DAILY NEWSPAPERS																	
READ ANY	109190	9909	65.6	9.1	101	11481	65.7	10.5	101	21945	63.6	20.1	98	11197	60.5	10.3	93
READ ONE	89587	8113	53.7	9.1	101	9166	52.4	10.2	98	18278	53.0	20.4	99	9119	49.3	10.2	92
READ TWO OR MORE	19602	1796	11.9	9.2	102	2314	13.2	11.8	113	3668	10.6	18.7	91	2078	11.2	10.6	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10199	67.5	9.3	103	12039	68.8	11.0	105	22441	65.1	20.5	100	11239	60.7	10.2	93
READ ONE	95074	8983	59.5	9.4	105	10192	58.3	10.7	103	19669	57.0	20.7	101	9840	53.2	10.3	94
READ TWO OR MORE	14588	1216	8.1	8.3	93	1847	10.6	12.7	121	2773	8.0	19.0	92	1398	7.6	9.6	87
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.79				30.67				29.52				29.27			
30 DAY REACH	149706	13569	89.8	9.1	101	15746	90.0	10.5	101	31063	90.1	20.7	101	16488	89.1	11.0	100
50 SHWG - 30 DAY AV FREQ	15.16	15.60				15.96				15.33				15.34			
30 DAY REACH	142406	12972	85.9	9.1	101	15140	86.6	10.6	102	29940	86.8	21.0	102	15779	85.3	11.1	100
25 SHWG - 30 DAY AV FREQ	8.23	8.33				8.59				8.26				8.32			
30 DAY REACH	131152	12081	80.0	9.2	102	14088	80.6	10.7	103	27702	80.3	21.1	103	14513	78.4	11.1	100
CABLE TV: HOME WIRED	66879	6330	41.9	9.5	105	7524	43.0	11.3	108	14359	41.6	21.5	104	6768	36.6	10.1	92
HOME NOT WIRED	100848	8774	58.1	8.7	97	9962	57.0	9.9	95	20129	58.4	20.0	97	11741	63.4	11.6	106
HAVE PAY CABLE	35024	3813	25.2	10.9	121	4594	26.3	13.1	126	8136	23.6	23.2	113	3791	20.5	10.8	98

	TOTAL U.S. '000	A '000	AIM MINT B % DOWN	C % ACROSS	D % INDX	A '000	AIM REGULAR B % DOWN	C % ACROSS	D % INDX	A '000	AQUA-FRESH B % DOWN	C % ACROSS	D % INDX	A '000	CLOSE-UP RED B % DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS	167727	15105	100.0	9.0	100	17486	100.0	10.4	100	34488	100.0	20.6	100	18509	100.0	11.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	8993	59.5	9.4	104	10456	59.8	10.9	105	19965	57.9	20.9	102	10467	56.6	10.9	99	
10:00 AM - 3:00 PM	63599	6120	40.5	9.6	107	6963	39.8	10.9	105	13944	40.4	21.9	107	7329	39.6	11.5	104	
3:00 PM - 7:00 PM	72097	7025	46.5	9.7	108	8316	47.6	11.5	111	15621	45.3	21.7	105	8462	45.7	11.7	106	
7:00 PM - MIDNIGHT	36670	3363	22.3	9.2	101	4126	23.6	11.3	108	7823	22.7	21.3	104	4302	23.2	11.7	106	
MIDNIGHT - 6:00 AM	21908	2063	13.7	9.4	105	2230	12.8	10.2	98	4698	13.6	21.4	104	2646	14.3	12.1	109	
6:00 AM - MIDNIGHT	127571	12033	79.7	9.4	105	13908	79.5	10.9	105	27194	78.9	21.3	104	14331	77.4	11.2	102	
ENTIRE DAY	129239	12125	80.3	9.4	104	14042	80.3	10.9	104	27425	79.5	21.2	103	14537	78.5	11.2	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	3215	21.3	9.5	105	3820	21.8	11.2	108	7103	20.6	20.9	102	3574	19.3	10.5	95	
ALL NEWS	6062	440	2.9	7.3	81	610	3.5	10.1	97	1205	3.5	19.9	97	508	2.7	8.4	76	
AOR/PROGRESSIVE	11884	1344	8.9	11.3	126	1322	7.6	11.1	107	2738	7.9	23.0	112	1254	6.8	10.6	96	
BEAUTIFUL MUSIC	11180	1005	6.7	9.0	100	1314	7.5	11.8	113	2334	6.8	20.9	102	1108	6.0	9.9	90	
BLACK	4538	454	3.0	10.0	111	511	2.9	11.3	108	1066	3.1	23.5	114	792	4.3	17.5	158	
CLASSICAL	3857	283	1.9	7.3	81	467	2.7	12.1	116	706	2.0	18.3	89	335	1.8	8.7	79	
CHR/ROCK	21946	2427	16.1	11.1	123	2584	14.8	11.8	113	5089	14.8	23.2	113	2756	14.9	12.6	114	
COUNTRY	27262	2481	16.4	9.1	101	2852	16.3	10.5	100	5396	15.6	19.8	96	3160	17.1	11.6	105	
GOLDEN OLDIES	3339	261	1.7	7.8	87	300	1.7	9.0	86	824	2.4	24.7	120	362	2.0	10.8	98	
MOR/NTALGIA	10346	802	5.3	7.8	86	1115	6.4	10.8	103	2169	6.3	21.0	102	1075	5.8	10.4	94	
NEWS/TALK	8929	782	5.2	8.8	97	994	5.7	11.1	107	1618	4.7	18.1	88	998	5.4	11.2	101	
RELIGIOUS	5488	490	3.2	8.9	99	688	3.9	12.5	120	1367	4.0	24.9	121	789	4.3	14.4	130	
SOFT ROCK	1232	**73	0.5	5.9	66	*252	1.4	20.5	196	366	1.1	29.7	144	**126	0.7	10.2	93	
URBAN CONTEMPORARY	3184	292	1.9	9.2	102	298	1.7	9.4	90	824	2.4	25.9	126	588	3.2	18.5	167	
HIRED NETWORKS:																		
ABC CONTEMPORARY	6911	764	5.1	11.1	123	779	4.5	11.3	108	1705	4.9	24.7	120	825	4.5	11.9	108	
ABC DIRECT	5212	556	3.7	10.7	118	562	3.2	10.8	103	1096	3.2	21.0	102	473	2.6	9.1	82	
ABC ENTERTAINMENT	10385	919	6.1	8.8	98	1141	6.5	11.0	105	1992	5.8	19.2	93	1158	6.3	11.2	101	
ABC FM	4762	573	3.8	12.0	134	651	3.7	13.7	131	1151	3.3	24.2	118	695	3.8	14.6	132	
ABC INFORMATION	11339	950	6.3	8.4	93	1165	6.7	10.3	99	2093	6.1	18.5	90	1230	6.6	10.8	98	
ABC ROCK	4878	585	3.9	12.0	133	557	3.2	11.4	110	1363	4.0	27.9	136	612	3.3	12.5	114	
CBS	10709	777	5.1	7.3	81	1125	6.4	10.5	101	1985	5.8	18.5	90	991	5.4	9.3	84	
MUTUAL	10251	731	4.8	7.1	79	1068	6.1	10.4	100	1844	5.3	18.0	87	1298	7.0	12.7	115	
NBC	12243	1121	7.4	9.2	102	1293	7.4	10.6	101	2238	6.5	18.3	89	1165	6.3	9.5	86	
RADIORADIO	4606	435	2.9	9.4	105	508	2.9	11.0	106	944	2.7	20.5	100	478	2.6	10.4	94	
RKO ONE	5148	559	3.7	10.9	121	628	3.6	12.2	117	1374	4.0	26.7	130	666	3.6	12.9	117	
RKO TWO	7313	485	3.2	6.6	74	828	4.7	11.3	109	1314	3.8	18.0	87	714	3.9	9.8	88	
THE SOURCE	5981	662	4.4	11.1	123	576	3.3	9.6	92	1374	4.0	23.0	112	664	3.6	11.1	101	
NON-HIRED: BLAIR	19329	1765	11.7	9.1	101	2293	13.1	11.9	114	4121	11.9	21.3	104	2319	12.5	12.0	109	
INTERNET	27139	2646	17.5	9.7	108	3319	19.0	12.2	117	6169	17.9	22.7	111	3106	16.8	11.4	104	
KATZ RADIO GROUP	36319	3234	21.4	8.9	99	4100	23.4	11.3	108	7703	22.3	21.2	103	4025	21.7	11.1	100	
SUPERNET	22361	2377	15.7	10.6	118	2549	14.6	11.4	109	4895	14.2	21.9	106	2642	14.3	11.8	107	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	1274	8.4	8.8	97	1417	8.1	9.8	94	2956	8.6	20.3	99	1693	9.1	11.7	106	
WKDAY 9:00 AM - 1:00 PM	18688	1628	10.8	8.7	97	1774	10.1	9.5	91	4045	11.7	21.6	105	2294	12.4	12.3	111	
WKDAY 1:00 PM - 4:30 PM	24061	2144	14.2	8.9	99	2366	13.5	9.8	94	5229	15.2	21.7	106	2970	16.0	12.3	112	
WKDAY 4:30 PM - 7:30 PM	44079	3684	24.4	8.4	93	4174	23.9	9.5	91	8946	25.9	20.3	99	5057	27.3	11.5	104	
WKDAY 7:30 PM - 8:00 PM	61979	5172	34.2	8.3	93	5838	33.4	9.4	90	12489	36.2	20.2	98	7056	38.1	11.4	103	
WKDAY 11:00 PM - 11:30 PM	49084	4255	28.2	8.7	96	4792	27.4	9.8	94	10151	29.4	20.7	101	5577	30.1	11.4	103	
WKDAY 11:30 PM - 1:00 AM	16560	1504	10.0	9.1	101	1619	9.3	9.8	94	3508	10.2	21.2	103	2010	10.9	12.1	110	
M-SAT 8-11 PM-SUN 7-11 PM	66967	6030	39.9	9.0	100	6790	38.8	10.1	97	13949	40.4	20.8	101	7461	40.3	11.1	101	
WKDY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	1023	6.8	11.0	123	1028	5.9	11.1	106	2007	5.8	21.7	105	1303	7.0	14.1	127
ANOTHER WORLD	N	6138	539	3.6	8.8	98	558	3.2	9.1	87	1236	3.6	20.1	98	654	3.5	10.7	97
AS THE WORLD TURNS	C	7707	534	3.5	6.9	77	656	3.8	8.5	82	1723	5.0	22.4	109	936	5.1	12.1	110
CAPITOL	C	4688	319	2.1	6.8	76	441	2.5	9.4	90	1047	3.0	22.3	109	599	3.2	12.8	116
CBS MORN. NEWS 1	C	2792	163	1.1	5.8	65	202	1.2	7.2	69	555	1.6	19.9	97	300	1.6	10.7	97
CBS MORN. NEWS 2	C	2071	*87	0.6	4.2	47	126	0.7	6.1	58	368	1.1	17.8	86	182	1.0	8.8	80
DAYS OF OUR LIVES	N	8018	863	5.7	10.8	120	828	4.7	10.3	99	1656	4.8	20.7	100	841	4.5	10.5	95
FACTS OF LIFE - DAYTIME	N	3487	350	2.3	10.0	111	212	1.2	6.1	58	792	2.3	22.7	110	553	3.0	15.9	144
FAMILY FEUD	A	4817	375	2.5	7.8	86	423	2.4	8.8	84	1041	3.0	21.6	105	630	3.4	13.1	119
GENERAL HOSPITAL	A	8333	942	6.2	11.3	126	896	5.1	10.8	103	1878	5.4	22.5	110	1153	6.2	13.8	125
GOOD MORNING, AMERICA-730	A	5472	485	3.2	8.9	98	631	3.6	11.5	111	1134	3.3	20.7	101	702	3.8	12.8	116
GOOD MORNING, AMERICA-830	A	3965	372	2.5	9.4	104	446	2.6	11.2	108	864	2.5	21.8	106	429	2.3	10.8	98
GUIDING LIGHT	C	7542	485	3.2	6.4	71	817	4.7	10.8	104	1696	4.9	22.5	109	921	5.0	12.2	111
ONE LIFE TO LIVE	A	6018	693	4.6	11.5	128	654	3.7	10.9	104	1453	4.2	24.1	117	865	4.7	14.4	130
PRESS YOUR LUCK	C	3589	350	2.3	9.8	108	425	2.4	11.8	114	793	2.3	22.1	107	439	2.4	12.2	111
PRICE IS RIGHT 1	C	7418	496	3.3	6.7	74	705	4.0	9.5	91	1430	4.1	19.3	94	901	4.9	12.1	110
PRICE IS RIGHT 2	C	8276	657	4.3	7.9	88	747	4.3	9.0	87	1657	4.8	20.0	97	1048	5.7	12.7	115
RYAN'S HOPE	A	4358	662	4.4	15.2	169	606	3.5	13.9	133	817	2.4	18.7	91	540	2.9	12.4	112
SALE OF THE CENTURY	N	3749	314	2.1	8.4	93	343	2.0	9.1	88	842	2.4	22.5	109	491	2.7	13.1	119
SEARCH FOR TOMORROW	N	2884	158	1.0	5.5	61	242	1.4	8.4	80	631	1.8	21.9	106	298	1.6	10.3	94
TODAY SHOW 1	N	4869	346	2.3	7.1	79	373	2.1	7.7	73	795	2.3	16.3	79	565	3.1	11.6	105
TODAY SHOW 2	N	4135	311	2.1	7.5	84	334	1.9	8.1	77	775	2.2	18.7	91	498	2.7	12.0	109
\$25,000 PYRAMID	C	4361	285	1.9	6.5	73	446	2.6	10.2	98	909	2.6	20.8	101	506	2.7	11.6	105
WHEEL OF FORTUNE	N	6187	568	3.8	9.2	102	449	2.6	7.3	70	1317	3.8	21.3	104	755	4.1	12.2	111
YOUNG AND THE RESTLESS	C	8186	539	3.6	6.6	73	588	3.4	7.2	69	2027	5.9	24.8	120	1051	5		

TOOTHPASTE: BRANDS
(ADULTS)

	TOTAL U.S. '000	AIM MINT				AIM REGULAR				AQUA-FRESH				CLOSE-UP RED			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15105	100.0	9.0	100	17486	100.0	10.4	100	34488	100.0	20.6	100	18509	100.0	11.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3952	26.2	7.6	84	4705	26.9	9.0	86	9921	28.8	19.0	92	5709	30.8	10.9	99
NETWORK AFFILIATES - LATE	39164	3228	21.4	8.2	92	3810	21.8	9.7	93	7976	23.1	20.4	99	4341	23.5	11.1	100
INDEPENDENTS - LATE	5133	391	2.6	7.6	85	453	2.6	8.8	85	986	2.9	19.2	93	519	2.8	10.1	92
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 22825	1839	12.2	8.1	89	2484	14.2	10.9	104	5013	14.5	22.0	107	2766	14.9	12.1	110
ABC MONDAY NIGHT MOVIE	A 11258	956	6.3	8.5	94	1059	6.1	9.4	90	2348	6.8	20.9	101	1150	6.2	10.2	93
ABC SUNDAY NIGHT MOVIE	A 23600	1953	12.9	8.3	92	2476	14.2	10.5	101	4928	14.3	20.9	102	2504	13.5	10.6	96
ABC WORLD NEWS TONIGHT	A 12801	1009	6.7	7.9	88	1213	6.9	9.5	91	2451	7.1	19.1	93	1486	8.0	11.6	106
AFTERMASH	C 10966	828	5.5	7.6	84	954	5.5	8.7	83	2065	6.0	18.8	92	1088	5.9	9.9	90
ALICE	C 17050	1368	9.1	8.0	89	1593	9.1	9.3	90	3461	10.0	20.3	99	1737	9.4	10.2	92
AMERICAN PARADE	C 11998	845	5.6	7.0	78	1208	6.9	10.1	97	2248	6.5	18.7	91	1268	6.9	10.6	96
BENSON	A 19258	1822	12.1	9.5	105	1888	10.8	9.8	94	3710	10.8	19.3	94	1978	10.7	10.3	93
BLUE THUNDER	A 11478	1011	6.7	8.8	98	1221	7.0	10.6	102	2288	6.6	19.9	97	1235	6.7	10.8	98
CAGNEY & LACEY	C 18263	1678	11.1	9.2	102	1881	10.8	10.3	99	3478	10.1	19.0	93	2112	11.4	11.6	105
CBS EVENING NEWS-DEAN	C 7733	551	3.6	7.1	79	697	4.0	9.0	86	1198	3.5	15.5	75	716	3.9	9.3	84
CBS EVENING NEWS-RATHER	C 15653	1027	6.8	6.6	73	1327	7.6	8.5	81	2914	8.4	18.6	91	1738	9.4	11.1	101
CBS SAT. NEWS-SCHIEFFER	C 8744	558	3.7	6.4	71	659	3.8	7.5	72	1537	4.5	17.6	85	913	4.9	10.4	95
CBS SATURDAY NIGHT MOVIE	C 12000	1050	7.0	8.8	97	1277	7.3	10.6	102	2536	7.4	21.1	103	1455	7.9	12.1	110
CBS WEDNESDAY NIGHT MOVIE	C 11522	806	5.3	7.0	78	1051	6.0	9.1	87	2394	6.9	20.8	101	1226	6.6	10.6	96
CHEERS	N 16818	1609	10.7	9.6	106	1817	10.4	10.8	104	3453	10.0	20.5	100	1765	9.5	10.5	95
DALLAS	C 37510	3348	22.2	8.9	99	3610	20.6	9.6	92	7830	22.7	20.9	102	4633	25.0	12.4	112
DIFF'RENT STROKES	N 11258	931	6.2	8.3	92	979	5.6	8.7	83	2128	6.2	18.9	92	1163	6.3	10.3	94
DOUBLE TROUBLE	N 12248	1048	6.9	8.6	95	1382	7.9	11.3	108	2585	7.5	21.1	103	1439	7.8	11.7	106
DUCK FACTORY	N 11100	941	6.2	8.5	94	1202	6.9	10.8	104	2233	6.5	20.1	98	1152	6.2	10.4	94
DUKES OF HAZZARD	C 12353	980	6.5	7.9	88	1054	6.0	8.5	82	2563	7.4	20.7	101	1468	7.9	11.9	108
DYNASTY	A 33279	3146	20.8	9.5	105	3410	19.5	10.2	98	6969	20.2	20.9	102	4156	22.5	12.5	113
FACTS OF LIFE	N 13410	1126	7.5	8.4	93	1274	7.3	9.5	91	2779	8.1	20.7	101	1447	7.8	10.8	98
FALCON CREST	C 31093	3024	20.0	9.7	108	2976	17.0	9.6	92	6440	18.7	20.7	101	4014	21.7	12.9	117
FALL GUY	A 18649	1751	11.6	9.4	104	1958	11.2	10.5	101	3953	11.5	21.2	103	2415	13.0	12.9	117
FAMILY TIES	N 13101	1157	7.7	8.8	98	1208	6.9	9.2	88	2856	8.3	21.8	106	1573	8.5	12.0	109
FANTASY ISLAND	A 13069	1129	7.5	8.6	96	1158	6.6	8.9	85	2773	8.0	21.2	103	1561	8.4	11.9	108
FOULUPS, BLEEPERS & BLUNDERS	A 16588	1623	10.7	9.8	109	1589	9.1	9.6	92	3787	11.0	22.8	111	1905	10.3	11.5	104
FOUR SEASONS	C 9302	691	4.6	7.4	82	854	4.9	9.2	88	1873	5.4	20.1	98	909	4.9	9.8	89
GIMME A BREAK	N 13955	1247	8.3	8.9	99	1111	6.4	8.0	76	2909	8.4	20.8	101	1619	8.7	11.6	105
HART TO HART	A 15735	1467	9.7	9.3	104	1486	8.5	9.4	91	3298	9.6	21.0	102	1814	9.8	11.5	104
HILL STREET BLUES	N 18257	1857	12.3	10.2	113	2182	12.5	12.0	115	3534	10.2	19.4	94	2060	11.1	11.3	102
HOTEL	A 2+236	2130	14.1	8.8	98	2412	13.8	10.0	95	4816	14.0	19.9	97	2753	14.9	11.4	103
JEFFERSONS	C 17010	1358	9.0	8.0	89	1446	8.3	8.5	82	3354	9.7	19.7	96	1804	9.7	10.6	96
JENNIFER SLEPT HERE	N 9397	805	5.3	8.6	95	813	4.6	8.7	83	1926	5.6	20.5	100	1006	5.4	10.7	97
KATE & ALLIE	C 16762	1574	10.4	9.4	104	1947	11.1	11.6	111	3301	9.6	19.7	96	1965	10.6	11.7	106
KNIGHT RIDER	N 13164	1397	9.2	10.6	118	1346	7.7	10.2	98	2860	8.3	21.7	106	1408	7.6	10.7	97
LOVE BOAT	A 20400	1809	12.0	8.9	98	1740	10.0	8.5	82	4099	11.9	20.1	98	2240	12.1	11.0	100
MAGNUM PI	C 22543	2143	14.2	9.5	106	2314	13.2	10.3	98	4689	13.6	20.8	101	2513	13.6	11.1	101
MAMA'S FAMILY	N 9852	794	5.3	8.1	89	801	4.6	8.1	78	1917	5.6	19.5	95	918	5.0	9.3	84
MASTER, THE	N 8082	802	5.3	9.9	110	908	5.2	11.2	108	1708	5.0	21.1	103	918	5.0	11.4	103
MATT HOUSTON	A 12881	1090	7.2	8.5	94	1349	7.7	10.5	100	2875	8.3	22.3	109	1361	7.4	10.6	96
NBC MONDAY NIGHT MOVIE	N 23889	2344	15.5	9.8	109	2666	15.2	11.2	107	5732	16.6	24.0	117	2746	14.8	11.5	104
NBC NIGHTLY NEWS	N 11156	913	6.0	8.2	91	1018	5.8	9.1	88	2186	6.3	19.6	95	1113	6.0	10.0	90
NBC NIGHTLY NEWS-SAT	N 7363	490	3.2	6.7	74	673	3.8	9.1	88	1374	4.0	18.7	91	743	4.0	10.1	91
NBC NIGHTLY NEWS-SUN	N 6214	471	3.1	7.6	84	562	3.2	9.0	87	1094	3.2	17.6	86	612	3.3	9.8	89
NBC SUNDAY NIGHT MOVIE	N 17590	1960	13.0	11.1	124	2147	12.3	12.2	117	4306	12.5	24.5	119	2218	12.0	12.6	114
NEWMART	C 16740	1601	10.6	9.6	106	1785	10.2	10.7	102	3163	9.2	18.9	92	1883	10.2	11.2	102
ONE DAY AT A TIME	C 11820	1025	6.8	8.7	96	1056	6.0	8.9	86	2569	7.4	21.7	106	1422	7.7	12.0	109
PEOPLE ARE FUNNY	N 9138	734	4.9	8.0	89	691	4.0	7.6	73	1624	4.7	17.8	86	882	4.8	9.7	87
REAL PEOPLE	N 15979	1380	9.1	8.6	96	1534	8.8	9.6	92	3167	9.2	19.8	96	1788	9.7	11.2	101
REMINGTON STEELE	N 14395	1601	10.6	11.1	123	1582	9.0	11.0	105	3239	9.4	22.5	109	1552	8.4	10.8	98
RIPLY'S BELIEVE IT - NOT	A 11362	1055	7.0	9.3	103	1195	6.8	10.5	101	2201	6.4	19.4	94	963	5.2	8.5	77
RIP TIDE	N 13920	1248	8.3	9.0	100	1404	8.0	10.1	97	3141	9.1	22.6	110	1616	8.7	11.6	105
SCARECROW & MRS. KING	C 17571	1622	10.7	9.2	103	1934	11.1	11.0	106	3655	10.6	20.8	101	1912	10.3	10.9	99
SIMON & SIMON	C 20208	1795	11.9	8.9	99	1814	10.4	9.0	86	4333	12.6	21.4	104	2499	13.5	12.4	112
60 MINUTES	C 27668	1980	13.1	7.2	79	2591	14.8	9.4	90	5036	14.6	18.2	89	2821	15.2	10.2	92
ST. ELSEWHERE	N 13699	1311	8.7	9.6	106	1622	9.3	11.8	114	2973	8.6	21.7	106	1572	8.5	11.5	104
THREE'S COMPANY	A 20632	1924	12.7	9.3	104												

TOOTHPASTE: BRANDS
(ADULTS)

	TOTAL U.S. '000	CLOSE-UP GREEN MINT				COLGATE REGULAR				COLGATE WINTERFRESH				CREST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7546	100.0	4.5	100	44679	100.0	26.6	100	19059	100.0	11.4	100	69468	100.0	41.4	100
MALES	79263	3161	41.9	4.0	89	21057	47.1	26.6	100	8276	43.4	10.4	92	32579	46.9	41.1	99
FEMALES	88464	4385	58.1	5.0	110	23622	52.9	26.7	100	10783	56.6	12.2	107	36890	53.1	41.7	101
18 - 24	25671	1774	23.5	6.2	138	7842	17.6	27.4	103	4298	22.6	13.0	132	12394	17.8	43.2	104
25 - 34	39536	1931	25.6	4.9	109	10633	23.8	26.9	101	5778	27.7	13.3	117	18064	26.0	45.7	110
35 - 44	28978	1145	15.2	4.0	88	7959	17.8	27.5	103	3620	19.0	12.5	110	13799	19.9	47.6	115
45 - 54	22345	821	10.9	3.7	82	6028	13.5	27.0	101	2310	12.1	10.3	91	9407	13.5	42.1	102
55 - 64	22224	914	12.1	4.1	91	5997	13.4	27.0	101	1891	9.9	8.5	75	8167	11.8	36.7	89
65 OR OLDER	25973	961	12.7	3.7	82	6219	13.9	23.9	90	1661	8.7	6.4	56	7438	11.0	29.4	71
18 - 34	88207	3705	49.1	5.4	121	18476	41.4	27.1	102	9576	50.2	14.0	124	30456	43.8	44.7	108
18 - 49	108058	5330	70.6	4.9	110	24510	66.0	27.3	103	14492	76.0	13.4	118	49054	70.6	45.4	110
25 - 54	90859	3897	51.6	4.3	95	24621	55.1	27.1	102	11205	58.8	12.3	109	41270	59.4	45.4	110
35 - 49	39851	1625	21.5	4.1	91	11035	24.7	27.7	104	4915	25.8	12.3	109	18596	26.8	46.7	113
50 OR OLDER	59669	2216	29.4	3.7	83	15169	34.0	25.4	95	4567	24.0	7.7	67	20414	29.4	34.2	83
GRADUATED COLLEGE	28091	1029	13.6	3.7	81	7976	17.9	28.4	107	3030	15.9	10.8	95	13777	19.8	49.0	118
ATTENDED COLLEGE	28938	1123	14.9	3.9	86	7964	17.8	27.5	103	3507	18.4	12.1	107	13545	19.5	46.8	113
GRADUATED HIGH SCHOOL	85503	2955	39.2	4.5	100	17338	38.8	26.5	99	7505	39.4	11.5	101	27720	39.9	42.3	102
DID NOT GRADUATE HIGH SCHOOL	45195	2440	32.3	5.4	120	11401	25.5	25.2	95	5018	26.3	11.1	98	14424	20.8	31.9	77
EMPLOYED MALES	56424	2199	29.1	3.9	87	15233	34.1	27.0	101	8354	34.4	11.6	102	24323	35.0	43.1	104
EMPLOYED FEMALES	43971	1685	22.3	3.8	85	11870	26.6	27.0	101	8068	31.8	13.8	121	20421	29.4	46.4	112
EMPLOYED FULL-TIME	87773	3348	44.4	3.8	85	23510	52.6	26.8	101	10594	55.6	12.1	106	38943	56.1	44.4	107
EMPLOYED PART-TIME	12627	*535	7.1	4.2	94	3533	8.0	28.5	107	2028	10.6	16.1	141	5801	8.4	45.9	111
NOT EMPLOYED	67327	3662	48.5	5.4	121	17577	39.3	26.1	98	6437	33.8	9.6	84	24724	35.6	36.7	89
PROFESSIONAL/MANAGER	25845	936	12.4	3.6	80	7200	16.1	27.9	105	2692	14.1	10.4	92	12656	18.2	49.0	118
TECH/CLERICAL/SALES	30895	1049	13.9	3.4	75	7534	16.9	24.4	92	3915	20.5	12.7	112	14186	20.4	45.9	111
PRECISION/CRAFT	12624	*384	5.1	3.0	68	3245	7.3	25.7	96	1577	8.3	12.5	110	5286	7.6	41.9	101
OTHER EMPLOYED	31031	1515	20.1	4.9	109	9120	20.4	29.4	110	4439	23.3	14.3	126	12616	18.2	40.7	98
SINGLE	35557	2156	28.6	6.1	135	9595	21.5	27.0	101	4740	24.9	13.3	117	14903	21.5	41.9	101
MARRIED	103588	4088	54.2	3.9	88	28510	63.8	27.5	103	11765	61.7	11.4	100	44715	64.4	43.2	104
DIVORCED/SEPARATED/WIDOWED	28585	1302	17.3	4.6	101	6574	14.7	23.0	86	2554	13.4	8.9	79	9851	14.2	34.5	83
PARENTS	59295	2876	38.1	4.9	108	16905	37.8	28.5	107	8518	44.7	14.4	126	28298	40.7	47.7	115
WHITE	146081	5532	73.3	3.8	84	38213	85.5	26.2	98	16328	85.1	11.1	98	62843	90.2	42.9	104
BLACK	17974	1677	22.2	9.3	207	5223	11.7	29.1	109	2377	12.5	13.2	116	5406	7.8	30.1	73
OTHER	3672	**337	4.5	9.2	204	1243	2.8	33.9	127	**454	2.4	12.4	109	1419	2.0	38.6	93
NORTHEAST-CENSUS	37005	1784	23.6	4.8	107	11233	25.1	30.4	114	5062	26.6	13.7	120	15213	21.9	41.1	99
NORTH CENTRAL	42642	1563	20.7	3.7	81	11126	24.9	26.1	98	4407	23.1	10.3	91	18857	27.1	44.2	107
SOUTH	56777	3001	39.8	5.3	117	14321	32.1	25.2	95	6345	33.3	11.2	98	21765	31.3	38.3	93
WEST	31305	1197	15.9	3.8	85	7999	17.9	25.6	96	3245	17.0	10.4	91	13632	19.6	43.5	105
NORTHEAST-MKTG.	38125	1914	25.4	5.0	112	11029	24.7	28.9	109	5158	27.1	13.5	119	15849	22.5	41.0	99
EAST CENTRAL	24794	1060	14.0	4.3	95	6172	13.8	24.9	93	2593	13.6	10.5	92	10402	15.0	42.0	101
WEST CENTRAL	28511	1001	13.3	3.5	78	7696	17.2	27.0	101	3181	16.7	11.2	98	12943	18.6	45.4	110
SOUTH	48953	2486	32.9	5.1	113	12898	28.4	25.9	97	5275	27.7	10.8	95	18660	26.9	38.1	92
PACIFIC	27344	1085	14.4	4.0	88	7084	15.9	25.9	97	2852	15.0	10.4	92	11815	17.0	43.2	104
COUNTY SIZE A	69301	3420	45.3	4.9	110	18780	42.0	27.1	102	8507	44.6	12.3	108	28293	40.7	40.8	99
COUNTY SIZE B	50633	2022	26.8	4.0	89	13422	30.0	26.5	100	5697	29.9	11.3	99	21771	31.3	43.0	104
COUNTY SIZE C	76259	1014	13.4	3.9	86	6717	15.0	25.6	96	2682	14.1	10.2	90	10928	15.7	41.6	100
COUNTY SIZE D	21534	1090	14.4	5.1	113	5761	12.9	26.8	100	2172	11.4	10.1	89	8476	12.2	39.4	95
METRO CENTRAL CITY	50014	2565	34.0	5.1	114	13964	31.3	27.9	105	6242	32.8	12.5	110	19483	28.0	39.0	94
METRO SUBURBAN	76832	2990	39.6	3.9	86	17965	44.7	26.0	98	8784	46.1	11.4	101	33947	48.9	44.2	107
NON METRO	40881	1991	26.4	4.9	108	10750	24.1	26.3	99	4023	21.2	9.9	87	16038	23.1	39.2	95
TOP 5 ADI'S	39550	1899	25.2	4.8	107	11532	25.8	29.2	109	5125	26.9	13.0	114	16061	23.1	40.6	98
TOP 10 ADI'S	54877	2712	35.9	4.9	110	15336	34.1	27.8	104	6836	34.8	12.1	106	22097	31.8	40.3	97
TOP 20 ADI'S	77516	3693	48.9	4.8	106	21238	47.5	27.4	103	9180	48.0	11.8	104	31405	45.2	40.5	98
HSMLD INC. \$50,000 OR MORE	17257	*519	6.9	3.0	67	8297	11.0	28.4	107	1876	9.8	10.9	96	8465	12.2	49.1	118
\$40,000 OR MORE	33235	1206	16.0	3.6	81	9208	20.6	27.7	104	4053	21.3	12.2	107	16069	23.1	48.3	117
\$30,000 OR MORE	59683	2197	29.1	3.7	82	16543	37.0	27.7	104	6882	36.1	11.5	101	28570	41.1	47.9	116
\$25,000 OR MORE	76275	2816	37.3	3.7	82	20919	46.8	27.4	103	8765	46.0	11.5	101	35603	51.5	46.9	113
\$20,000 - \$24,999	18607	698	9.2	3.8	83	4826	10.8	25.9	97	2227	11.7	12.0	105	7566	10.9	40.7	98
\$15,000 - \$19,999	17175	822	10.9	4.8	106	4599	10.3	26.8	101	2086	10.9	12.1	107	6763	9.7	39.4	95
\$10,000 - \$14,999	24569	1210	16.0	4.9	109	6807	15.2	27.7	104	7025	14.8	11.5	101	9291	13.4	37.8	91
UNDER \$10,000	31101	2000	26.5	6.4	143	7529	16.9	24.2	91	3156	16.6	10.1	89	10945	14.5	32.	

TOOTHPASTE: BRANDS
(ADULTS)

			TOTAL U.S. '000	CLOSE-UP GREEN MINT				COLGATE REGULAR				COLGATE WINTERFRESH				CREST			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS			167727	7546	100.0	4.5	100	44679	100.0	26.6	100	19059	100.0	11.4	100	57448	100.0	41.4	100
MAGAZINES	QUINTILE 1	34022	1500	19.9	4.4	98	9430	21.1	27.7	104	4330	22.7	12.7	112	15537	22.4	45.7	110	
	QUINTILE 2	34800	1539	20.4	4.4	98	9804	21.9	28.2	106	4087	21.4	11.7	103	16012	23.0	46.0	111	
	QUINTILE 3	30514	1591	21.1	5.2	116	7735	17.3	25.3	95	3436	18.0	11.3	99	12667	18.2	41.5	100	
	QUINTILE 4	23324	1349	17.9	4.0	90	8546	19.1	25.6	96	3595	18.9	10.8	95	13069	18.8	39.2	95	
	QUINTILE 5	25064	1567	20.8	4.5	99	9164	20.5	26.1	98	3611	18.9	10.3	91	12183	17.5	34.7	84	
NEWSPAPERS	QUINTILE 1	29107	1127	14.9	3.9	86	8513	19.1	29.2	110	3089	16.2	10.6	93	13536	19.5	46.5	112	
	QUINTILE 2	49095	1844	24.4	3.8	83	12609	28.2	25.7	96	5827	30.6	11.9	104	20196	29.1	41.1	99	
	QUINTILE 3	23107	899	11.9	3.9	86	8829	15.3	29.6	111	2926	15.4	12.7	111	9746	14.0	42.2	102	
	QUINTILE 4	33556	1760	23.3	5.2	117	8562	19.2	25.6	96	3572	18.7	10.6	94	13895	20.0	41.4	100	
	QUINTILE 5	27863	1916	25.4	5.8	130	8147	18.2	24.8	93	3645	19.1	11.1	98	12096	17.4	36.8	89	
OUTDOOR	QUINTILE 1	33431	1378	18.3	4.1	92	9246	20.7	27.7	104	4003	21.0	12.0	105	14806	21.3	44.3	107	
	QUINTILE 2	33478	1487	19.7	4.4	99	9024	20.2	27.0	101	4166	21.9	12.4	110	14343	20.6	42.8	103	
	QUINTILE 3	33574	1681	22.3	5.0	111	8808	19.7	26.2	98	3904	20.5	11.6	102	13757	19.8	41.0	99	
	QUINTILE 4	33935	1566	20.8	4.6	103	9152	20.5	27.0	101	3838	20.1	11.3	100	13795	19.9	40.7	98	
	QUINTILE 5	33310	1434	19.0	4.3	96	8448	18.9	25.4	95	3148	16.5	9.5	83	12768	18.4	38.3	93	
RADIO-DRIVE TIME	QUINTILE 1	33134	1538	20.4	4.6	103	9316	20.9	28.1	106	4388	23.0	13.2	117	14010	20.2	42.3	102	
	QUINTILE 2	21654	1797	23.8	5.7	126	8341	18.7	26.3	99	3529	18.5	11.1	98	13020	18.7	41.1	99	
	QUINTILE 3	32541	1185	15.7	3.6	81	8594	19.2	26.4	99	4063	21.3	12.5	110	13891	20.0	42.7	103	
	QUINTILE 4	34247	1271	16.8	3.7	82	9162	20.5	26.8	100	3884	20.4	11.3	100	14540	20.9	42.5	103	
	QUINTILE 5	36144	1755	23.3	4.9	108	9263	20.7	25.6	96	3195	16.8	8.8	78	14007	20.2	38.8	94	
RADIO-MID- DAY	TERCILE 1	45037	1962	26.0	4.4	97	12260	27.4	27.2	102	5578	29.3	12.4	109	18650	26.9	41.5	100	
	TERCILE 2	44819	2141	28.4	4.8	106	11962	26.8	26.7	100	4856	25.5	10.8	95	18295	26.8	41.5	100	
	TERCILE 3	77872	3443	45.6	4.4	98	20455	45.8	26.3	99	8624	45.2	11.1	97	32193	46.3	41.3	100	
RADIO-TOTAL	QUINTILE 1	33763	1419	18.8	4.2	93	9455	21.2	28.0	105	4456	23.4	13.2	116	14108	20.3	41.8	101	
	QUINTILE 2	33240	1783	23.6	5.4	119	8879	19.9	26.7	100	3864	20.3	11.6	102	13779	19.8	41.5	100	
	QUINTILE 3	33408	1374	18.2	4.1	91	9083	20.3	27.2	102	4105	21.5	12.3	108	14531	20.9	43.5	105	
	QUINTILE 4	34792	1537	20.4	4.4	98	9332	20.0	25.7	96	3750	19.7	10.8	95	14368	20.7	41.3	100	
	QUINTILE 5	32524	1432	19.0	4.4	98	8331	18.6	25.6	96	2884	15.1	8.9	78	12682	18.3	39.0	94	
TV-PRIME TIME	QUINTILE 1	33090	1789	23.7	5.4	120	9319	20.0	27.0	101	3804	20.0	11.5	101	12742	18.3	38.5	93	
	QUINTILE 2	33357	1400	18.6	4.2	93	9114	20.4	27.3	103	3797	19.9	11.4	100	14311	20.6	42.9	104	
	QUINTILE 3	33980	1323	17.5	3.9	87	8743	19.6	25.7	97	3617	19.0	10.6	94	14203	20.4	41.8	101	
	QUINTILE 4	33854	1611	21.3	4.8	106	8887	19.9	26.3	99	4229	22.2	12.5	110	14165	20.4	41.8	101	
	QUINTILE 5	33444	1422	18.8	4.3	95	9016	20.2	27.0	101	3612	19.0	10.8	95	14047	20.2	42.0	101	
TV-DAYTIME	TERCILE 1	49121	2619	34.7	5.3	119	12951	29.0	26.4	99	5405	28.4	11.0	97	18631	26.8	37.9	92	
	TERCILE 2	48823	1989	26.4	4.1	91	12867	28.8	26.4	99	6321	33.2	12.9	114	20814	30.0	42.6	103	
	TERCILE 3	69782	2937	38.9	4.2	94	18661	42.2	27.0	101	7333	38.5	10.5	92	30023	43.2	43.0	104	
TV-TOTAL	QUINTILE 1	33584	1998	26.5	5.9	132	8836	19.8	26.3	99	4048	21.2	12.1	106	12429	17.9	37.0	89	
	QUINTILE 2	33441	1282	17.0	3.8	85	9273	20.8	27.7	104	3418	17.9	10.2	90	13815	19.9	41.3	100	
	QUINTILE 3	33505	1351	17.9	4.0	90	8599	19.2	25.7	96	3714	19.5	11.1	98	14147	20.4	42.2	102	
	QUINTILE 4	33466	1521	20.2	4.5	101	8566	19.2	25.6	96	4056	21.3	12.1	107	14332	20.6	42.8	103	
	QUINTILE 5	33731	1395	18.5	4.1	92	9404	21.0	27.9	105	3823	20.1	11.3	100	14746	21.2	43.7	106	
MAGAZINES-NEWSPAPERS: DUAL			44503	1670	22.1	3.8	83	12712	28.5	28.6	107	5624	29.5	12.6	111	20310	29.2	45.6	110
MAGAZINE IMPERATIVE			37363	2330	30.9	5.9	132	10344	23.2	26.3	99	4617	24.2	11.7	103	17327	24.9	44.0	106
NEWSPAPER IMPERATIVE			46441	1742	23.1	3.8	83	12151	27.2	26.2	98	4755	24.9	10.2	90	18229	26.2	39.3	95
MAGAZINES-OUTDOOR: DUAL			33726	1488	19.7	4.4	98	9178	20.5	27.2	102	4250	22.3	12.6	111	15663	22.5	46.4	112
MAGAZINE IMPERATIVE			52846	2452	32.5	4.6	103	14437	32.3	27.3	103	6014	31.6	11.4	100	22924	33.0	43.4	105
OUTDOOR IMPERATIVE			52140	2476	32.8	4.7	106	13870	31.0	26.6	100	5967	31.3	11.4	101	20280	29.2	38.9	94
MAGAZINES-RADIO: DUAL			37081	1889	25.0	5.1	113	10130	22.7	27.3	103	4789	25.1	12.9	114	16196	23.3	43.7	105
MAGAZINE IMPERATIVE			49747	2052	27.2	4.1	92	13715	30.7	27.6	103	5518	29.0	11.1	98	22686	32.7	45.6	110
RADIO IMPERATIVE			49208	2210	29.3	4.5	100	13237	29.6	26.9	101	5807	30.5	11.8	104	19395	27.9	39.4	95
MAGAZINES-TELEVISION: DUAL			33103	1559	20.7	4.7	105	8944	20.1	27.1	102	3819	20.0	11.5	102	14528	20.9	43.9	106
MAGAZINE IMPERATIVE			54575	2357	31.2	4.3	96	14845	33.2	27.2	102	6569	34.5	12.0	106	25197	36.3	46.2	111
TELEVISION IMPERATIVE			53249	2476	32.8	4.6	103	13888	31.1	26.1	98	5677	29.8	10.7	94	19112	27.5	35.9	87
NEWSPAPERS-OUTDOOR: DUAL			34255	1192	15.8	3.3	73	10172	22.8	28.1	105	4305	22.6	11.9	104	16775	24.1	46.3	112
NEWSPAPER IMPERATIVE			55591	2251	29.8	4.0	90	15011	33.6	27.0	101	6258	32.8	11.3	99	22721	32.7	40.9	99
OUTDOOR IMPERATIVE			48319	2694	35.7	5.6	124	12811	28.7	26.5	100	5841	30.6	12.1	106	19239	27.7	39.8	96
NEWSPAPERS-RADIO: DUAL			37242	1471	19.5	3.9	88	10388	23.3	27.9	105	4565	24.0	12.3	108	16296	23.5	43.8	106
NEWSPAPER IMPERATIVE			54423	1931	25.6	3.5	79	14586	32.6	26.8	101	5998	31.5	11.0	97	23112	33.3	42.5	103
RADIO IMPERATIVE			46650	2575	34.1	5.5	123	12512	28.0	26.8	101	5824	30.6	12.5	110	19648	26.8	40.0	97
NEWSPAPERS-TELEVISION: DUAL			35974	1535	20.3	4.3	95	10217	22.9	28.4	107	4076	21.4	11.3	100	14847	21.4	41.3	100
NEWSPAPER IMPERATIVE			56095	1938	25.7	3.5	77	15159	33.9	27.0	101	6662	35.0	11.9	105	24916	35.9	44.4	107
TELEVISION IMPERATIVE			47170	2546	33.7	5.4	120	12222	27.4	25.9	97	5057	26.5	10.7	94	18076	26.0	38.3	93
OUTDOOR-RADIO: DUAL			33748	1547	20.5	4.6	102	8996	20.1	26.7	100	4367	22.9	12.9	114	14553	20.9	43.1	104
OUTDOOR IMPERATIVE			52785	2322	30.8	4.4	98	14385	32.2	27.3									

TOOTH PASTE: BRANDS
(ADULTS)

	TOTAL U.S. '000	CLOSE-UP GREEN MINT				COLGATE REGULAR				COLGATE WINTERFRESH				CREST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	7546	100.0	4.5	100	44679	100.0	26.6	100	19059	100.0	11.4	100	69468	100.0	41.4	100
ATLANTIC MONTHLY	867	**42	0.6	4.8	108	256	0.6	29.5	111	**87	0.5	10.0	88	443	0.6	51.1	123
BARRON'S	1580	**41	0.5	2.6	58	416	0.9	26.3	99	*176	0.9	11.1	98	707	1.0	44.7	108
BETTER HOMES & GARDENS	22203	892	11.8	4.0	89	6275	14.0	28.3	106	2843	14.9	12.8	113	9927	14.3	44.7	108
BON APPETIT	3810	**101	1.3	2.7	59	1053	2.4	27.6	104	429	2.3	11.3	99	1802	2.6	47.3	114
BUSINESS WEEK	4663	*160	2.1	3.4	76	1461	3.3	31.3	118	445	2.3	9.5	84	2175	3.1	46.6	113
CAR AND DRIVER	3102	**108	1.4	3.5	77	890	2.0	28.7	108	406	2.1	13.1	115	1292	1.9	41.7	101
CBS MAGAZINE NETWORK (GROSS)	7311	*283	3.8	3.9	86	1835	4.1	25.1	94	1013	5.3	13.9	122	3233	4.7	44.2	107
CHANGING TIMES	3400	**61	0.8	1.8	40	984	2.2	28.9	109	475	2.5	14.0	123	1576	2.3	46.4	112
COLONIAL HOMES	1796	**82	1.1	4.6	101	429	1.0	23.9	90	324	1.7	18.0	159	738	1.1	41.1	99
CONDE NAST MAG. PKG. (GROSS)	19924	916	12.1	4.6	102	5564	12.5	27.9	105	3199	16.8	16.1	141	8860	12.8	44.5	107
CONSUMERS DIGEST	3125	**114	1.5	3.6	81	934	2.1	29.9	112	265	1.4	8.5	75	1240	1.8	39.7	96
COSMOPOLITAN	10577	518	6.9	4.9	109	3141	7.0	29.7	111	1631	8.6	15.4	136	4758	6.8	45.0	109
COUNTRY LIVING	3746	**104	1.4	2.8	62	938	2.1	25.0	94	330	1.7	8.8	78	1868	2.7	49.9	120
CUISINE	2214	**30	0.4	1.4	30	609	1.4	27.5	103	278	1.5	12.6	111	975	1.4	44.0	106
CYCLE WORLD	2394	**74	1.0	3.1	69	581	1.3	24.3	91	*272	1.4	11.4	100	1084	1.6	45.3	109
DCI:CREATIVE IDEAS FOR LIV	3068	*162	2.1	5.3	117	850	1.9	27.7	104	226	1.2	7.4	65	1379	2.0	44.9	109
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	376	5.0	3.9	87	2589	5.8	27.1	102	942	4.9	9.9	87	4282	6.2	44.8	108
DISCOVER	2277	**137	1.8	6.0	134	570	1.3	25.0	94	361	1.9	15.9	140	1107	1.6	48.6	117
EBONY	7187	659	8.7	9.2	204	2072	4.6	28.8	108	1043	5.5	14.5	128	2389	3.4	33.2	80
ESQUIRE	2560	*149	2.0	5.8	129	697	1.6	27.2	102	280	1.5	10.9	96	943	1.4	36.8	89
ESSENCE	3242	*223	3.0	6.9	153	886	2.0	27.3	103	604	3.2	18.6	164	1005	1.4	31.0	75
FAMILY CIRCLE	19639	941	12.5	4.8	107	5226	11.7	26.6	100	2503	13.1	12.7	112	8916	12.8	45.4	110
THE FAMILY HANDYMAN	3540	**130	1.7	3.7	82	957	2.1	27.0	101	430	2.3	12.1	107	1565	2.3	44.2	107
FAMILY WEEKLY	23924	878	11.6	3.7	82	6482	14.5	27.1	102	2541	13.3	10.6	93	9887	14.2	41.3	100
FIELD & STREAM	9883	363	4.8	3.7	82	2464	5.5	24.9	94	1053	5.5	10.7	94	4312	6.2	43.6	105
FOOD & WINE	1030	**24	0.3	2.3	52	286	0.6	27.8	104	*142	0.7	13.8	121	344	0.5	33.4	81
FORBES	2679	**47	0.6	1.8	39	842	1.9	31.4	118	292	1.5	10.9	96	1368	2.0	51.1	123
FORTUNE	2931	**77	1.0	2.6	58	789	1.8	26.9	101	353	1.9	12.0	106	1532	2.2	52.3	126
GENTLEMEN'S QUARTERLY	3481	*272	3.6	7.8	174	900	2.0	25.9	97	664	3.5	19.1	168	1295	1.9	37.2	90
GLAMOUR	7163	328	4.3	4.6	102	2112	4.7	29.9	111	1159	6.1	16.2	142	3257	4.7	45.5	110
GOLF DIGEST	2355	**76	1.0	3.2	72	706	1.6	30.0	113	*244	1.3	10.4	91	1079	1.6	45.8	111
GOLF DIGEST/TENNIS (GROSS)	3610	*109	1.4	3.0	67	1126	2.5	31.2	117	363	1.9	10.1	88	1677	2.4	46.5	112
GOLF MAGAZINE	2046	**45	0.6	2.2	49	565	1.3	27.6	104	*214	1.1	10.5	92	968	1.4	47.3	114
GOLF MAGAZINE/SKI (GROSS)	3547	**88	1.2	2.5	55	941	2.1	26.5	100	411	2.2	11.6	102	1649	2.4	46.5	112
GOOD HOUSEKEEPING	20353	800	10.6	3.9	87	5874	13.1	28.9	108	2380	12.5	11.7	103	9435	13.6	46.4	112
HARPER'S BAZAAR	3362	*116	1.5	3.5	77	1051	2.4	31.3	117	517	2.7	15.4	135	1359	2.0	40.4	98
HEALTH	2987	*125	1.7	4.2	93	832	1.9	27.9	105	358	1.9	12.0	105	1153	1.7	38.6	93
HEARST MAG CORP. BUY (GROSS)	67928	2875	38.1	4.2	94	18983	42.5	27.9	105	8659	45.4	12.7	112	31173	44.9	45.9	111
HEARST MAN POWER (GROSS)	11282	385	5.1	3.4	76	3074	6.9	27.2	102	1495	7.8	13.3	117	5215	7.5	46.2	112
HEARST WOMAN POWER (GROSS)	40514	1882	24.9	4.6	103	11499	25.7	28.4	107	5171	27.1	12.8	112	18628	26.8	46.0	111
HOUSE BEAUTIFUL	4885	*212	2.8	4.3	96	1222	2.7	25.0	94	559	2.9	11.4	101	2366	3.4	48.4	117
INC.	1308	**45	0.6	3.4	76	419	0.9	32.0	120	*177	0.9	13.5	119	538	0.8	41.1	99
JET	6498	561	7.4	8.6	192	1808	4.0	27.8	104	1002	5.3	15.4	136	1944	2.8	29.9	72
LADIES' HOME JOURNAL	14797	718	9.5	4.9	108	3971	8.9	26.8	101	1796	9.4	12.1	107	6630	9.5	44.8	108
LHJ FAMILY GRP COMBO(GROSS)	21743	1053	14.0	4.8	108	5725	12.8	26.3	99	2660	14.0	12.2	108	9644	13.9	44.4	107
LIFE	9881	518	6.9	5.2	117	2724	6.1	27.6	103	1313	6.9	13.3	117	4481	6.5	45.3	109
L.A. TIMES HOME MAGAZINE	2775	*78	1.0	2.8	62	706	1.6	25.4	96	*215	1.1	7.7	68	1262	1.8	45.5	110
MADMOISELLE	4219	*202	2.7	4.8	106	1136	2.5	26.9	101	711	3.7	16.9	148	1746	2.5	41.4	100
MC CALL'S	16422	666	8.8	4.1	90	4523	10.1	27.5	103	2089	11.0	12.7	112	6949	10.0	42.3	102
MC CALL'S/WRK MOTHER (GROSS)	17919	763	10.1	4.3	95	4932	11.0	27.5	103	2374	12.5	13.2	117	7577	10.9	42.3	102
MECHANIX ILLUSTRATED	4433	*159	2.1	3.6	80	1311	2.9	29.6	111	502	2.6	11.3	100	1884	2.7	42.5	103
METROPOLITAN HOME	1504	**48	0.6	3.2	71	484	1.1	32.2	121	273	1.4	18.2	160	616	0.9	41.0	99
MONEY	4723	*162	2.1	3.4	76	1196	2.7	25.3	95	539	2.8	11.4	100	2246	3.2	47.6	115
MOTHER EARTH NEWS	2325	*75	1.0	3.2	72	625	1.4	26.9	101	*220	1.2	9.5	83	1174	1.7	50.5	122
MS.	1189	*47	0.6	4.0	88	344	0.8	28.9	109	*183	1.0	15.4	135	556	0.8	46.8	113
NATIONAL ENQUIRER	18892	1169	15.5	6.2	138	4829	10.8	25.6	96	2475	13.0	13.1	115	7297	10.5	38.6	93
NATIONAL GEOGRAPHIC	22129	889	11.8	4.0	89	5876	13.2	26.6	100	2408	12.6	10.9	96	10615	15.3	48.0	116
NATIONAL SUNDAY MAGAZINE PKG	103750	4135	54.8	4.0	89	28061	62.8	27.0	102	11907	62.5	11.5	101	44620	64.2	43.0	104
NATURAL HISTORY	1379	*28	0.4	2.0	45	451	1.0	32.7	123	*176	0.9	12.8	112	591	0.9	42.9	103
NEW WOMAN	2289	**109	1.4	4.8	106	566	1.3	24.7	93	341	1.8	14.9	131	1043	1.5	45.6	110
NEW YORK INCLUDING CUE	1088	**45	0.6	4.1	92	346	0.8	31.8	119	*119	0.6	10.9	96	377	0.5	34.7	84
THE NEW YORKER	2459	*81	1.1	3.3	73	737	1.6	30.0	113	249	1.3	10.1	89	1080	1.6	43.9	106
NEWSWEEK	16527	711	9.4	4.3	96	4512	10.1	27.3	102	2102	11.0	12.7	112	7979	11.5	48.3	117
THE N.Y. TIMES DAILY EDITION	2739	*134	1.8	4.9	109	944	2.1	34.5	129	287	1.5	10.5	92	1379	2.0	50.3	122
THE N.Y. TIMES MAGAZINE	4443	*195	2.6	4.4	98	1529	3.4	34.4	129	459	2.4	10.3	91	2156	3.1	48.5	117
OMNI	2799	**118	1.6	4.2	94	962	2.2	34.4	129	436	2.3	15.6	137	1423	2.0	50.8	123
ON CABLE	2209	**44	0.6	2.0	44	690	1.5	31.2	117	*290	1.5	13.1	116	831	1.2	37.6	91
1001 HOME IDEAS	3959	*210	2.8	5.3	118	922	2.1	23.3	87	506	2.7	12.8	112	1860	2.7	47.0	113
ORGANIC GARDENING	3111	**161	2.1	5.2	115	824	1.8	26.5	99	286	1.5	9.2	81	1404	2.0	45.1	109
OUTDOOR LIFE	5024	*202	2.7	4.0	89	1213	2.7	24.1	91	732	3.8	14.6	128	2034	2.9	40.5	98
PARADE MAGAZINE	51292	2280	30.2	4.4	99	14195	31.8	27.7	104	6043	31.7	11.8	104	21913	31.5	42.7	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOOTHPASTE: BRANDS
(ADULTS)

	TOTAL U.S. '000	CLOSE-UP				GREEN MINT				COLGATE				REGULAR				COLGATE WINTERFRESH				CREST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7546	100.0	4.5	100	44679	100.0	26.6	100	19059	100.0	11.4	100	69468	100.0	41.4	100								
PARENTS	5299	296	3.9	5.6	124	1490	3.3	28.1	106	977	5.1	18.4	162	2512	3.6	47.4	114								
PENTHOUSE	5129	*218	2.9	4.3	94	1273	2.8	24.8	93	867	4.5	16.9	149	2258	3.3	44.0	106								
PEOPLE	21070	960	12.7	4.6	101	5531	12.4	26.3	99	2820	14.8	13.4	118	9719	14.0	46.1	111								
PLAYBOY	10592	481	6.4	4.6	101	2885	6.5	27.3	103	1353	7.1	12.8	113	4827	6.9	45.7	110								
POPULAR HOT RODDING	2498	*266	0.9	2.6	59	619	1.4	24.8	93	438	2.3	17.5	154	1044	1.5	41.8	101								
POPULAR MECHANICS	5887	*199	2.6	3.4	75	1656	3.7	28.1	106	743	3.9	12.6	111	2743	3.9	46.6	112								
POPULAR SCIENCE	4317	*124	1.6	2.9	64	1157	2.6	26.8	101	462	2.4	10.7	94	2125	3.1	49.2	119								
PREVENTION	5792	*255	3.4	4.4	98	1496	3.3	25.8	97	601	3.2	10.4	91	2183	3.1	37.7	91								
PSYCHOLOGY TODAY	3284	*111	1.5	3.4	75	944	2.1	28.7	108	454	2.4	13.8	122	1486	2.1	45.2	109								
READER'S DIGEST	40046	1811	24.0	4.5	101	11019	24.7	27.5	103	4183	21.9	10.4	92	17232	24.8	43.0	104								
REDBOOK	9584	563	7.5	5.9	131	2484	5.6	25.9	97	1160	6.1	12.1	107	4436	6.4	46.3	112								
ROAD & TRACK	2590	*299	1.3	3.8	85	549	1.2	21.2	80	428	2.2	16.5	145	1283	1.8	49.5	120								
ROLLING STONE	3302	*131	1.7	4.0	88	1052	2.4	31.9	120	427	2.2	12.9	114	1513	2.2	45.8	111								
RUNNER'S WORLD	1229	*254	0.7	4.4	98	381	0.9	31.0	116	*165	0.9	13.4	118	570	0.8	46.4	112								
SATURDAY EVENING POST	2110	*295	1.3	4.5	100	625	1.4	29.6	111	286	1.5	13.6	119	946	1.4	44.8	108								
SCIENCE 84	1543	*271	0.9	4.6	102	402	0.9	26.1	98	*143	0.8	9.3	82	654	0.9	42.4	102								
SCIENCE DIGEST	1747	*253	0.7	3.0	67	621	1.4	35.5	133	*230	1.2	13.2	116	877	1.3	50.2	121								
SCIENTIFIC AMERICAN	1994	*250	0.7	2.5	56	710	1.6	35.6	134	*207	1.1	10.4	91	1033	1.5	51.8	125								
SELF	3119	*126	1.7	4.0	90	909	2.0	29.1	109	521	2.7	16.7	147	1455	2.1	46.6	113								
SEVENTEEN	3823	*318	4.2	8.1	180	1145	2.6	29.2	110	570	3.0	14.5	128	1686	2.4	43.0	104								
SKI	1501	*243	0.6	2.9	64	376	0.8	25.0	94	*198	1.0	13.2	116	681	1.0	45.4	110								
SMITHSONIAN	5976	*136	1.8	2.3	51	1668	3.7	27.9	105	745	3.9	12.5	110	2732	3.9	45.7	110								
SOAP OPERA DIGEST	4228	*249	3.3	5.9	131	870	1.9	20.6	77	624	3.3	14.8	130	1570	2.3	37.1	90								
SOUTHERN LIVING	6485	*214	2.8	3.3	73	1739	3.9	26.8	101	716	3.8	11.0	97	2903	4.2	44.7	108								
SPORT	3500	*196	2.6	5.6	124	841	1.9	24.0	90	554	2.9	15.8	139	1379	2.0	39.4	95								
THE SPORTING NEWS	2456	*146	1.9	5.9	132	672	1.5	27.4	103	415	2.2	16.9	149	979	1.4	39.9	96								
SPORTS AFIELD	3648	*133	1.8	3.6	81	798	1.8	21.9	82	522	2.7	14.3	126	1595	2.3	43.7	106								
SPORTS ILLUSTRATED	14484	611	8.1	4.2	94	3855	8.6	26.6	100	2031	10.7	14.0	123	6533	9.4	45.1	109								
STAR	12661	871	11.5	6.9	153	3434	7.7	27.1	102	1723	9.0	13.6	120	5024	7.2	39.7	96								
SUNDAY	52799	2366	31.4	4.5	100	13880	31.1	26.3	99	6171	32.4	11.7	103	23169	33.4	43.9	106								
SUNSET	3513	*107	1.4	3.0	68	551	2.1	27.1	102	371	1.9	10.6	93	1653	2.4	47.1	114								
TV GUIDE	42766	2291	30.4	5.4	119	11279	25.2	26.4	99	5245	27.5	12.3	108	17574	25.3	41.1	99								
TENNIS	1254	*233	0.4	2.6	58	419	0.9	33.4	125	*119	0.6	9.5	84	598	0.9	47.7	115								
TIME	22054	895	11.9	4.1	90	6104	13.7	27.7	104	2518	13.2	11.4	100	10212	14.7	46.3	112								
TOWN & COUNTRY	1555	*237	0.5	2.4	53	488	1.1	31.4	118	*148	0.8	9.5	84	609	0.9	39.2	95								
TRAVEL & LEISURE	2173	*268	0.9	3.1	70	629	1.4	28.9	109	282	1.5	13.0	114	885	1.3	40.7	98								
TRUE STORY	4636	422	5.6	9.1	202	1288	2.9	27.8	104	703	3.7	15.2	133	1712	2.5	36.9	89								
U.S. NEWS & WORLD REPORT	10353	407	5.4	3.9	87	2757	6.2	26.6	100	1284	6.7	12.4	109	4700	6.8	45.4	110								
USA TODAY	4994	*179	2.4	3.6	80	1350	3.0	27.0	101	602	3.2	12.1	106	2339	3.4	46.8	113								
US	3528	*144	1.9	4.1	91	945	2.1	26.8	101	511	2.7	14.5	127	1395	2.0	39.5	95								
VOGUE	5424	259	3.4	4.8	106	1408	3.2	26.0	97	807	4.2	14.9	131	2403	3.5	44.3	107								
HALL STREET JOURNAL	6292	*181	2.4	2.9	64	1802	4.0	28.6	108	680	3.6	10.8	95	3134	4.5	49.8	120								
HEIGHT WATCHERS	2762	*119	1.6	4.3	96	880	2.0	31.9	120	370	1.9	13.4	118	1318	1.9	47.7	115								
HOMAN'S DAY	16320	751	10.0	4.6	102	4576	10.2	28.0	105	2050	10.8	12.6	111	7176	10.3	44.0	106								
WORKING MOTHER	1496	*297	1.3	6.5	144	409	0.9	27.3	103	*286	1.5	19.1	168	629	0.9	42.0	102								
WORKING WOMAN	1851	*117	1.6	6.3	140	520	1.2	28.1	105	301	1.6	16.3	143	883	1.3	47.7	115								
WORLD TENNIS	580	*224	0.3	4.1	92	*264	0.6	45.5	171	*72	0.4	12.4	109	*199	0.3	34.3	83								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	557	7.4	4.5	100	3453	7.7	27.8	104	1598	8.4	12.9	113	5803	8.4	46.8	113								
BLAIR INSERTS	91671	3747	49.7	4.1	91	24730	55.4	27.0	101	10455	54.9	11.4	100	39734	57.2	44.3	105								
DAILY NEWSPAPERS																									
READ ANY	109190	4444	58.9	4.1	90	29714	66.5	27.2	102	12309	64.6	11.3	99	46458	66.9	42.5	103								
READ ONE	89587	3751	49.7	4.2	93	24047	53.8	26.8	101	10107	53.0	11.3	99	37576	54.1	41.9	101								
READ TWO OR MORE	19602	693	9.2	3.5	79	5667	12.7	28.9	109	2202	11.6	11.2	99	8882	12.8	45.3	109								
WEEKEND/SUNDAY NEWSPAPERS																									
READ ANY	109461	4362	57.8	4.0	88	29737	66.6	27.1	102	12700	66.6	11.6	102	47027	67.7	42.9	104								
READ ONE	95074	3876	51.4	4.1	91	25406	56.9	26.7	100	11123	58.4	11.7	103	39998	57.6	42.1	102								
READ TWO OR MORE	14586	485	6.4	3.3	74	4330	9.7	29.7	111	1577	8.3	10.8	95	7029	10.1	48.2	116								
OUTDOOR																									
100 SHWG - 30 DAY AV FREQ	28.80	27.41				29.79				30.05				30.19											
30 DAY REACH	149706	6642	88.0	4.4	99	40115	89.8	26.8	101	17274	90.6	11.5	102	62567	90.1	41.8	101								
50 SHWG - 30 DAY AV FREQ	15.16	14.25				15.59				15.65				15.85											
30 DAY REACH	142406	6387	84.6	4.5	100	38435	86.0	27.0	101	16601	87.1	11.7	103	59674	85.9</										

	TOTAL U.S. '000	CLOSE-UP GREEN MINT				COLGATE REGULAR				COLGATE WINTERFRESH				CREST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7546	100.0	4.5	100	44679	100.0	26.6	100	19059	100.0	11.4	100	69468	100.0	41.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4138	54.8	4.3	96	25816	57.8	27.0	101	11380	59.7	11.9	105	41194	59.3	43.1	104
10:00 AM - 3:00 PM	63599	2884	38.2	4.5	101	17004	38.1	26.7	100	7452	39.1	11.7	103	26779	38.5	42.1	102
3:00 PM - 7:00 PM	72097	3060	40.6	4.2	94	19259	43.1	26.7	100	9174	48.1	12.7	112	31132	44.6	43.2	104
7:00 PM - MIDNIGHT	36670	1687	22.4	4.6	102	10182	22.8	27.8	104	4736	24.8	12.9	114	15755	22.7	43.0	104
MIDNIGHT - 6:00 AM	21908	983	13.0	4.5	100	6089	13.6	27.8	104	2770	14.5	12.6	111	9191	13.2	42.0	101
6:00 AM - MIDNIGHT	127571	5751	76.2	4.5	100	34210	76.6	26.8	101	15214	79.8	11.9	105	54306	78.2	42.6	103
ENTIRE DAY	129239	5807	77.0	4.5	100	34690	77.6	26.8	101	15495	81.3	12.0	106	55039	79.2	42.6	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	34009	1402	18.6	4.1	92	9393	21.0	27.6	104	4158	21.8	12.2	108	15259	22.0	44.9	108
ALL NEWS	6062	234	3.1	3.9	86	1669	3.7	27.5	103	592	3.1	9.8	86	2538	3.7	41.9	101
AOR/PROGRESSIVE	11884	446	5.9	3.8	83	3018	6.8	25.4	95	1407	7.4	11.8	104	5319	7.7	44.8	108
BEAUTIFUL MUSIC	11180	423	5.6	3.8	84	2768	6.2	24.8	93	1275	6.7	11.4	100	4895	7.0	43.8	106
BLACK	4538	360	4.8	7.9	176	1255	2.8	27.7	104	606	3.2	13.4	118	1572	2.3	34.6	84
CLASSICAL	3857	*197	2.6	5.1	114	1111	2.5	28.8	108	481	2.5	12.5	110	1797	2.6	46.6	112
CHR/ROCK	21946	1118	14.8	5.1	113	6076	13.6	27.7	104	3250	17.1	14.8	130	9989	14.4	45.5	110
COUNTRY	27262	1038	13.8	3.8	85	6994	15.7	25.7	96	3008	15.8	11.0	97	11168	16.1	41.0	99
GOLDEN OLDIES	3339	*132	1.7	4.0	88	981	2.2	29.4	110	435	2.3	10.3	115	1273	1.8	38.1	92
MOR/NOSTALGIA	10346	373	4.9	3.6	80	2634	5.9	25.5	96	1070	5.6	10.3	91	4325	6.2	41.8	101
NEWS/TALK	8929	339	4.5	3.8	84	2553	5.7	28.6	107	919	4.8	10.3	91	3790	5.5	42.4	102
RELIGIOUS	5488	412	5.5	7.5	167	1458	3.3	26.6	100	645	3.4	11.8	103	2200	3.2	40.1	97
SOFT ROCK	1232	**141	1.9	11.4	254	369	0.8	30.0	112	*365	1.9	29.6	261	545	0.8	44.2	107
URBAN CONTEMPORARY	3184	280	3.7	8.8	195	1009	2.3	31.7	119	539	2.8	16.9	149	992	1.4	31.2	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	395	5.2	5.7	127	1821	4.1	26.3	99	959	5.0	13.9	122	3132	4.5	45.3	109
ABC DIRECTION	5212	*228	3.0	4.4	97	1433	3.2	27.5	103	607	3.2	11.6	102	2090	3.0	40.1	97
ABC ENTERTAINMENT	10385	473	6.3	4.6	101	2423	5.4	23.3	88	1204	6.3	11.6	102	4548	6.5	43.8	106
ABC FM	4762	*301	4.0	6.3	140	1350	3.0	28.3	106	622	3.3	13.1	115	1969	2.8	41.3	100
ABC INFORMATION	11339	410	5.4	3.6	80	2937	6.6	25.9	97	1093	5.7	9.6	85	4827	6.9	42.6	103
ABC ROCK	4878	*229	3.0	4.7	104	1273	2.8	26.1	98	802	4.2	16.4	145	2190	3.2	44.9	108
CBS	10709	327	4.3	3.1	68	2818	6.3	26.3	99	921	4.8	8.6	76	4675	6.7	43.7	105
MUTUAL	10251	420	5.6	4.1	91	2727	6.1	26.6	100	1219	6.4	11.9	105	4213	6.1	41.1	99
NBC	12243	451	6.0	3.7	82	3329	7.5	27.2	102	1294	6.8	10.6	93	5071	7.3	41.4	100
RADIORADIO	4606	270	3.6	5.9	130	1418	3.2	30.8	116	687	3.6	14.9	131	2108	3.0	45.8	111
RKO ONE	5148	311	4.1	6.0	134	1571	3.5	30.5	115	720	3.8	14.0	123	2069	3.0	40.2	97
RKO TWO	7313	305	4.0	4.2	93	2143	4.8	29.3	110	802	4.2	11.0	97	3111	4.5	42.5	103
THE SOURCE	5981	*252	3.3	4.2	94	1669	3.7	27.9	105	820	4.3	13.7	121	2520	3.6	42.1	102
NON-HIRED : BLAIR	19329	776	10.3	4.0	89	5022	11.2	26.0	98	2170	11.4	11.2	99	8836	12.7	45.7	110
INTERNET	27139	1501	19.9	5.5	123	7829	17.5	28.8	108	3595	18.9	13.2	117	11819	17.0	43.5	105
KATZ RADIO GROUP	36319	1419	18.8	3.9	87	9812	22.0	27.0	101	4343	22.8	12.0	105	15772	22.7	43.4	105
SUPERNET	22361	876	11.6	3.9	87	5642	12.6	25.2	95	3057	16.0	13.7	120	9220	13.3	41.2	100
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	807	10.7	5.6	123	3816	8.5	26.3	99	1693	8.9	11.7	103	5616	8.1	38.6	93
MKDAY 9:00 AM - 1:00 PM	18688	1052	13.9	5.6	125	4863	10.9	26.0	98	2127	11.2	11.4	100	7229	10.4	38.7	93
MKDAY 1:00 PM - 4:30 PM	24061	1375	18.2	5.7	127	6300	14.1	26.2	98	2764	14.5	11.5	101	9068	13.1	37.7	91
MKDAY 4:30 PM - 7:30 PM	44079	2204	29.2	5.0	111	11620	26.0	26.4	99	5027	26.4	11.4	100	17307	24.9	39.3	95
MKDAY 7:30 PM - 8:00 PM	61979	2885	38.2	4.7	103	16332	36.6	26.4	99	6738	35.4	10.9	96	24227	34.9	39.1	94
MKDAY 11:00 PM - 11:30 PM	49084	2380	31.5	4.8	108	13095	29.3	26.7	100	5733	30.1	11.7	103	19984	28.8	40.7	98
MKDAY 11:30 PM - 1:00 AM	16560	828	11.0	5.0	111	4435	9.9	26.8	101	1985	10.4	12.0	105	6676	9.6	40.3	97
M-SAT 8-11 PM+SUN 7-11 PM	66967	3125	41.4	4.7	104	17878	40.0	26.7	100	7669	40.2	11.5	101	27342	39.4	40.8	99
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	568	7.5	6.1	136	2276	5.1	24.6	92	1176	6.2	12.7	112	3551	5.1	38.3	92
ANOTHER WORLD	N 6138	325	4.3	5.3	118	1708	3.8	27.8	104	542	2.8	8.8	78	2271	3.3	37.0	89
AS THE WORLD TURNS	C 7707	375	5.0	4.9	108	1846	4.1	24.0	90	812	4.3	10.5	93	2963	4.3	38.4	93
CAPITOL	C 4688	287	3.8	6.1	136	1165	2.6	24.9	93	577	3.0	12.3	108	1737	2.5	37.1	89
CBS MORN. NEWS 1	C 2792	156	2.1	5.6	124	700	1.6	25.1	94	228	1.2	8.2	72	1092	1.6	39.1	94
CBS MORN. NEWS 2	C 2071	*62	0.8	3.0	67	534	1.2	25.8	97	174	0.9	8.4	74	791	1.1	38.2	92
DAYS OF OUR LIVES	N 8018	413	5.5	5.2	114	2268	5.1	28.3	106	800	4.2	10.0	88	3078	4.4	38.4	93
FACTS OF LIFE - DAYTIME	N 3487	219	2.9	6.3	140	1033	2.3	29.6	111	347	1.8	10.0	88	1300	1.9	37.3	90
FAMILY FEUD	A 4817	203	2.7	4.2	94	1237	2.8	25.7	96	465	2.4	9.7	85	1938	2.8	40.2	97
GENERAL HOSPITAL	A 8333	540	7.2	6.5	144	2196	4.9	26.4	99	1029	5.4	12.3	109	3089	4.4	37.1	90
GOOD MORNING, AMERICA-730	A 5472	317	4.2	5.8	129	1390	3.1	25.4	95	609	3.2	11.1	98	2121	3.1	38.8	94
GOOD MORNING, AMERICA-830	A 3965	152	2.0	3.8	85	969	2.2	24.4	92	485	2.5	12.2	108	1645	2.4	41.5	100
GUIDING LIGHT	C 7542	373	4.9	4.9	110	1717	3.8	22.8	85	792	4.2	10.5	92	2888	4.2	38.3	92
ONE LIFE TO LIVE	A 6018	405	5.4	6.7	150	1503	3.4	25.0	94	670	3.5	11.1	98	2191	3.2	36.4	88
PRESS YOUR LUCK	C 3589	23															

	TOTAL U.S. '000	CLOSE-UP GREEN MINT				COLGATE REGULAR				COLGATE WINTERFRESH				CREST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	7546	100.0	4.5	100	44679	100.0	26.6	100	19059	100.0	11.4	100	69468	100.0	41.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	2388	31.6	4.6	102	13714	30.7	26.2	98	5083	26.7	9.7	86	20115	29.0	38.5	93
NETWORK AFFILIATES - LATE	39164	1843	24.4	4.7	105	10301	23.1	26.3	99	4413	23.2	11.3	99	16134	23.2	41.2	99
INDEPENDENTS - LATE	5133	273	3.6	5.3	118	1418	3.2	27.6	104	597	3.1	11.6	102	2111	3.0	41.1	99
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 22825	1178	15.6	5.2	115	6159	13.8	27.0	101	2536	13.3	11.1	98	9376	13.5	41.1	99
ABC MONDAY NIGHT MOVIE	A 11258	544	7.2	4.8	107	2945	6.6	26.2	98	1316	6.9	11.7	103	4907	7.1	43.6	105
ABC SUNDAY NIGHT MOVIE	A 23600	1096	14.5	4.6	103	6513	14.6	27.6	104	2670	14.0	11.3	100	9890	14.2	41.9	101
ABC WORLD NEWS TONIGHT	A 12801	490	6.5	3.8	85	3426	7.7	26.8	100	1416	7.4	11.1	97	5090	7.3	39.8	96
AFTERMASH	C 10966	464	6.1	4.2	94	2974	6.7	27.1	102	1005	5.3	9.2	81	3892	5.6	35.5	86
ALICE	C 17050	718	9.5	4.2	94	4664	10.4	27.4	103	2054	10.8	12.0	106	6644	9.6	39.0	94
AMERICAN PARADE	C 11998	447	5.9	3.7	83	2871	6.4	23.9	90	1026	5.4	8.6	75	4777	6.9	39.8	96
BENSON	A 19258	756	10.0	3.9	87	5052	11.3	26.2	98	2088	11.0	10.8	95	7648	11.0	39.7	96
BLUE THUNDER	A 11478	561	7.4	4.9	109	3012	6.7	26.2	99	1106	5.8	9.6	85	4527	6.5	39.4	95
CAGNEY & LACEY	C 18263	848	11.2	4.6	103	4900	11.0	26.8	101	2157	11.3	11.8	104	7303	10.5	40.0	97
CBS EVENING NEWS-DEAN	C 7733	280	3.7	3.6	80	2105	4.7	27.2	102	676	3.5	8.7	77	3047	4.4	39.4	95
CBS EVENING NEWS-RATHER	C 15653	626	8.3	4.0	89	3871	8.7	24.7	93	1516	8.0	9.7	85	6296	9.1	40.2	97
CBS SAT. NEWS-SCHIEFFER	C 8744	314	4.2	3.6	80	2176	4.9	24.9	93	905	4.7	10.3	91	3481	5.0	39.8	96
CBS SATURDAY NIGHT MOVIE	C 12000	574	7.6	4.8	106	3100	6.9	25.8	97	1303	6.8	10.9	96	5057	7.3	42.1	102
CBS WEDNESDAY NIGHT MOVIE	C 11522	519	6.9	4.5	100	3111	7.0	27.0	101	1347	7.1	11.7	103	4457	6.4	38.7	93
CHEERS	N 16818	707	9.4	4.2	93	4476	10.0	26.6	100	1969	10.3	11.7	103	7261	10.5	43.2	104
DALLAS	C 37510	1887	25.0	5.0	112	9535	21.3	25.4	95	3928	20.6	10.5	92	14800	21.3	39.5	95
DIFF'RENT STROKES	N 11258	548	7.3	4.9	108	2969	6.6	26.4	99	1120	5.9	9.9	88	4080	5.9	36.2	88
DOUBLE TROUBLE	N 12248	549	7.3	4.5	100	3322	7.4	27.1	102	1584	8.3	12.9	114	5167	7.4	42.2	102
DUCK FACTORY	N 11100	465	6.2	4.2	93	2805	6.3	25.3	95	1377	7.2	12.4	109	4627	6.7	41.7	101
DUKES OF HAZZARD	C 12353	544	7.2	4.4	98	3064	6.9	24.8	93	1106	5.8	9.0	79	4734	6.8	38.3	93
DYNASTY	A 33279	1814	24.0	5.5	121	8832	19.8	26.5	100	3838	20.1	11.5	101	12995	18.7	39.0	94
FACTS OF LIFE	N 13410	567	7.5	4.2	94	3571	8.0	26.6	100	1766	9.3	13.2	116	5395	7.8	40.2	97
FALCON CREST	C 31093	1614	21.4	5.2	115	8120	18.2	26.1	98	3346	17.6	10.8	95	12244	17.6	39.4	95
FALL GUY	A 18649	1016	13.5	5.4	121	4873	10.9	26.1	98	2085	10.9	11.2	98	7250	10.4	38.9	94
FAMILY TIES	N 13101	560	7.4	4.3	95	3362	7.5	25.7	96	1598	8.4	12.2	107	5258	7.6	40.1	97
FANTASY ISLAND	A 13069	589	7.8	4.5	100	3387	7.6	25.9	97	1441	7.6	11.0	97	5300	7.6	40.6	98
FOULUPS, BLEEPERS & BLUNDERS	A 16588	766	10.2	4.6	103	4515	10.1	27.2	102	2080	10.9	12.5	110	6808	9.8	41.0	99
FOUR SEASONS	C 9302	471	6.2	5.1	113	2401	5.4	25.8	97	1019	5.3	11.0	96	3329	4.8	35.8	86
GIMME A BREAK	N 13955	743	9.8	5.3	118	3612	8.1	25.9	97	1634	8.6	11.7	103	5263	7.6	37.7	91
HART TO HART	A 15735	599	7.9	3.8	85	4140	9.3	26.3	99	1637	8.6	10.4	92	6435	9.3	40.9	99
HILL STREET BLUES	N 18257	789	10.5	4.3	96	4858	10.9	26.6	100	2209	11.6	12.1	106	8079	11.6	44.3	107
HOTEL	A 24236	1071	14.2	4.4	98	6445	14.4	26.6	100	2722	14.3	11.2	99	9331	13.4	38.5	93
JEFFERSONS	C 17010	794	10.5	4.7	104	4583	10.3	26.9	101	2071	10.9	12.2	107	6374	9.2	37.5	90
JENNIFER SLEPT HERE	N 9397	413	5.5	4.4	98	2360	5.3	25.1	94	1091	5.7	11.6	102	3575	5.1	38.0	92
KATE & ALLIE	C 16762	755	10.0	4.5	100	4233	9.5	25.3	95	1936	10.2	11.5	102	6777	9.8	40.4	98
KNIGHT RIDER	N 13164	618	8.2	4.7	104	3400	7.6	25.8	97	1656	8.7	12.6	111	5368	7.7	40.8	98
LOVE BOAT	A 20400	957	12.7	4.7	104	5298	11.9	26.0	97	2050	10.8	10.0	88	8206	11.8	40.2	97
MAGNUM PI	C 22543	970	12.9	4.3	96	5824	13.0	25.8	97	2335	12.3	10.4	91	9299	13.4	41.3	100
MAMA'S FAMILY	N 9852	447	5.9	4.5	101	2357	5.3	23.9	90	1107	5.8	11.2	99	3832	5.5	38.9	94
MASTER, THE	N 8082	417	5.5	5.2	115	2117	4.7	26.2	98	1047	5.5	13.0	114	3016	4.3	37.3	90
MATT HOUSTON	A 12881	615	8.2	4.8	106	3554	8.0	27.6	104	1543	8.1	12.0	105	5284	7.6	41.0	99
NBC MONDAY NIGHT MOVIE	N 23889	1068	14.2	4.5	99	6473	14.5	27.1	102	2952	15.5	12.4	109	10040	14.5	42.0	101
NBC NIGHTLY NEWS	N 11156	601	8.0	5.4	120	3216	7.2	28.8	108	1096	5.8	9.8	86	4177	6.0	37.4	90
NBC NIGHTLY NEWS-SAT	N 7363	433	5.7	5.9	131	2041	4.6	27.7	104	826	4.3	11.2	99	2708	3.9	36.8	89
NBC NIGHTLY NEWS-SUN	N 6214	313	4.1	5.0	112	1682	3.8	27.1	102	604	3.2	9.7	86	2508	3.6	40.4	97
NBC SUNDAY NIGHT MOVIE	N 17590	1043	13.8	5.9	132	5029	11.3	28.6	107	2406	12.6	13.7	120	7360	10.6	41.8	101
NEWHART	C 16740	718	9.5	4.3	95	4065	9.1	24.3	91	2029	10.6	12.1	107	6740	9.7	40.3	97
ONE DAY AT A TIME	C 11820	520	6.9	4.4	98	2869	6.4	24.3	91	1296	6.8	11.0	96	4800	6.9	40.6	98
PEOPLE ARE FUNNY	N 9138	418	5.5	4.6	102	2234	5.0	24.4	92	913	4.8	10.0	88	3729	5.4	40.8	99
REAL PEOPLE	N 15979	663	8.8	4.1	92	4522	10.1	28.3	106	1784	9.4	11.2	98	6057	8.7	37.9	92
REMINGTON STEELE	N 14395	647	8.6	4.5	100	3974	8.9	27.6	104	1712	9.0	11.9	105	6125	8.8	42.5	103
RIPLY'S BELIEVE IT - NOT	A 11362	464	6.1	4.1	91	3064	6.9	27.0	101	1190	6.2	10.5	92	4937	7.1	43.5	105
RIPTIDE	N 13920	627	8.3	4.5	100	4048	9.1	29.1	109	1606	8.4	11.5	102	5777	8.3	41.5	100
SCARECROW & MRS. KING	C 17571	687	9.1	3.9	87	4557	10.2	25.9	97	1973	10.4	11.2	99	7119	10.2	40.5	98
SIMON & SIMON	C 20208	1004	13.3	5.0	110	5237	11.7	25.9	97	2229	11.7	11.0	97	8332	12.0	41.2	100
60 MINUTES	C 27668	1064	14.1	3.8	85	7294	16.3	26.4	99	2789	14.6	10.1	89	10988	15.8	39.7	96
ST. ELSEWHERE	N 13699	590	7.8	4.3	96	3880	8.7	28.3	106	1740	9.1	12.7	112	5980	8.6	43.7	105
THREE'S COMPANY	A 20632	912	1														

	TOTAL U.S. '000	CREST MINT				GLEEM				PEARL DROPS				PEPSODENT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	19049	100.0	11.4	100	10840	100.0	6.5	100	5804	100.0	3.5	100	10465	100.0	6.2	100
MALES	79263	8627	45.3	10.9	96	4723	43.6	6.0	92	2302	39.7	2.9	84	4767	45.6	6.0	96
FEMALES	88464	10422	54.7	11.8	104	6118	56.4	6.9	107	3502	60.3	4.0	114	5698	54.4	6.4	103
18 - 24	28671	3831	20.1	13.4	118	1724	15.9	6.0	93	1095	18.9	3.8	110	1608	15.4	5.6	90
25 - 34	39536	5697	29.9	14.4	127	2265	20.9	9.7	89	1876	32.2	4.7	137	2200	21.0	5.6	89
35 - 44	28978	3980	20.9	13.7	121	1974	18.2	6.8	105	1073	18.5	3.7	107	1510	14.4	5.2	84
45 - 54	22345	2151	11.3	9.6	85	1687	15.6	7.5	117	806	13.9	3.6	104	1538	14.7	6.9	110
55 - 64	22224	1795	9.4	8.1	71	1473	13.6	6.6	103	*406	7.0	1.8	53	1688	16.1	7.6	122
65 OR OLDER	25973	1596	8.4	6.1	54	1719	15.9	6.6	102	548	9.4	2.1	61	1922	18.4	7.4	119
18 - 34	68207	9527	50.0	14.0	123	3989	36.8	5.8	90	2971	51.2	4.4	126	3808	36.4	5.6	89
18 - 49	108058	14692	77.1	13.6	120	6837	63.1	6.3	98	4367	75.2	4.0	117	6212	59.4	5.7	92
25 - 54	90859	11828	62.1	13.0	115	5925	54.7	6.5	101	3755	64.7	4.1	119	5248	50.1	5.8	93
35 - 49	39851	5165	27.1	13.0	114	2848	26.3	7.1	111	1396	24.1	3.5	101	2404	23.0	6.0	97
50 OR OLDER	59669	4357	22.9	7.3	64	4003	36.9	6.7	104	1436	24.7	2.4	70	4253	40.6	7.1	114
GRADUATED COLLEGE	28091	4186	22.0	14.9	131	1517	14.0	5.4	84	830	14.3	3.0	85	1706	16.3	6.1	97
ATTENDED COLLEGE	28938	3953	20.8	13.7	120	2141	19.8	7.4	114	1289	22.2	4.5	129	1882	18.0	6.5	104
GRADUATED HIGH SCHOOL	65503	7509	39.4	11.5	101	4238	39.1	6.5	100	2327	40.1	3.6	103	4146	39.6	6.3	101
DID NOT GRADUATE HIGH SCHOOL	45195	3401	17.9	7.5	66	2945	27.2	6.5	101	1357	23.4	3.0	87	2731	26.1	6.0	97
EMPLOYED MALES	56429	6874	36.1	12.2	107	3406	31.4	6.0	93	1669	28.8	3.0	85	3261	31.2	5.8	93
EMPLOYED FEMALES	43971	6229	32.7	14.2	125	2954	27.3	6.7	104	1879	32.4	4.3	123	2433	23.2	5.5	89
EMPLOYED FULL-TIME	87773	11340	59.5	12.9	114	5452	50.3	6.2	96	3037	52.3	3.5	100	4900	46.8	5.6	89
EMPLOYED PART-TIME	12627	1763	9.3	14.0	123	908	8.4	7.2	111	*512	8.8	4.1	117	795	7.6	6.3	101
NOT EMPLOYED	67327	5946	31.2	8.8	78	4481	41.3	6.7	103	2255	38.9	3.3	97	4770	45.6	7.1	114
PROFESSIONAL/MANAGER	25845	3355	17.6	13.0	114	1658	15.3	6.4	99	1022	17.6	4.0	114	1387	13.3	5.4	86
TECH/CLERICAL/SALES	30895	4507	23.7	14.6	128	1956	18.0	6.3	98	1150	19.8	3.7	108	1750	16.7	5.7	91
PRECISION/CRAFT	12629	1496	7.9	11.8	104	718	6.6	5.7	88	*410	7.1	3.2	94	768	7.3	6.1	97
OTHER EMPLOYED	31031	3745	19.7	12.1	106	2029	18.7	6.5	101	968	16.7	3.1	90	1790	17.1	5.8	92
SINGLE	35557	4498	23.6	12.7	111	2381	22.0	6.7	104	1439	24.8	4.0	117	2140	20.4	6.0	96
MARRIED	103585	11882	62.4	11.5	101	6735	62.1	6.5	101	3561	61.4	3.4	99	6814	65.1	6.6	105
DIVORCED/SEPARATED/WIDOWED	28585	2668	14.0	9.3	82	1725	15.9	6.0	93	804	13.9	2.8	81	1511	14.4	5.3	85
PARENTS	59295	8248	43.3	13.9	122	3916	36.1	6.6	102	2319	40.0	3.9	113	3471	33.2	5.9	94
WHITE	146081	16947	89.0	11.6	102	9181	84.7	6.3	97	5084	87.6	3.5	101	9411	89.9	6.4	103
BLACK	17974	1617	8.5	9.0	79	1543	14.2	8.6	133	583	10.0	3.2	94	871	8.3	4.8	78
OTHER	3672	*484	2.5	13.2	116	**117	1.1	3.2	49	**137	2.4	3.7	108	**182	1.7	5.0	79
NORTHEAST-CENSUS	37005	4229	22.2	11.4	101	2457	22.7	6.6	103	1212	20.9	3.3	95	2273	21.7	6.1	98
NORTH CENTRAL	42642	5476	28.7	12.8	113	2669	24.6	6.3	97	1392	24.0	3.3	94	3415	32.6	8.0	128
SOUTH	56777	5634	29.6	9.9	87	4166	38.4	7.3	114	1706	29.4	3.0	87	2856	27.3	5.0	81
WEST	31303	3709	19.5	11.8	104	1548	14.3	4.9	77	1494	25.7	4.8	138	1921	18.4	6.1	98
NORTHEAST-MKTG.	38125	4654	24.4	12.2	107	2507	23.1	6.6	102	1194	20.6	3.1	91	2235	21.4	5.9	94
EAST CENTRAL	24794	2810	14.8	11.3	100	1628	15.0	6.6	102	855	14.7	3.4	100	2051	19.6	8.3	133
WEST CENTRAL	28511	3847	20.2	13.5	119	1820	16.8	6.4	99	1014	17.5	3.6	103	2197	21.0	7.7	124
SOUTH	48953	4601	24.2	9.4	83	3652	33.7	7.5	115	1447	24.9	3.0	85	2320	22.2	4.7	76
PACIFIC	27344	3137	16.5	11.5	101	1234	11.4	4.5	70	1294	22.3	4.7	137	1661	15.9	6.1	97
COUNTY SIZE A	69301	8379	44.0	12.1	106	4454	41.1	6.4	99	2679	46.2	3.9	112	4618	44.1	6.7	107
COUNTY SIZE B	50633	5934	31.2	11.7	103	2930	27.0	5.8	90	1678	28.9	3.3	96	2926	28.0	5.8	93
COUNTY SIZE C	26259	2538	13.3	9.7	85	1852	17.1	7.1	109	932	16.1	3.5	103	1641	15.7	6.2	100
COUNTY SIZE D	21534	2198	11.5	10.2	90	1605	14.8	7.5	115	514	8.9	2.4	69	1280	12.2	5.9	95
METRO CENTRAL CITY	50014	6120	32.1	12.2	108	3091	28.5	6.2	96	1876	32.3	3.8	108	2750	26.3	5.5	88
METRO SUBURBAN	76832	9132	47.9	11.9	105	5140	47.4	6.7	104	2700	46.5	3.5	102	5163	49.3	6.7	108
NON METRO	40881	3797	19.9	9.3	82	2610	24.1	6.4	99	1227	21.1	3.0	87	2551	24.4	6.2	100
TOP 5 ADI'S	39550	5030	26.4	12.7	112	2442	22.5	6.2	96	1719	29.6	4.3	126	2436	23.3	6.2	99
TOP 10 ADI'S	54877	6577	34.5	12.0	106	3329	30.7	6.1	94	2128	36.7	3.9	112	3235	30.9	5.9	94
TOP 20 ADI'S	77516	9206	48.3	11.9	105	4873	45.0	6.3	97	2910	50.1	3.8	108	4904	46.9	6.3	101
HSMLD INC. \$50,000 OR MORE	17257	2339	12.3	13.6	119	848	7.8	4.9	76	*509	8.8	2.9	85	1101	10.5	6.4	102
\$40,000 OR MORE	33235	4281	22.5	12.9	113	1914	17.7	5.8	89	1028	17.7	3.1	89	1812	17.3	5.5	87
\$30,000 OR MORE	59693	7870	41.3	13.2	116	3741	34.5	6.3	97	2069	35.6	3.5	100	3625	34.6	6.1	97
\$25,000 OR MORE	76275	9992	52.5	13.1	115	4857	44.8	6.4	99	2537	43.7	3.3	96	4612	44.1	6.0	97
\$20,000 - \$24,999	18607	2228	11.7	12.0	105	1072	9.9	5.8	89	770	13.3	4.1	120	1224	11.7	6.6	105
\$15,000 - \$19,999	17175	2072	10.9	12.1	106	986	9.1	5.7	89	482	8.3	2.8	81	1051	10.0	6.1	98
\$10,000 - \$14,999	24569	2307	12.1	9.4	83	1318	12.2	5.4	83	1144	19.7	4.7	135	1653	15.8	6.7	108
UNDER \$10,000	31101	2449	12.9	7.9	69	2608	24.1	8.4	130	871	15.0	2.8	81	1925	18.4	6.2	99
HOUSEHOLD OF 1 PERSON	19441	1713	9.0	8.8	78	1014	9.4	5.2	81	530	9.1	2.7	79	1127	10.8	5.8	93
2 PEOPLE	51803	4720	24.8	9.1	80	3143	29.0	6.1	94	1647	28.4	3.2	92	3840	36.7	7.4	119
3 OR 4 PEOPLE	66933	9316	48.9	13.9	123	4804	44.3	7.2	111	2440	42.0	3.6	105	3768	36.0	5.6	90
5 OR MORE PEOPLE	29550	3300	17.3	11.2	98	1879	17.3	6.4	98	1186	20.4	4.0	116	1730	16.5	5.9	94
NO CHILD IN HSMLD	96587	9401	49.4	9.7	86	6254	57.7	6.5	100	3046	52.5	3.2	91	6357	60.7	6.6	105
CHILD(REN) UNDER 2 YRS	10844	1665	8.7	15.4	135	*563	5.2	5.2	80	*310	5.3	2.9	83	*530	5.1	4.9	78
2 - 5 YEARS	26358	3597	18.9	13.6	120	1327	12.2	5.0	78	1021	17.6	3.9	112	1341	12.8	5.1	82
6 - 11 YEARS	30453	3885	20.4	12.8	112	1878	17.3	6.2	95	1256	21.6	4.1	119	1706	16.3	5.6	90
12 - 17 YEARS	36575	4773	25.1	13.0	115	2754	25.4	7.5	117	1315	22.7	3.6	104	2266	21.7	6.2	99
RESIDENCE OWNED	117770	13408	70.4	11.4	100	7807	72.0	6.6	103	3594	61.9	3.1	88	7615	72.8	6.5	104
VALUE: \$50,000 OR MORE	70166	9169	48.1	13.1	115	4344	40.1	6.2	96	2238	38.6	3.2	92	4552	43.5	6.5	104
VALUE: UNDER \$50,000	47604	4239	22.3	8.9	78	3463	31.9	7.3	113	1356	23.4	2.8	82	3063	29.3	6.4	103

		TOTAL U.S. '000	CREST MINT				GLEEM				PEARL DROPS				PEPSODENT			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	19049	100.0	11.4	100	10840	100.0	6.5	100	5804	100.0	3.5	100	10465	100.0	6.2	100
MAGAZINES	QUINTILE 1	34022	4462	23.4	13.1	115	2623	24.2	7.7	119	1654	28.5	4.9	140	2291	21.9	6.7	108
	QUINTILE 2	34800	4530	23.8	13.0	115	2073	19.1	6.0	92	1257	21.7	3.6	104	2406	23.0	6.9	111
	QUINTILE 3	30514	3427	18.0	11.2	99	2099	19.4	6.9	106	846	14.6	2.8	80	1667	15.9	5.5	88
	QUINTILE 4	33324	3634	19.1	10.9	96	1836	16.9	5.5	85	989	17.0	3.0	86	1847	17.6	5.5	89
	QUINTILE 5	35066	2997	15.7	8.5	75	2208	20.4	6.3	97	1059	18.2	3.0	87	2254	21.5	6.4	103
NEWSPAPERS	QUINTILE 1	29107	3428	18.0	11.8	104	1885	17.4	6.5	100	994	17.1	3.4	99	1921	18.4	6.6	106
	QUINTILE 2	49095	5938	31.2	12.1	106	3093	28.5	6.3	97	1585	27.3	3.2	93	2859	27.3	5.8	93
	QUINTILE 3	23107	2632	13.8	11.4	100	1579	14.6	6.8	106	1045	18.0	4.5	131	1621	15.5	7.0	112
	QUINTILE 4	33556	3636	19.1	10.8	95	2276	21.0	6.8	105	1059	18.2	3.2	91	2115	20.2	6.3	101
	QUINTILE 5	32863	3414	17.9	10.4	91	2008	18.5	6.1	95	1121	19.3	3.4	99	1949	18.6	5.9	95
OUTDOOR	QUINTILE 1	33431	4451	23.4	13.3	117	2248	20.7	6.7	104	1313	22.6	3.9	113	2017	19.3	6.0	97
	QUINTILE 2	33478	4141	21.7	12.4	109	2092	19.3	6.2	97	1148	19.8	3.4	99	2057	19.7	6.1	98
	QUINTILE 3	33574	3794	19.9	11.3	100	2328	21.5	6.9	107	1231	21.2	3.7	106	2139	20.4	6.4	102
	QUINTILE 4	33935	3512	18.4	10.3	91	2163	20.0	6.4	99	1008	17.4	3.0	86	2239	21.4	6.6	106
	QUINTILE 5	33310	3150	16.5	9.5	83	2010	18.5	6.0	93	1104	19.0	3.3	96	2012	19.2	6.0	97
RADIO-DRIVE TIME	QUINTILE 1	33136	3694	19.4	11.1	98	2170	20.0	6.5	101	1195	20.6	3.6	104	2068	19.8	6.2	100
	QUINTILE 2	31658	3732	19.6	11.8	104	2098	19.4	6.6	103	1098	18.9	3.5	100	1895	18.1	6.0	96
	QUINTILE 3	32541	4290	22.5	13.2	116	2002	18.5	6.2	95	1269	21.9	3.9	113	1808	17.3	5.6	89
	QUINTILE 4	34247	4263	22.4	12.4	110	2122	19.6	6.2	96	1158	20.0	3.4	98	2000	19.1	5.8	94
	QUINTILE 5	36144	3070	16.1	8.5	75	2449	22.6	6.8	105	1085	18.7	3.0	87	2694	25.7	7.5	119
RADIO-MID- DAY	TERCILE 1	45037	5256	27.6	11.7	103	2752	25.4	6.1	95	1464	25.2	3.3	94	2742	26.2	6.1	98
	TERCILE 2	44819	5172	27.2	11.5	102	3143	29.0	7.0	109	1680	28.9	3.7	108	2879	27.5	6.4	103
	TERCILE 3	77872	8620	45.3	11.1	97	4945	45.6	6.4	98	2660	45.8	3.4	99	4844	46.3	6.2	100
RADIO-TOTAL	QUINTILE 1	33763	3898	20.5	11.5	102	2121	19.6	6.3	97	1110	19.1	3.3	95	2200	21.0	6.5	104
	QUINTILE 2	33240	3693	19.4	11.1	98	2288	21.1	6.9	107	1289	22.2	3.9	112	1936	18.5	5.8	93
	QUINTILE 3	33408	4302	22.6	12.9	113	2070	19.1	6.2	96	1112	19.2	3.3	96	1928	18.4	5.8	92
	QUINTILE 4	34792	4502	23.6	12.9	114	2076	19.2	6.0	92	1281	22.1	3.7	106	2032	19.4	5.8	94
	QUINTILE 5	32524	2654	13.9	8.2	72	2286	21.1	7.0	109	1012	17.4	3.1	90	2369	22.6	7.3	117
TV-PRIME TIME	QUINTILE 1	33090	3293	17.3	10.0	88	2477	22.9	7.5	116	1225	21.1	3.7	107	2486	23.8	7.5	120
	QUINTILE 2	33357	4039	21.2	12.1	107	1887	17.4	5.7	88	1291	22.2	3.9	112	1878	17.9	5.6	90
	QUINTILE 3	33980	3892	20.4	11.5	101	2135	19.7	6.3	97	1108	19.1	3.3	94	2098	20.0	6.2	99
	QUINTILE 4	33854	4239	22.3	12.5	110	2233	20.6	6.6	102	1125	19.4	3.3	96	2364	22.6	7.0	112
	QUINTILE 5	33444	3586	18.8	10.7	94	2109	19.5	6.3	98	1055	18.2	3.2	91	1638	15.7	4.9	78
TV-DAYTIME	TERCILE 1	49121	4824	25.3	9.8	86	3333	30.7	6.8	105	1505	25.9	3.1	89	3634	34.7	7.4	119
	TERCILE 2	48823	5928	31.1	12.1	107	3168	29.2	6.5	100	1838	31.7	3.8	109	2840	27.1	5.8	93
	TERCILE 3	69782	8297	43.6	11.9	105	4340	40.0	6.2	96	2460	42.4	3.5	102	3992	38.1	5.7	92
TV-TOTAL	QUINTILE 1	33584	3443	18.1	10.3	90	2672	24.6	8.0	123	1150	19.8	3.4	99	2566	24.5	7.6	122
	QUINTILE 2	33441	3099	16.3	9.3	82	1932	17.8	5.8	89	1069	18.4	3.2	92	2047	19.6	6.1	98
	QUINTILE 3	33505	4065	21.3	12.1	107	2228	20.6	6.6	103	1109	19.1	3.3	96	2105	20.1	6.3	101
	QUINTILE 4	33466	4193	22.0	12.5	110	2053	18.9	6.1	95	1265	21.8	3.8	109	1899	18.1	5.7	91
	QUINTILE 5	33731	4249	22.3	12.6	111	1956	18.0	5.8	90	1211	20.9	3.6	104	1848	17.7	5.5	88
MAGAZINES-NEWSPAPERS: DUAL		44503	6142	32.2	13.8	122	3021	27.9	6.8	105	1762	30.4	4.0	114	2887	27.6	6.5	104
MAGAZINE IMPERATIVE		39363	4567	24.0	11.6	102	2722	25.1	6.9	107	1570	27.1	4.0	115	2600	24.8	6.6	106
NEWSPAPER IMPERATIVE		46441	4747	24.9	10.2	90	2822	26.0	6.1	94	1265	21.8	2.7	79	2671	25.5	5.8	92
MAGAZINES-OUTDOOR: DUAL		33726	4638	24.3	13.8	121	2256	20.8	6.7	104	1422	24.5	4.2	122	2070	19.8	6.1	98
MAGAZINE IMPERATIVE		52846	6283	33.0	11.9	105	3816	35.2	7.2	112	1970	33.9	3.7	108	3484	33.3	6.6	106
OUTDOOR IMPERATIVE		52140	5809	30.5	11.1	98	3274	30.2	6.3	97	1501	25.9	2.9	83	3158	30.2	6.1	97
MAGAZINES-RADIO: DUAL		37081	4341	22.8	11.7	103	2610	24.1	7.0	109	1410	24.3	3.8	110	2387	22.8	6.4	103
MAGAZINE IMPERATIVE		49747	6683	35.1	13.4	118	3275	30.2	6.6	102	1996	34.4	4.0	116	3418	32.7	6.9	110
RADIO IMPERATIVE		49208	5201	27.3	10.6	93	3003	27.7	6.1	94	1543	26.6	3.1	91	2717	26.0	5.5	88
MAGAZINES-TELEVISION: DUAL		33103	4021	21.1	12.1	107	2457	22.7	7.4	115	1164	20.1	3.5	102	2127	20.3	6.4	103
MAGAZINE IMPERATIVE		54575	7271	38.2	13.3	117	3548	32.7	6.5	101	2223	38.3	4.1	118	3584	34.2	6.6	105
TELEVISION IMPERATIVE		53249	4721	24.8	8.9	78	3401	31.4	6.4	99	1563	26.9	2.9	85	3427	32.7	6.4	103
NEWSPAPERS-OUTDOOR: DUAL		36255	4579	24.0	12.6	111	2203	20.3	6.1	94	1324	22.8	3.7	106	2235	21.4	6.2	99
NEWSPAPER IMPERATIVE		55591	6240	32.8	11.2	99	3781	34.9	6.8	105	1875	32.3	3.4	97	3596	34.4	6.5	104
OUTDOOR IMPERATIVE		48319	5665	29.7	11.7	103	3258	30.1	6.7	104	1778	30.6	3.7	106	2962	28.3	6.1	98
NEWSPAPERS-RADIO: DUAL		37242	4451	23.4	12.0	105	2316	21.4	6.2	96	1216	21.0	3.3	94	2361	22.6	6.3	102
NEWSPAPER IMPERATIVE		54423	6442	33.8	11.8	104	3613	33.3	6.6	103	1907	32.9	3.5	101	3365	32.2	6.2	99
RADIO IMPERATIVE		46650	5163	27.1	11.1	97	3104	28.6	6.7	103	1762	30.4	3.8	109	2708	25.9	5.8	93
NEWSPAPERS-TELEVISION: DUAL		35974	3817	20.0	10.6	93	2490	23.0	6.9	107	1254	21.6	3.5	101	2381	22.8	6.6	106
NEWSPAPER IMPERATIVE		56095	7322	38.4	13.1	115	3423	31.6	6.1	94	1988	34.3	3.5	102	3310	31.6	5.9	95
TELEVISION IMPERATIVE		47170	4603	24.2	9.8	86	3246	29.9	6.9	106	1581	27.2	3.4	97	3215	30.7	6.8	109
OUTDOOR-RADIO: DUAL		33748	4318	22.7	12.8	113	1973	18.2	5.8	90	1343	23.1	4.0	115	1952	18.7	5.8	93
OUTDOOR IMPERATIVE		52785	6456	33.9	12.2	108	3541	32.7	6.7	104	1766	30.4	3.3	97	3381	32.3	6.4	103

	TOTAL U.S. '000	CREST MINT				GLEEM				PEARL DROPS				PEPSODENT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	19049	100.0	11.4	100	10840	100.0	6.5	100	5804	100.0	3.5	100	10465	100.0	6.2	100
ATLANTIC MONTHLY	867	**81	0.4	9.3	82	**13	0.1	1.5	23	**14	0.2	1.6	47	**44	0.4	5.1	81
BARRON'S	1580	*174	0.9	11.0	97	**103	1.0	6.5	101	**68	1.2	4.3	124	**50	0.5	3.2	51
BETTER HOMES & GARDENS	22203	3034	15.9	13.7	120	1642	15.1	7.4	114	965	16.6	4.3	126	1598	15.3	7.2	115
BON APPETIT	3810	670	3.5	17.6	155	322	3.0	8.5	131	*137	2.4	3.6	104	*224	2.1	5.9	94
BUSINESS WEEK	4663	668	3.5	14.3	126	293	2.7	6.3	97	**145	2.5	3.1	90	317	3.0	6.8	109
CAR AND DRIVER	3102	338	1.8	10.9	96	*242	2.2	7.8	121	**153	2.6	4.9	143	**153	1.5	4.9	79
CBS MAGAZINE NETWORK (GROSS)	7311	892	4.7	12.2	107	492	4.5	6.7	104	329	5.7	4.5	130	467	4.5	6.4	102
CHANGING TIMES	3400	417	2.2	12.3	108	282	2.6	8.3	128	**147	2.5	4.3	125	284	2.7	8.4	134
COLONIAL HOMES	1796	309	1.6	17.2	151	*121	1.1	6.7	104	**99	1.7	5.5	159	**125	1.2	7.0	112
CONDE NAST MAG. PKG. (GROSS)	19924	3042	16.0	15.3	134	1649	15.2	8.3	128	1243	21.4	6.2	180	1415	13.5	7.1	114
CONSUMERS DIGEST	3125	287	1.5	9.2	81	*263	2.4	8.4	130	**75	1.3	2.4	69	*196	1.9	6.3	101
COSMOPOLITAN	10577	1449	7.6	13.7	121	718	6.6	6.8	105	719	12.4	6.8	196	712	6.8	6.7	108
COUNTRY LIVING	3746	461	2.4	12.3	108	*204	1.9	5.4	84	**123	2.1	3.3	95	*181	1.7	4.8	77
CUISINE	2214	300	1.6	13.6	119	*152	1.4	6.9	106	*101	1.7	4.6	132	*160	1.5	7.2	116
CYCLE WORLD	2394	315	1.7	13.2	116	*189	1.7	7.9	122	**79	1.4	3.3	95	*166	1.6	6.9	111
DCI:CREATIVE IDEAS FOR LIV	3068	384	2.0	12.5	110	285	2.6	9.3	144	**131	2.3	4.3	123	*240	2.3	7.8	125
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	1338	7.0	14.0	123	792	7.3	8.3	128	367	6.3	3.8	111	614	5.9	6.4	103
DISCOVER	2277	289	1.5	12.7	112	*152	1.4	6.7	103	**138	2.4	6.1	175	**142	1.4	6.2	100
EBONY	7187	840	4.4	11.7	103	620	5.7	8.6	133	*184	3.2	2.6	74	430	4.1	6.0	96
ESQUIRE	2560	257	1.3	10.0	88	*133	1.2	5.2	80	**125	2.2	4.9	141	*242	2.3	9.5	152
ESSENCE	3242	402	2.1	12.4	109	297	2.7	9.2	142	**134	2.3	4.1	119	*203	1.9	6.3	100
FAMILY CIRCLE	19639	2347	12.3	12.0	105	1535	14.2	7.8	121	878	15.1	4.5	129	1458	13.9	7.4	119
THE FAMILY HANDYMAN	3540	423	2.2	11.9	105	*226	2.1	6.4	99	**98	1.7	2.8	80	*182	1.7	5.1	82
FAMILY WEEKLY	23924	2558	13.4	10.7	94	1618	14.9	6.8	105	749	12.9	3.1	90	1530	14.6	6.4	102
FIELD & STREAM	9883	1262	6.6	12.8	112	716	6.6	7.2	112	415	7.2	4.2	121	580	5.5	5.9	94
FOOD & WINE	1030	*187	1.0	18.2	160	*87	0.8	8.4	131	**24	0.4	2.3	67	**65	0.6	6.3	101
FORBES	2679	412	2.2	15.4	135	*168	1.5	6.3	97	**116	2.0	4.3	125	171	1.6	6.4	102
FORTUNE	2931	485	2.5	16.5	146	*150	1.4	5.1	79	**149	2.6	5.1	147	*191	1.8	6.5	104
GENTLEMEN'S QUARTERLY	3481	543	2.9	15.6	137	*250	2.3	7.2	111	*166	2.9	4.8	138	*268	2.6	7.7	123
GLAMOUR	7163	1160	6.1	16.2	143	651	6.0	9.1	141	449	7.7	6.3	181	472	4.5	6.6	106
GOLF DIGEST	2355	258	1.4	11.0	96	*168	1.5	7.1	110	**39	0.7	1.7	48	*175	1.7	7.4	119
GOLF DIGEST/TENNIS (GROSS)	3610	437	2.3	12.1	107	287	2.6	8.0	123	**68	1.2	1.9	54	263	2.5	7.3	117
GOLF MAGAZINE	2046	310	1.6	15.2	133	*102	0.9	5.0	77	**57	1.0	2.8	81	*128	1.2	6.3	100
GOLF MAGAZINE/SKI (GROSS)	3547	540	2.8	15.2	134	*153	1.4	4.3	67	**95	1.6	2.7	77	234	2.2	6.6	106
GOOD HOUSEKEEPING	20353	2517	13.2	12.4	109	1454	13.4	7.1	111	892	15.4	4.4	127	1236	11.8	6.1	97
HARPER'S BAZAAR	3362	419	2.2	12.5	110	*281	2.6	8.4	129	*242	4.2	7.2	208	*227	2.2	6.8	108
HEALTH	2987	287	1.5	9.6	85	*210	1.9	7.0	109	**211	3.6	7.1	204	*226	2.2	7.6	121
HEARST MAG CORP. BUY (GROSS)	67928	8793	46.2	12.9	114	4826	44.5	7.1	110	3478	59.9	5.1	148	4319	41.3	6.4	102
HEARST MAN POWER (GROSS)	11282	1610	8.5	14.3	126	831	7.7	7.4	114	513	8.8	4.5	131	618	5.9	5.5	88
HEARST WOMAN POWER (GROSS)	40514	5066	26.6	12.5	110	2848	26.3	7.0	109	2146	37.0	5.3	153	2620	25.0	6.5	104
HOUSE BEAUTIFUL	4885	645	3.4	13.2	116	377	3.5	7.7	119	*254	4.4	5.2	150	341	3.3	7.0	112
INC.	1308	*165	0.9	12.6	111	**112	1.0	8.6	132	**53	0.9	4.1	117	**68	0.6	5.2	83
JET	6498	697	3.7	10.7	94	449	4.1	6.9	107	*206	3.5	3.2	92	366	3.5	5.6	90
LADIES' HOME JOURNAL	14797	2020	10.6	13.7	120	1148	10.6	7.8	120	647	11.1	4.4	126	1157	11.1	7.8	125
LHJ FAMILY GRP COMBO(GROSS)	21743	2945	15.5	13.5	119	1692	15.6	7.8	120	1130	19.5	5.2	150	1667	15.9	7.7	123
LIFE	9881	1297	6.8	13.1	116	684	6.3	6.9	107	471	8.1	4.8	138	629	6.0	6.4	102
L.A. TIMES HOME MAGAZINE	2775	341	1.8	12.3	108	*150	1.4	5.4	84	*212	3.7	7.6	221	*137	1.3	4.9	79
MADMOISELLE	4219	659	3.5	15.6	138	355	3.3	8.4	130	*277	4.8	6.6	190	*223	2.1	5.3	85
MC CALL'S	16422	2047	10.7	12.5	110	1377	12.7	8.4	130	679	11.7	4.1	119	1016	9.7	6.2	99
MC CALL'S/HRK MOTHER (GROSS)	17919	2238	11.7	12.5	110	1477	13.6	8.2	128	732	12.6	4.1	118	1149	11.0	6.4	103
MECHANIX ILLUSTRATED	4433	475	2.5	10.7	94	*215	2.0	4.8	75	*129	2.2	2.9	84	375	3.6	8.5	136
METROPOLITAN HOME	1504	*182	1.0	12.1	107	*154	1.4	10.2	158	**75	1.3	5.0	144	*172	1.6	11.4	183
MONEY	4723	518	2.7	11.0	97	467	4.3	9.9	153	*305	5.3	6.5	187	279	2.7	5.9	95
MOTHER EARTH NEWS	2325	394	2.1	16.9	149	**118	1.1	5.1	79	**153	2.6	6.6	190	*166	1.6	7.1	114
MS.	1189	*223	1.2	18.8	165	**53	0.5	4.5	69	**51	0.9	4.3	124	**102	1.0	8.6	137
NATIONAL ENQUIRER	18892	1872	9.8	9.9	87	1348	12.4	7.1	110	968	16.7	5.1	148	1279	12.2	6.8	109
NATIONAL GEOGRAPHIC	22129	2935	15.4	13.3	117	1228	11.3	5.5	86	861	14.8	3.9	112	1367	13.1	6.2	99
NATIONAL SUNDAY MAGAZINE PKG	103750	12460	65.4	12.0	106	6654	61.4	6.4	99	3690	63.6	3.6	103	6485	62.0	6.3	100
NATURAL HISTORY	1379	*205	1.1	14.9	131	**84	0.8	6.1	94	**65	1.1	4.7	136	**102	1.0	7.4	119
NEW WOMAN	2289	335	1.8	14.6	129	*146	1.3	6.4	99	**123	2.1	5.4	155	*247	2.4	10.8	173
NEW YORK INCLUDING CUE	1088	*159	0.8	14.6	129	**64	0.6	5.9	91	**19	0.3	1.7	50	**58	0.6	5.3	85
THE NEW YORKER	2459	281	1.5	11.4	101	*89	0.8	3.6	56	**103	1.8	4.2	121	*146	1.4	5.9	95
NEWSWEEK	16527	2345	12.3	14.2	125	1061	9.8	6.4	99	710	12.2	4.3	124	912	8.7	5.5	88
THE N.Y. TIMES DAILY EDITION	2739	360	1.9	13.1	116	*112	1.0	4.1	63	*76	1.3	2.8	80	*118	1.1	4.3	69
THE N.Y. TIMES MAGAZINE	4443	467	2.5	10.5	93	245	2.3	5.5	85	*71	1.2	1.6	46	188	1.8	4.2	68
OMNI	2799	401	2.1	14.3	126	*183	1.7	6.5	101	*149	2.6	5.3	154	*264	2.5	9.4	151
ON CABLE	2209	*274	1.4	12.4	109	*211	1.9	9.6	148	**88	1.5	4.0	115	**117	1.1	5.3	85
1001 HOME IDEAS	3959	638	3.3	16.1	142	334	3.1	8.4	131	*273	4.7	6.9	199	284	2.7	7.2	115
ORGANIC GARDENING	3111	347	1.8	11.2	98	*253	2.3	8.1	126	**106	1.8	3.4	98	291	2.8	9.4	150
OUTDOOR LIFE	5024	646	3.4	12.9	113	274	2.5	5.5	84	*109	1.9	2.2	63	351	3.4	7.0	112
PARADE MAGAZINE	51292	6255	32.8	12.2	107	3146	29.0	6.1	95	2001	34.5	3.9	113	2879	27.5	5.6	90

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CREST MINT				GLEEM				PEARL DROPS				PEPSODENT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	19045	100.0	11.4	100	10840	100.0	6.5	100	5804	100.0	3.5	100	10465	100.0	6.2	100
PARENTS	5298	817	4.3	15.4	136	359	3.3	6.8	105	*220	3.8	4.2	120	297	2.8	5.6	90
PENTHOUSE	5129	726	3.8	14.2	125	387	3.6	7.5	117	*199	3.4	3.9	112	246	2.4	4.8	77
PEOPLE	21070	2914	15.3	13.8	122	1543	14.2	7.3	113	1016	17.5	4.8	139	1434	13.7	6.8	109
PLAYBOY	10562	1475	7.7	14.0	123	650	6.0	6.2	95	460	7.9	4.4	126	557	5.3	5.3	85
POPULAR HOT RODDING	2498	*296	1.6	11.8	104	*209	1.9	8.4	129	*86	1.5	3.4	99	*112	1.1	4.5	72
POPULAR MECHANICS	5887	859	4.5	14.6	128	388	3.6	6.6	102	*278	4.8	4.7	136	294	2.8	5.0	80
POPULAR SCIENCE	4317	595	3.1	13.8	121	*349	3.2	8.1	125	*182	3.1	4.2	122	*245	2.3	5.7	91
PREVENTION	5792	573	3.0	9.9	87	348	3.2	6.0	93	*284	4.9	4.9	142	379	3.6	6.5	105
PSYCHOLOGY TODAY	3284	432	2.3	13.2	116	*218	2.0	6.6	103	*181	3.1	5.5	159	*267	2.6	8.1	130
READER'S DIGEST	40046	4615	24.2	11.5	101	2639	24.3	6.6	102	1357	23.4	3.4	98	2651	25.3	6.6	106
REDBOOK	9584	1100	5.8	11.5	101	676	6.2	7.1	109	534	9.2	5.6	161	672	6.4	7.0	112
ROAD & TRACK	2590	373	2.0	14.4	127	*109	1.0	4.2	65	*139	2.4	5.4	155	*132	1.3	5.1	82
ROLLING STONE	3302	589	3.1	17.8	157	*194	1.8	5.9	91	*146	2.5	4.4	128	*216	2.1	6.5	105
RUNNER'S WORLD	1229	*270	1.4	22.0	193	*50	0.5	4.1	63	*92	1.6	7.5	216	*60	0.6	4.9	78
SATURDAY EVENING POST	2110	285	1.5	13.5	119	*154	1.4	7.3	113	*86	1.5	4.1	118	*161	1.5	7.6	122
SCIENCE 84	1543	*220	1.2	14.3	126	*86	0.8	5.6	86	*117	2.0	7.6	219	*66	0.6	4.3	69
SCIENCE DIGEST	1747	*308	1.6	17.6	155	*150	1.4	8.6	133	*94	1.6	5.4	155	*93	0.9	5.3	85
SCIENTIFIC AMERICAN	1994	*245	1.3	12.3	108	*106	1.0	5.3	82	*47	0.8	2.4	68	*101	1.0	5.1	81
SELF	3119	421	2.2	13.5	119	*205	1.9	6.6	102	*170	2.9	5.5	158	*285	2.7	9.1	146
SEVENTEEN	3923	474	2.5	12.1	106	*352	3.2	9.0	139	*239	4.1	6.1	176	*352	3.4	9.0	144
SKI	1501	*231	1.2	15.4	136	*52	0.5	3.5	54	*38	0.7	2.5	73	*105	1.0	7.0	112
SMITHSONIAN	5976	798	4.2	13.4	118	434	4.0	7.3	112	*206	3.5	3.4	100	381	3.6	6.4	102
SOAP OPERA DIGEST	4228	595	2.8	12.7	111	418	3.9	9.9	153	*163	2.8	3.9	111	*237	2.3	5.6	90
SOUTHERN LIVING	6488	954	5.0	14.7	129	507	4.7	7.8	121	*236	4.1	3.6	105	374	3.6	5.8	92
SPORT	3500	397	2.1	11.3	100	*164	1.5	4.7	73	*135	2.3	3.9	111	*110	1.1	3.1	50
THE SPORTING NEWS	2456	438	2.3	17.8	157	*146	1.3	5.9	92	*173	3.0	7.0	204	*109	1.0	4.4	71
SPORTS AFIELD	3648	443	2.3	12.1	107	293	2.7	8.0	124	*141	2.4	3.9	112	*231	2.2	6.3	101
SPORTS ILLUSTRATED	14484	2100	11.0	14.5	128	1044	9.6	7.2	112	492	8.5	3.4	98	815	7.8	5.6	90
STAR	12661	1426	7.5	11.3	99	1033	9.5	8.2	126	531	9.1	4.2	121	927	8.9	7.3	117
SUNDAY	52799	6520	34.2	12.3	109	3259	30.1	6.2	96	1831	31.5	3.5	100	3523	33.7	6.7	107
SUNSET	3513	436	2.3	12.4	109	*153	1.4	4.4	67	*136	2.3	3.9	112	*178	1.7	5.1	81
TV GUIDE	42766	5101	26.8	11.9	105	2904	26.8	6.8	105	1785	30.8	4.2	121	2602	24.9	6.1	98
TENNIS	1254	*179	0.9	14.3	126	*119	1.1	9.5	147	*29	0.5	2.3	67	*88	0.8	7.0	112
TIME	22054	2968	15.6	13.5	118	1588	14.6	7.2	111	896	15.4	4.1	117	1498	14.3	6.8	109
TOWN & COUNTRY	1555	*200	1.0	12.9	113	*116	1.1	7.5	115	*77	1.3	5.0	143	*169	1.6	10.9	174
TRAVEL & LEISURE	2173	258	1.4	11.9	105	*239	2.2	11.0	170	*38	0.7	1.7	51	*129	1.2	5.9	95
TRUE STORY	4636	442	2.3	9.5	84	408	3.8	8.8	136	*183	3.2	3.9	114	335	3.2	7.2	116
U.S. NEWS & WORLD REPORT	10353	1392	7.3	13.4	118	602	5.6	5.8	90	314	5.4	3.0	88	661	6.3	6.4	102
USA TODAY	4994	663	3.5	13.3	117	266	2.5	5.3	82	*178	3.1	3.6	103	332	3.2	6.6	107
US	3528	505	2.7	14.3	126	*292	2.7	8.3	128	*175	3.0	5.0	143	*259	2.5	7.3	118
VOGUE	5424	801	4.2	14.8	130	437	4.0	8.1	125	349	6.0	6.4	186	434	4.1	8.0	128
MALL STREET JOURNAL	6292	788	4.1	12.5	110	320	3.0	5.1	79	*176	3.0	2.8	81	312	3.0	5.0	79
WEIGHT WATCHERS	2762	349	1.8	12.6	111	*252	2.3	9.1	141	*130	2.2	4.7	136	*168	1.6	6.1	97
WOMAN'S DAY	16320	1916	10.1	11.7	103	1325	12.2	8.1	126	832	14.3	5.1	147	1163	11.1	7.1	114
WORKING MOTHER	1496	*191	1.0	12.8	112	*100	0.9	6.7	103	*53	0.9	3.5	102	*133	1.3	8.9	142
WORKING WOMAN	1851	*212	1.1	11.5	101	*98	0.9	5.3	82	*55	0.9	3.0	86	*144	1.4	7.8	125
WORLD TENNIS	580	*72	0.4	12.4	109	*27	0.2	4.7	72	*22	0.4	3.8	110	*66	0.6	11.4	182
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1526	8.0	12.3	108	802	7.4	6.5	100	604	10.4	4.9	141	682	6.5	5.5	88
BLAIR INSERTS	91671	11139	58.5	12.2	107	5802	53.5	6.3	98	3275	56.4	3.6	103	5703	54.5	6.2	100
DAILY NEWSPAPERS																	
READ ANY	109190	12618	66.2	11.6	102	7187	66.3	6.6	102	3696	63.7	3.4	98	6904	66.0	6.3	101
READ ONE	89587	10343	54.3	11.5	102	5821	53.7	6.5	101	3043	52.4	3.4	98	5595	53.5	6.2	100
READ TWO OR MORE	19602	2275	11.9	11.6	102	1365	12.6	7.0	108	653	11.3	3.3	96	1309	12.5	6.7	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	13164	69.1	12.0	106	6969	64.3	6.4	98	3877	66.8	3.5	102	6852	65.5	6.2	100
READ ONE	95074	11502	60.4	12.1	107	6069	56.0	6.4	99	3404	58.6	3.6	103	6036	57.7	6.3	102
READ TWO OR MORE	14588	1662	8.7	11.4	100	900	8.3	6.2	95	473	8.1	3.2	94	817	7.8	5.6	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.75				28.78				29.92				27.36			
30 DAY REACH	149706	17290	90.8	11.5	102	9673	89.2	6.5	100	5232	90.1	3.5	101	9399	89.8	6.3	101
50 SHWG - 30 DAY AV FREQ	15.16	16.04				14.94				15.85				14.24			
30 DAY REACH	142406	16603	87.2	11.7	103	9331	86.1	6.6	101	4943	85.2	3.5	100	9028	86.3	6.3	102
25 SHWG - 30 DAY AV FREQ	8.23	8.55				8.03				8.50				7.86			
30 DAY REACH	131152	15591	81.8	11.9	105	8688	80.1	6.6	102	4616	79.5	3.5	102	8185	78.2	6.2	100
CABLE TV: HOME WIRED	66879	8069	42.4	12.1	106	4171	38.5	6.2	96	2362	40.7	3.5	102	3930	37.6	5.9	94
HOME NOT WIRED	100848	10979	57.6	10.9	96	6669	61.5	6.6	102	3442	59.3	3.4	99	6535	62.4	6.5	104
HAVE PAY CABLE	35024	4553	23.9	13.0	114	2273	21.0	6.5	100	1306	22.5	3.7	108	2046	19.6	5.8	94

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	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	19049	100.0	11.4	100	10840	100.0	6.5	100	5804	100.0	3.5	100	10465	100.0	6.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	5020	26.4	9.6	85	3629	33.5	6.9	107	1748	30.1	3.3	97	3419	32.7	6.5	105
NETWORK AFFILIATES - LATE	39164	4325	22.7	11.0	97	2681	24.7	6.8	106	1469	25.3	3.8	108	2912	27.8	7.4	119
INDEPENDENTS - LAIE	5133	581	3.1	11.3	100	418	3.9	8.1	126	210	3.6	4.1	118	277	2.6	5.4	86
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 22825	2212	11.6	9.7	85	1469	13.6	6.4	100	808	13.9	3.5	102	1504	14.4	6.6	106
ABC MONDAY NIGHT MOVIE	A 11258	1255	6.6	11.1	98	748	6.9	6.6	103	457	7.9	4.1	117	576	5.5	5.1	82
ABC SUNDAY NIGHT MOVIE	A 23600	2550	13.4	10.8	95	1507	13.9	6.4	99	952	16.4	4.0	117	1635	15.6	6.9	111
ABC WORLD NEWS TONIGHT	A 12801	1211	6.4	9.5	83	974	9.0	7.6	118	532	9.2	4.2	120	800	7.6	6.2	100
AFTERMASH	C 10966	1216	6.4	11.1	98	664	6.1	6.1	94	*349	6.0	3.2	92	842	8.0	7.7	123
ALICE	C 17050	1808	9.5	10.6	93	997	9.2	5.8	90	648	11.2	3.8	110	1134	10.8	6.7	107
AMERICAN PARADE	C 11998	1037	5.4	8.6	76	683	6.3	5.7	88	367	6.3	3.1	88	825	7.9	6.9	110
BENSON	A 19258	1879	9.9	9.8	86	1286	11.9	6.7	103	602	10.4	3.1	90	1364	13.0	7.1	114
BLUE THUNDER	A 11478	1188	6.2	10.4	91	669	6.2	5.8	90	334	5.8	2.9	84	686	6.6	6.0	96
CAGNEY & LACEY	C 18263	2128	11.2	11.7	103	1254	11.6	6.9	106	748	12.9	4.1	118	1248	11.9	6.8	110
CBS EVENING NEWS-DEAN	C 7733	787	4.1	10.2	90	452	4.2	5.8	90	*219	3.8	2.8	82	494	4.7	6.4	102
CBS EVENING NEWS-RATHER	C 15653	1507	7.9	9.6	85	994	9.2	6.4	98	446	7.7	2.8	82	1001	9.6	6.4	102
CBS SAT. NEWS-SCHIEFFER	C 8744	792	4.2	9.1	80	499	4.6	5.7	88	242	4.2	2.8	80	542	5.2	6.2	99
CBS SATURDAY NIGHT MOVIE	C 12000	1401	7.4	11.7	103	802	7.4	6.7	103	474	8.2	3.9	114	922	8.8	7.7	123
CBS WEDNESDAY NIGHT MOVIE	C 11522	1255	6.6	10.9	96	596	5.5	5.2	80	471	8.1	4.1	118	786	7.5	6.8	109
CHEERS	N 16818	2111	11.1	12.6	111	1217	11.2	7.2	112	650	11.2	3.9	112	1219	11.6	7.2	116
DALLAS	C 37510	4189	22.0	11.2	98	2509	23.1	6.7	103	1443	24.9	3.8	111	2381	22.8	6.3	102
DIFF'RENT STROKES	N 11258	1120	5.9	9.9	88	658	6.1	5.8	90	383	6.6	3.4	98	779	7.4	6.9	111
DOUBLE TROUBLE	N 12248	1503	7.9	12.3	108	988	9.1	8.1	125	457	7.9	3.7	108	870	8.3	7.1	114
DUCK FACTORY	N 11100	1348	7.1	12.1	107	775	7.1	7.0	108	409	7.0	3.7	106	808	7.7	7.3	117
DUKES OF HAZZARD	C 12353	1215	6.4	9.8	87	792	7.3	6.4	99	466	8.0	3.8	109	897	8.6	7.3	116
DYNASTY	A 33279	3528	18.5	10.6	93	2057	19.0	6.2	96	1380	23.8	4.1	120	2007	19.2	6.0	97
FACTS OF LIFE	N 13410	1736	9.1	12.9	114	952	8.8	7.1	110	495	8.5	3.7	107	956	9.1	7.1	114
FALCON CREST	C 31093	3416	17.9	11.0	97	2227	20.5	7.2	111	1126	19.4	3.6	105	2011	19.2	6.5	104
FALL GUY	A 18649	1617	8.5	8.7	76	1152	10.6	6.2	96	838	14.4	4.5	130	1276	12.2	6.8	110
FAMILY TIES	N 13101	1451	7.6	11.1	98	761	7.0	5.8	90	511	8.8	3.9	113	1039	9.9	7.9	127
FANTASY ISLAND	A 13069	1414	7.4	10.8	95	728	6.7	5.6	86	481	8.3	3.7	106	780	7.5	6.0	96
FOULUPS, BLEEPS & BLUNDERS	A 16588	2019	10.6	12.2	107	1165	10.7	7.0	109	581	10.0	3.5	101	1086	10.4	6.5	105
FOUR SEASONS	C 9302	943	5.0	10.1	89	612	5.6	6.6	102	*311	5.4	3.3	97	678	6.5	7.3	117
GIMME A BREAK	N 13955	1399	7.3	10.0	88	838	7.7	6.0	93	488	8.4	3.5	101	1121	10.7	8.0	129
HART TO HART	A 15735	1555	8.2	9.9	87	985	9.1	6.3	97	610	10.5	3.9	112	1132	10.8	7.2	115
HILL STREET BLUES	N 18257	2457	12.9	13.5	118	1168	10.8	6.4	99	694	12.0	3.8	110	1204	11.5	6.6	106
HOTEL	A 24236	2312	12.1	9.5	84	1525	14.1	6.3	97	912	15.7	3.8	109	1635	15.6	6.7	108
JEFFERSONS	C 17010	1802	9.5	10.6	93	926	8.5	5.4	84	562	9.7	3.3	95	1114	10.6	6.5	105
JENNIFER SLEPT HERE	N 9397	961	5.0	10.2	90	628	5.8	6.7	103	276	4.8	2.9	85	649	6.2	6.9	111
KATE & ALLIE	C 16762	1896	10.0	11.3	100	1202	11.1	7.2	111	572	9.9	3.4	99	1009	9.6	6.0	96
KNIGHT RIDER	N 13164	1646	8.6	12.5	110	888	8.2	6.7	104	481	8.3	3.7	106	917	8.8	7.0	112
LOVE BOAT	A 20400	2054	10.8	10.1	89	1142	10.5	5.6	87	676	11.6	3.3	96	1277	12.2	6.3	100
MAGNUM PI	C 22543	2581	13.5	11.4	101	1455	13.4	6.5	100	885	15.2	3.9	113	1486	14.2	6.6	106
MAMA'S FAMILY	N 9852	1150	6.0	11.7	103	724	6.7	7.3	114	375	6.5	3.8	110	835	8.0	8.5	136
MASTER, THE	N 8082	611	3.2	7.6	67	471	4.3	5.8	90	307	5.3	3.8	110	507	4.8	6.3	101
MATT HOUSTON	A 12881	1443	7.6	11.2	99	785	7.2	6.1	94	506	8.7	3.9	114	814	7.8	6.3	101
NBC MONDAY NIGHT MOVIE	N 23889	2672	14.0	11.2	98	1616	14.9	6.8	105	917	15.8	3.8	111	1569	15.0	6.6	105
NBC NIGHTLY NEWS	N 11156	1081	5.7	9.7	85	899	8.3	8.1	125	304	5.2	2.7	79	816	7.8	7.3	117
NBC NIGHTLY NEWS-SAT	N 7363	715	3.8	9.7	86	579	5.3	7.9	122	*255	4.4	3.5	100	499	4.8	6.8	109
NBC NIGHTLY NEWS-SUN	N 6214	653	3.4	10.5	93	562	5.2	9.0	140	*178	3.1	2.9	83	393	3.8	6.3	101
NBC SUNDAY NIGHT MOVIE	N 17590	1937	10.2	11.0	97	1217	11.2	6.9	107	533	9.2	3.0	88	1168	11.2	6.6	106
NEWHART	C 16740	1869	9.8	11.2	98	1180	10.9	7.0	109	595	10.3	3.6	103	1104	10.5	6.6	106
ONE DAY AT A TIME	C 11820	1555	8.2	13.2	116	751	6.9	6.4	98	543	9.4	4.6	133	705	6.7	6.0	96
PEOPLE ARE FUNNY	N 9138	1098	5.8	12.0	106	686	6.3	7.5	116	367	6.3	4.0	116	699	6.7	7.6	123
REAL PEOPLE	N 15979	1835	9.6	11.5	101	1293	11.9	8.1	125	457	7.9	2.9	83	1286	12.3	8.0	129
REMINGTON STEELE	N 14395	1603	8.4	11.1	98	903	8.3	6.3	97	378	6.5	2.6	76	880	8.4	6.1	98
RIPLEY'S BELIEVE IT - NOT	A 11362	1269	6.7	11.2	98	725	6.7	6.4	99	436	7.5	3.8	111	797	7.6	7.0	112
RIPTIDE	N 13920	1557	8.2	11.2	98	936	8.6	6.7	104	480	8.3	3.4	100	928	8.9	6.7	107
SCARECROW & MRS. KING	C 17571	1865	9.8	10.6	93	1166	10.8	6.6	103	677	11.7	3.9	111	1064	10.2	6.1	97
SIMON & SIMON	C 20208	2028	10.6	10.0	88	1360	12.5	6.7	104	854	14.7	4.2	122	1440	13.8	7.1	114
60 MINUTES	C 27668	2909	15.3	10.5	93	1869	17.2	6.8	105	927	16.0	3.4	97	1918	18.3	6.9	111
ST. ELSEWHERE	N 13699	1720	9.0	12.6	111	997	9.2	7.3	113	553	9.5	4.0	117	1152	11.0	8.4	135
THREE'S COMPANY	A 20632	2306	12.1	11.2	98	1386	12.8	6.7	104	654	11.3	3.2	92	1401	13.4	6.8	109
T.J. HOOKER	A 17136	1640	8.6	9.6	84	1074	9.9	6.3	97	591	10.2	3.4	100	1259	12.0	7	

	TOTAL U.S. '000	SENSODYNE				TOPOL				ULTRA BRITE				A B C D			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	4922	100.0	2.9	100	5852	100.0	3.5	100	9760	100.0	5.8	100				
MALES	79263	1996	40.6	2.5	86	2673	45.7	3.4	97	4235	43.4	5.3	92				
FEMALES	88464	2926	59.4	3.3	113	3180	54.3	3.6	103	5525	56.6	6.2	107				
18 - 24	28671	*394	8.0	1.4	47	1136	19.4	4.0	114	1490	15.3	5.2	89				
25 - 34	39536	860	17.5	2.2	74	1795	30.7	4.5	130	2661	27.3	6.7	116				
35 - 44	28978	862	17.5	3.0	101	1080	18.5	3.7	107	1801	18.5	6.2	107				
45 - 54	22345	989	20.1	4.4	151	807	13.8	3.6	104	1477	15.1	6.6	114				
55 - 64	22224	1011	20.5	4.5	155	604	10.3	2.7	78	1351	13.8	6.1	104				
65 OR OLDER	25973	807	16.4	3.1	106	*431	7.4	1.7	48	980	10.0	3.8	65				
18 - 34	68207	1254	25.5	1.8	63	2931	50.1	4.3	123	4151	42.5	6.1	105				
18 - 49	108058	2575	52.3	2.4	81	4380	74.8	4.1	116	6809	69.8	6.3	108				
25 - 54	90859	2710	55.1	3.0	102	3681	62.9	4.1	116	5939	60.9	6.5	112				
35 - 49	39851	1321	26.8	3.3	113	1449	24.8	3.6	104	2658	27.2	6.7	115				
50 OR OLDER	59669	2347	47.7	3.9	134	1472	25.2	2.5	71	2951	30.2	4.9	85				
GRADUATED COLLEGE	28091	1019	20.7	3.6	124	795	13.6	2.8	81	1280	13.1	4.6	78				
ATTENDED COLLEGE	28938	864	17.6	3.0	102	892	15.2	3.1	88	1921	19.7	6.6	114				
GRADUATED HIGH SCHOOL	65503	1955	39.7	3.0	102	2817	48.1	4.3	123	4085	41.9	6.2	107				
DID NOT GRADUATE HIGH SCHOOL	45195	1084	22.0	2.4	82	1349	23.1	3.0	86	2475	25.4	5.5	94				
EMPLOYED MALES	56429	1340	27.2	2.4	81	2125	36.3	3.8	108	2920	29.9	5.2	89				
EMPLOYED FEMALES	43971	1533	31.1	3.5	119	1724	29.5	3.9	112	2840	29.1	6.5	111				
EMPLOYED FULL-TIME	87773	2572	52.3	2.9	100	3445	58.9	3.9	112	5086	52.1	5.8	100				
EMPLOYED PART-TIME	12627	*301	6.1	2.4	81	*405	6.9	3.2	92	673	6.9	5.3	92				
NOT EMPLOYED	67327	2049	41.6	3.0	104	2003	34.2	3.0	85	4000	41.0	5.9	102				
PROFESSIONAL/MANAGER	25845	829	16.8	3.2	109	838	14.3	3.2	93	1583	16.2	6.1	105				
TECH/CLERICAL/SALES	30895	1062	21.6	3.4	117	1222	20.9	4.0	113	1687	17.3	5.5	94				
PRECISION/CRAFT	12629	*317	6.4	2.5	86	504	8.6	4.0	114	547	5.6	4.3	74				
OTHER EMPLOYED	31031	665	13.5	2.1	73	1286	22.0	4.1	119	1943	19.9	6.3	108				
SINGLE	35557	706	14.3	2.0	68	1430	24.4	4.0	115	2024	20.7	5.7	98				
MARRIED	103585	3412	69.3	3.3	112	3508	59.9	3.4	97	6221	63.7	6.0	103				
DIVORCED/SEPARATED/WIDOWED	28585	805	16.4	2.8	96	915	15.6	3.2	92	1515	15.5	5.3	91				
PARENTS	59295	1420	28.9	2.4	82	2290	39.1	3.9	111	3820	39.1	6.4	111				
WHITE	146081	4492	91.3	3.1	105	5171	88.4	3.5	101	8422	86.3	5.8	99				
BLACK	17974	*301	6.1	1.7	57	624	10.7	3.5	100	1184	12.1	6.6	113				
OTHER	3672	**130	2.6	3.5	121	**58	1.0	1.6	45	**154	1.6	4.2	72				
NORTHEAST-CENSUS	37005	1457	29.6	3.9	134	993	17.0	2.7	77	2148	22.0	5.8	100				
NORTH CENTRAL	42642	1047	21.3	2.5	84	1737	29.7	4.1	117	2391	24.5	5.6	96				
SOUTH	56777	1258	25.6	2.2	76	1922	32.8	3.4	97	3234	33.1	5.7	98				
WEST	31303	1161	23.6	3.7	126	1201	20.5	3.8	110	1986	20.3	6.3	109				
NORTHEAST-MKTG.	38125	1408	28.6	3.7	126	1008	17.2	2.6	76	1977	20.3	5.2	89				
EAST CENTRAL	24794	583	11.8	2.4	80	881	15.1	3.6	102	1517	15.5	6.1	105				
WEST CENTRAL	28511	775	15.7	2.7	93	1282	21.9	4.5	129	1712	17.5	6.0	103				
SOUTH	48953	1136	23.1	2.3	79	1729	29.5	3.5	101	2871	29.4	5.9	101				
PACIFIC	27344	1021	20.7	3.7	127	952	16.3	3.5	100	1683	17.2	6.2	106				
COUNTY SIZE A	69301	2335	47.4	3.4	115	2299	39.3	3.3	95	3730	38.2	5.4	92				
COUNTY SIZE B	50633	1302	26.5	2.6	88	1804	30.8	3.6	102	3033	31.1	6.0	103				
COUNTY SIZE C	26259	837	17.0	3.2	109	968	16.5	3.7	106	1834	18.8	7.0	120				
COUNTY SIZE D	21534	*448	9.1	2.1	71	781	13.3	3.6	104	1162	11.9	5.4	93				
METRO CENTRAL CITY	50014	1652	33.6	3.3	113	1709	29.2	3.4	98	2886	29.6	5.8	99				
METRO SUBURBAN	76832	2302	46.8	3.0	102	2759	47.1	3.6	103	4381	44.9	5.7	98				
NON METRO	40881	968	19.7	2.4	81	1384	23.7	3.4	97	2493	25.5	6.1	105				
TOP 5 ADI'S	39550	1555	31.6	3.9	134	1279	21.9	3.2	93	2015	20.6	5.1	88				
TOP 10 ADI'S	54877	1961	39.8	3.6	122	1690	28.9	3.1	88	2751	28.2	5.0	86				
TOP 20 ADI'S	77516	2676	54.4	3.5	118	2623	44.8	3.4	97	4262	43.7	5.5	94				
MSHLD INC. \$50,000 OR MORE	17257	793	16.1	4.6	157	*564	9.6	3.3	94	1001	10.3	5.8	100				
\$40,000 OR MORE	33235	1403	28.5	4.2	144	1004	17.2	3.0	87	1761	18.0	5.3	91				
\$30,000 OR MORE	59693	2206	44.8	3.7	126	2068	35.3	3.5	99	3451	35.4	5.8	99				
\$25,000 OR MORE	76275	2686	54.6	3.5	120	2728	46.6	3.6	103	4458	45.7	5.8	100				
\$20,000 - \$24,999	18607	668	13.6	3.6	122	674	11.5	3.6	104	1081	11.1	5.8	100				
\$15,000 - \$19,999	17175	*403	8.2	2.3	80	662	11.3	3.9	110	1017	10.4	5.9	102				
\$10,000 - \$14,999	24569	721	14.6	2.9	100	798	13.6	3.2	93	1472	15.1	6.0	103				
UNDER \$10,000	31101	444	9.0	1.4	49	991	16.9	3.2	91	1732	17.7	5.6	96				
HOUSEHOLD OF 1 PERSON	19441	540	11.0	2.8	95	569	9.7	2.9	84	949	9.7	4.9	84				
2 PEOPLE	51803	1911	38.8	3.7	126	1668	28.5	3.2	92	2893	29.6	5.6	96				
3 OR 4 PEOPLE	66933	1773	36.0	2.6	90	2700	46.1	4.0	116	3905	40.0	5.8	100				
5 OR MORE PEOPLE	29550	*698	14.2	2.4	80	916	15.7	3.1	89	2013	20.6	6.8	117				
NO CHILD IN MSHLD	96587	3167	64.3	3.3	112	3179	54.3	3.3	94	5140	52.7	5.3	91				
CHILD(REN) UNDER 2 YRS	10844	**147	3.0	1.4	46	*327	5.6	3.0	86	627	6.4	5.8	99				
2 - 5 YEARS	26358	*385	7.8	1.5	50	1107	18.9	4.2	120	1539	15.8	5.8	100				
6 - 11 YEARS	30453	873	17.7	2.9	98	1122	19.2	3.7	106	2120	21.7	7.0	120				
12 - 17 YEARS	36575	1069	21.7	2.9	100	1221	20.9	3.3	96	2312	23.7	6.3	109				
RESIDENCE OWNED	117770	3921	79.7	3.3	113	3663	62.6	3.1	89	6613	67.8	5.6	96				
VALUE: \$50,000 OR MORE	70166	2806	57.0	4.0	136	2364	40.4	3.4	97	4073	41.7	5.8	100				
VALUE: UNDER \$50,000	47604	1116	22.7	2.3	80	1298	22.2	2.7	78	2540	26.0	5.3	92				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	FEMSDODYNE				TOPOL				ULTRA BRITE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	4922	100.0	2.9	100	5852	100.0	3.5	100	9760	100.0	5.8	100				
MAGAZINES	QUINTILE 1	34022	1043	21.2	3.1	104	1605	27.4	4.7	135	2597	26.6	7.6	131				
	QUINTILE 2	34800	1245	25.3	3.6	122	1119	19.1	3.2	92	2120	21.7	6.1	105				
	QUINTILE 3	30514	1008	20.5	3.3	113	915	15.6	3.0	86	1533	15.7	5.0	86				
	QUINTILE 4	33324	839	17.0	2.5	86	1054	18.0	3.2	91	1841	18.9	5.5	95				
	QUINTILE 5	35064	788	16.0	2.2	77	1160	19.8	3.3	95	1670	17.1	4.8	82				
NEWSPAPERS	QUINTILE 1	29107	1062	21.6	3.6	124	909	15.5	3.1	90	1890	19.4	6.5	112				
	QUINTILE 2	49095	1705	34.6	3.5	118	1804	30.8	3.7	105	2566	26.3	5.2	90				
	QUINTILE 3	23107	621	12.6	2.7	92	777	13.3	3.4	96	1545	15.8	6.7	115				
	QUINTILE 4	33556	864	17.6	2.6	88	1071	18.3	3.2	91	1928	19.8	5.7	99				
	QUINTILE 5	32863	670	13.6	2.0	69	1293	22.1	3.9	113	1830	18.8	5.6	96				
OUTDOOR	QUINTILE 1	33431	880	17.9	2.6	90	1233	21.1	3.7	106	1966	20.1	5.9	101				
	QUINTILE 2	33478	966	19.6	2.9	98	1155	19.7	3.5	99	2082	21.3	6.2	107				
	QUINTILE 3	33574	975	19.8	2.9	99	1337	22.8	4.0	114	1989	20.4	5.9	102				
	QUINTILE 4	33935	1156	23.5	3.4	116	1275	21.8	3.8	108	1921	19.7	5.7	97				
	QUINTILE 5	33310	945	19.2	2.8	97	853	14.6	2.6	73	1802	18.5	5.4	93				
RADIO-DRIVE TIME	QUINTILE 1	33136	1075	21.8	3.2	111	1514	25.9	4.6	131	2102	21.5	6.3	109				
	QUINTILE 2	31458	930	18.9	2.9	100	1116	19.1	3.5	101	1800	18.4	5.7	98				
	QUINTILE 3	32541	846	17.2	2.6	89	1075	18.4	3.3	95	1945	19.9	6.0	103				
	QUINTILE 4	34247	938	19.1	2.7	93	1044	17.8	3.0	87	1959	20.1	5.7	98				
	QUINTILE 5	36144	1132	23.0	3.1	107	1103	18.8	3.1	87	1955	20.0	5.4	93				
RADIO-MID- DAY	TERCILE 1	45037	1356	27.5	3.0	103	1827	31.2	4.1	116	2863	29.3	6.4	109				
	TERCILE 2	44819	1298	26.4	2.9	99	1473	25.2	3.3	94	2427	24.9	5.4	93				
	TERCILE 3	77872	2267	46.1	2.9	99	2553	43.6	3.3	94	4471	45.8	5.7	99				
RADIO-TOTAL	QUINTILE 1	33763	1159	23.5	3.4	117	1536	26.2	4.5	130	2190	22.4	6.5	111				
	QUINTILE 2	33240	792	16.1	2.4	81	1224	20.9	3.7	106	1878	19.2	5.6	97				
	QUINTILE 3	33408	869	17.7	2.6	89	968	16.5	2.9	83	2061	21.1	6.2	106				
	QUINTILE 4	34792	1149	23.3	3.3	113	1135	19.4	3.3	94	1816	18.6	5.2	90				
	QUINTILE 5	32524	953	19.4	2.9	100	989	16.9	3.0	87	1815	18.6	5.6	96				
TV-PRIME TIME	QUINTILE 1	33090	843	17.1	2.5	87	1283	21.9	3.9	111	2208	22.6	6.7	115				
	QUINTILE 2	33357	1032	21.0	3.1	105	1078	18.4	3.2	93	1853	19.0	5.6	95				
	QUINTILE 3	33980	1116	22.7	3.3	112	994	17.0	2.9	84	1819	18.6	5.4	92				
	QUINTILE 4	33854	947	19.2	2.8	95	1309	22.4	3.9	111	1961	20.1	5.8	100				
	QUINTILE 5	33444	984	20.0	2.9	100	1188	20.3	3.6	102	1918	19.7	5.7	99				
TV-DAYTIME	TERCILE 1	49121	1382	28.1	2.8	96	1811	30.9	3.7	106	3051	31.3	6.2	107				
	TERCILE 2	48823	1316	26.7	2.7	92	1554	26.6	3.2	91	2792	28.6	5.7	98				
	TERCILE 3	69782	2224	45.2	3.2	109	2488	42.5	3.6	102	3916	40.1	5.6	96				
TV-TOTAL	QUINTILE 1	33584	925	18.8	2.8	94	1282	21.9	3.8	109	2235	22.9	6.7	114				
	QUINTILE 2	33441	871	17.7	2.6	89	1113	19.0	3.3	95	1867	19.1	5.6	96				
	QUINTILE 3	33505	1038	21.1	3.1	106	1223	20.9	3.7	105	1756	18.0	5.2	90				
	QUINTILE 4	33464	1099	22.3	3.3	112	913	15.6	2.7	78	1915	19.6	5.7	98				
	QUINTILE 5	33731	989	20.1	2.9	100	1322	22.6	3.9	112	1988	20.4	5.9	101				
MAGAZINES-NEWSPAPERS: DUAL		44503	1588	32.3	3.6	122	1840	31.4	4.1	119	2837	29.1	6.4	110				
MAGAZINE IMPERATIVE		39363	1029	20.9	2.6	89	1389	23.7	3.5	101	2704	27.7	6.9	118				
NEWSPAPER IMPERATIVE		46441	1527	31.0	3.3	112	1304	22.3	2.8	80	2355	24.1	5.1	87				
MAGAZINES-OUTDOOR: DUAL		33726	912	18.5	2.7	92	1321	22.6	3.9	112	2173	22.3	6.4	111				
MAGAZINE IMPERATIVE		52846	1947	39.6	3.7	126	1953	33.4	3.7	106	3483	35.7	6.6	113				
OUTDOOR IMPERATIVE		52140	1415	28.7	2.7	92	1691	28.9	3.2	93	2810	28.8	5.4	93				
MAGAZINES-RADIO: DUAL		37081	1022	20.8	2.8	94	1571	26.8	4.2	121	2337	23.9	6.3	108				
MAGAZINE IMPERATIVE		49747	1871	38.0	3.8	128	1668	28.5	3.4	96	3353	34.4	6.7	116				
RADIO IMPERATIVE		49208	1311	26.6	2.7	91	1708	29.2	3.5	99	2740	28.1	5.6	96				
MAGAZINES-TELEVISION: DUAL		33103	861	17.5	2.6	89	1348	23.0	4.1	117	1896	19.4	5.7	98				
MAGAZINE IMPERATIVE		54575	1976	40.1	3.6	123	1908	32.6	3.5	100	3492	35.8	6.4	110				
TELEVISION IMPERATIVE		53249	1431	29.1	2.7	92	1653	28.2	3.1	89	2960	30.3	5.6	96				
NEWSPAPERS-OUTDOOR: DUAL		36255	1080	21.9	3.0	102	1199	20.5	3.3	95	2138	21.9	5.9	101				
NEWSPAPER IMPERATIVE		55591	2069	42.0	3.7	127	1962	33.5	3.5	101	3160	32.4	5.7	98				
OUTDOOR IMPERATIVE		48219	1208	24.5	2.5	85	1762	30.1	3.6	105	3030	31.0	6.3	108				
NEWSPAPERS-RADIO: DUAL		37242	1250	25.4	3.4	114	1502	25.7	4.0	116	2230	22.8	6.0	103				
NEWSPAPER IMPERATIVE		54423	1877	38.1	3.4	118	1625	27.8	3.0	86	3206	32.8	5.9	101				
RADIO IMPERATIVE		46650	1071	21.8	2.3	78	1756	30.0	3.8	108	2942	30.1	6.3	108				
NEWSPAPERS-TELEVISION: DUAL		35974	1150	23.4	3.2	109	1307	22.3	3.6	104	2027	20.8	5.6	97				
NEWSPAPER IMPERATIVE		56095	2034	41.3	3.6	124	1870	32.0	3.3	96	3220	33.0	5.7	99				
TELEVISION IMPERATIVE		47170	1008	20.5	2.1	73	1642	28.1	3.5	100	2938	30.1	6.2	107				
OUTDOOR-RADIO: DUAL		33748	812	16.5	2.4	82	1327	22.7	3.9	113	2043	20.9	6.1	104				
OUTDOOR IMPERATIVE		52785	1630	33.1	3.1	105	1725	29.5	3.3	94	3197	32.8	6.1	104				
RADIO IMPERATIVE		52852	1684	34.2	3.2	109	2014	34.4	3.8	109	3086	31.6	5.8	100				
OUTDOOR-TELEVISION: DUAL		32030	789	16.0	2.5	84	1118	19.1	3.5	100	1960	20.1	6.1	105				
OUTDOOR IMPERATIVE		54626	1595	32.4	2.9	99	1942	33.2	3.6	102	3226	33.1	5.9	101				
TELEVISION IMPERATIVE		54874	1610	32.7	2.9	100	1984	33.9	3.6	104	3218	33.0	5.9	101				
RADIO-TELEVISION: DUAL		33386	837	17.0	2.5	85	1439	24.6	4.3	124	2025	20.7	6.1	104				
RADIO IMPERATIVE		53810	1688	34.3	3.1	107	1921	32.8	3.6	102	3201	32.8	5.9	102				
TELEVISION IMPERATIVE		54023	1577	32.0	2.9	99	1602	27.4	3.0	85	3017	30.9	5.6	96				

	TOTAL U.S. '000	SENSODYNE				TOPOL				ULTRA BRITE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4922	100.0	2.9	100	5852	100.0	3.5	100	9760	100.0	5.8	100				
ATLANTIC MONTHLY	867	**21	0.4	2.4	83	**31	0.5	3.6	102	**79	0.8	9.1	157				
BARRON'S	1580	**56	1.1	3.5	121	**46	0.8	2.9	83	**77	0.8	4.9	84				
BETTER HOMES & GARDENS	22203	863	17.5	3.9	132	850	14.5	3.8	110	1413	14.5	6.4	109				
BON APPETIT	3810	*135	2.7	3.5	121	*286	4.9	7.5	215	*163	1.7	4.3	74				
BUSINESS WEEK	4663	*140	2.8	3.0	102	*171	2.9	3.7	105	295	3.0	6.3	109				
CAR AND DRIVER	3102	**131	2.7	4.2	144	**209	3.6	6.7	193	*228	2.3	7.4	126				
CBS MAGAZINE NETWORK (GROSS)	7311	**157	3.2	2.1	73	429	7.3	5.9	168	427	4.4	5.8	100				
CHANGING TIMES	3400	**126	2.6	3.7	126	**93	1.6	2.7	78	*231	2.4	6.8	117				
COLONIAL HOMES	1796	**46	0.9	2.6	87	**69	1.2	3.8	110	*97	1.0	5.4	93				
CONDE NAST MAG. PKG. (GROSS)	19924	574	11.7	2.9	98	1209	20.7	6.1	174	1610	16.5	8.1	139				
CONSUMERS DIGEST	3125	**94	1.9	3.0	103	*135	2.3	4.3	124	*181	1.9	5.8	100				
COSMOPOLITAN	10577	355	7.2	3.4	114	555	9.5	5.2	150	864	8.9	8.2	140				
COUNTRY LIVING	3746	**104	2.1	2.8	95	**108	1.8	2.9	83	*225	2.3	6.0	103				
CUISINE	2214	**87	1.8	3.9	134	**163	2.8	7.4	211	*149	1.5	6.7	116				
CYCLE WORLD	2394	**35	0.7	1.5	50	**107	1.8	4.5	128	**87	0.9	3.6	62				
DCI:CREATIVE IDEAS FOR LIV	3068	**98	2.0	3.2	109	*171	2.9	5.6	160	*183	1.9	6.0	103				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	348	7.1	3.6	124	342	5.8	3.6	103	416	4.3	4.4	75				
DISCOVER	2277	**39	0.8	1.7	58	**58	1.0	2.5	73	*142	1.5	6.2	107				
EBONY	7187	*106	2.2	1.5	50	*256	4.4	3.6	102	582	6.0	8.1	139				
ESQUIRE	2560	**65	1.3	2.5	87	*124	2.1	4.8	139	*214	2.2	8.4	144				
ESSENCE	3242	**63	1.3	1.9	66	**96	1.6	3.0	85	312	3.2	9.6	165				
FAMILY CIRCLE	19639	796	16.2	4.1	138	784	13.4	4.0	114	1293	13.2	6.6	113				
THE FAMILY HANDYMAN	3540	**87	1.8	2.5	84	*164	2.8	4.6	133	*105	1.1	3.0	51				
FAMILY WEEKLY	23924	747	15.2	3.1	106	875	15.0	3.7	105	1436	14.7	6.0	103				
FIELD & STREAM	9883	*228	4.6	2.3	79	398	6.8	4.0	115	648	6.6	6.6	113				
FOOD & WINE	1030	**11	0.2	1.1	36	**78	1.3	7.6	217	**40	0.4	3.9	67				
FORBES	2679	**76	1.5	2.8	97	**73	1.2	2.7	78	*191	2.0	7.1	123				
FORTUNE	2931	**59	1.2	2.0	69	**82	1.4	2.8	80	*174	1.8	5.9	102				
GENTLEMEN'S QUARTERLY	3481	**60	1.2	1.7	59	*181	3.1	5.2	149	340	3.5	9.8	168				
GLAMOUR	7163	*220	4.5	3.1	105	516	8.8	7.2	206	626	6.4	8.7	150				
GOLF DIGEST	2355	**111	2.3	4.7	161	**119	2.0	5.1	145	*175	1.8	7.4	128				
GOLF DIGEST/TENNIS (GROSS)	3610	*130	2.6	3.6	123	**160	2.7	4.4	127	280	2.9	7.8	133				
GOLF MAGAZINE	2046	**92	1.9	4.5	153	**160	2.7	7.8	224	**169	1.7	8.3	142				
GOLF MAGAZINE/SKI (GROSS)	3547	**125	2.5	3.5	120	*192	3.3	5.4	155	*252	2.6	7.1	122				
GOOD HOUSEKEEPING	20353	708	14.4	3.5	119	851	14.5	4.2	120	1248	12.8	6.1	105				
HARPER'S BAZAAR	3362	**74	1.5	2.2	75	*169	2.9	5.0	144	372	3.8	11.1	190				
HEALTH	2987	**84	1.7	2.8	96	**175	3.0	5.9	168	*199	2.0	6.7	114				
HEARST MAG CORP. BUY (GROSS)	67928	2171	44.1	3.2	109	2985	51.0	4.4	126	4364	44.7	6.4	110				
HEARST MAN POWER (GROSS)	11282	328	6.7	2.9	99	338	5.8	3.0	86	573	5.9	5.1	87				
HEARST WOMAN POWER (GROSS)	40514	1368	27.8	3.4	115	1979	33.8	4.9	140	2724	27.9	6.7	116				
HOUSE BEAUTIFUL	4885	*190	3.9	3.9	133	*181	3.1	3.7	106	267	2.7	5.5	94				
INC.	1308	**26	0.5	2.0	68	**78	1.3	6.0	171	**78	0.8	6.0	102				
JET	6498	*100	2.0	1.5	52	231	3.9	3.6	102	442	4.5	6.8	117				
LADIES' HOME JOURNAL	14797	552	11.2	3.7	127	676	11.6	4.6	131	1172	12.0	7.9	136				
LHJ FAMILY GRP COMBO(GROSS)	21743	788	16.0	3.6	124	998	17.1	4.6	132	1627	16.7	7.5	129				
LIFE	9881	288	5.9	2.9	99	391	6.7	4.0	113	685	7.0	6.9	119				
L.A. TIMES HOME MAGAZINE	2775	*202	4.1	7.3	248	**151	2.6	5.4	156	*130	1.3	4.7	81				
MADEMOISELLE	4219	**133	2.7	3.2	107	*246	4.2	5.8	167	352	3.6	8.3	143				
MC CALL'S	16422	714	14.5	4.3	148	973	16.6	5.9	170	979	10.0	6.0	102				
MC CALL'S/WRK MOTHER (GROSS)	17919	743	15.1	4.1	141	1081	18.5	6.0	173	1099	11.3	6.1	105				
MECHANIX ILLUSTRATED	4433	**111	2.3	2.5	85	*182	3.1	4.1	118	*265	2.7	6.0	103				
METROPOLITAN HOME	1504	**40	0.8	2.7	91	**48	0.8	3.2	91	**68	0.7	4.5	78				
MONEY	4723	*84	1.7	1.8	61	*327	5.6	6.9	198	413	4.2	8.7	150				
MOTHER EARTH NEWS	2325	**90	1.8	3.9	132	*133	2.3	5.7	164	*181	1.9	7.8	134				
MS.	1189	**55	1.1	4.6	158	**100	1.7	8.4	241	**85	0.9	7.1	123				
NATIONAL ENQUIRER	18892	450	9.1	2.4	81	846	14.5	4.5	128	1473	15.1	7.8	134				
NATIONAL GEOGRAPHIC	22129	948	19.3	4.3	146	640	10.9	2.9	83	1256	12.9	5.7	98				
NATIONAL SUNDAY MAGAZINE PKG	103750	3401	69.1	3.3	112	3710	63.4	3.6	102	6245	64.0	6.0	103				
NATURAL HISTORY	1379	**70	1.4	5.1	173	**30	0.5	2.2	62	**94	1.0	6.8	117				
NEW WOMAN	2289	**46	0.9	2.0	68	**107	1.8	4.7	134	*189	1.9	8.3	142				
NEW YORK INCLUDING CUE	1088	**76	1.5	7.0	238	**54	0.9	5.0	142	**34	0.3	3.1	54				
THE NEW YORKER	2459	*111	2.3	4.5	154	**57	1.0	2.3	66	*133	1.4	5.4	93				
NEWSWEEK	16527	596	12.1	3.6	123	510	8.7	3.1	88	1092	11.2	6.6	114				
THE N.Y. TIMES DAILY EDITION	2739	*149	3.0	5.4	185	**128	2.2	4.7	134	*153	1.6	5.6	96				
THE N.Y. TIMES MAGAZINE	4443	219	4.4	4.9	168	*173	3.0	3.9	112	246	2.5	5.5	95				
OMNI	2799	**48	1.0	1.7	58	**127	2.2	4.5	130	*162	1.7	5.8	99				
ON CABLE	2209	**70	1.4	3.2	108	**74	1.3	3.3	96	*115	1.2	5.2	89				
1001 HOME IDEAS	3959	*152	3.1	3.8	131	**147	2.5	3.7	106	*256	2.6	6.5	111				
ORGANIC GARDENING	3111	**87	1.8	2.8	95	*142	2.4	4.6	131	*170	1.7	5.5	94				
OUTDOOR LIFE	5024	**98	2.0	2.0	66	*208	3.6	4.1	119	288	3.0	5.7	99				
PARADE MAGAZINE	51292	1724	35.0	3.4	115	1758	30.0	3.4	98	3068	31.4	6.0	103				

	TOTAL U.S. '000	SENSODYNE				TOPOL				ULTRA BRITE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4922	100.0	2.9	100	5852	100.0	3.5	100	9760	100.0	5.8	100				
PARENTS	5298	**99	2.0	1.9	64	*264	4.5	5.0	143	300	3.1	5.7	97				
PENTHOUSE	5129	**98	2.0	1.9	65	*229	3.9	4.5	128	356	3.6	6.9	119				
PEOPLE	21070	534	10.8	2.5	86	956	16.3	4.5	130	1353	13.9	6.4	110				
PLAYBOY	10562	*196	4.0	1.9	63	472	8.1	4.5	128	764	7.8	7.2	124				
POPULAR HOT RODDING	2498	**42	0.9	1.7	57	**130	2.2	5.2	149	*165	1.7	6.6	114				
POPULAR MECHANICS	5887	*163	3.3	2.8	94	*164	2.8	2.8	80	336	3.4	5.7	98				
POPULAR SCIENCE	4317	**149	3.0	3.5	118	*164	2.8	3.8	109	302	3.1	7.0	120				
PREVENTION	5792	303	6.2	5.2	178	*219	3.7	3.8	108	314	3.2	5.4	93				
PSYCHOLOGY TODAY	3284	**107	2.2	3.3	111	*196	3.3	6.0	171	*215	2.2	6.5	113				
READER'S DIGEST	40046	1470	29.9	3.7	125	1427	24.4	3.6	102	2584	26.5	6.5	111				
REDBOOK	9584	306	6.2	3.2	109	573	9.8	6.0	171	612	6.3	6.4	110				
ROAD & TRACK	2590	**78	1.6	3.0	103	**145	2.5	5.6	160	*207	2.1	8.0	137				
ROLLING STONE	3302	**60	1.2	1.8	62	*209	3.6	6.3	181	*232	2.4	7.0	121				
RUNNER'S WORLD	1229	**40	0.8	3.3	111	**50	0.9	4.1	117	**92	0.9	7.5	129				
SATURDAY EVENING POST	2110	**43	0.9	2.0	69	*152	2.6	7.2	206	*192	2.0	9.1	156				
SCIENCE 84	1543	**24	0.5	1.6	53	**61	1.0	4.0	113	**85	0.9	5.5	95				
SCIENCE DIGEST	1747	**110	2.2	6.3	215	**72	1.2	4.1	118	**80	0.8	4.6	79				
SCIENTIFIC AMERICAN	1994	**67	1.4	3.4	115	**93	1.6	4.7	134	*152	1.6	7.6	131				
SELF	3119	**70	1.4	2.2	76	*176	3.0	5.6	162	*210	2.2	6.7	116				
SEVENTEEN	3923	**87	1.8	2.2	76	*191	3.3	4.9	140	394	4.0	10.0	173				
SKI	1501	**33	0.7	2.2	75	**32	0.5	2.1	61	**82	0.8	5.5	94				
SMITHSONIAN	5976	*230	4.7	3.8	131	*134	2.3	2.2	64	366	3.8	6.1	105				
SOAP OPERA DIGEST	4228	**82	1.7	1.9	66	*213	3.6	5.0	144	366	3.8	8.7	149				
SOUTHERN LIVING	6488	*249	5.1	3.8	131	*171	2.9	2.6	76	232	2.4	3.6	61				
SPORT	3500	**69	1.4	2.0	67	**105	1.8	3.0	86	*176	1.8	5.0	86				
THE SPORTING NEWS	2456	**81	1.6	3.3	112	**119	2.0	4.8	139	*173	1.8	7.0	121				
SPORTS AFIELD	3848	**56	1.1	1.5	52	**103	1.8	2.8	81	*157	1.6	4.3	74				
SPORTS ILLUSTRATED	14484	427	8.7	2.9	100	552	9.4	3.8	109	852	8.7	5.9	101				
STAR	12661	320	6.5	2.5	86	545	9.3	4.3	123	1050	10.8	8.3	143				
SUNDAY	52799	1726	35.1	3.3	111	1871	32.0	3.5	102	3264	33.4	6.2	106				
SUNSET	3513	**143	2.9	4.1	139	*170	2.9	4.8	139	**145	1.5	4.1	71				
TV GUIDE	42766	1098	22.3	2.6	87	1581	27.0	3.7	106	2880	29.5	6.7	116				
TENNIS	1254	**19	0.4	1.5	52	**41	0.7	3.3	94	**106	1.1	8.5	145				
TIME	22054	766	15.6	3.5	118	761	13.0	3.5	99	1341	13.7	6.1	104				
TOWN & COUNTRY	1555	**43	0.9	2.8	94	**84	1.4	5.4	155	**85	0.9	5.5	94				
TRAVEL & LEISURE	2173	*129	2.6	5.9	202	**65	1.1	3.0	86	*137	1.4	6.3	108				
TRUE STORY	4636	**128	2.6	2.8	94	*292	5.0	6.3	181	342	3.5	7.4	127				
U.S. NEWS & WORLD REPORT	10353	333	6.8	3.2	110	252	4.3	2.4	70	641	6.6	6.2	106				
USA TODAY	4994	*124	2.5	2.5	85	*175	3.0	3.5	100	357	3.7	7.1	123				
WE	3528	**91	1.8	2.6	88	*192	3.3	5.4	156	284	2.9	8.0	138				
VOGUE	5424	*151	3.1	2.8	95	*270	4.6	5.0	143	423	4.3	7.8	134				
WALL STREET JOURNAL	6292	269	5.5	4.3	146	*229	3.9	3.6	104	393	4.0	6.2	107				
WEIGHT WATCHERS	2762	**69	1.4	2.5	85	**141	2.4	5.1	146	238	2.4	8.6	148				
WOMAN'S DAY	16320	684	13.9	4.2	143	729	12.5	4.5	128	1144	11.7	7.0	120				
WORKING MOTHER	1496	**28	0.6	1.9	64	**108	1.8	7.2	207	*120	1.2	8.0	138				
WORKING WOMAN	1851	**30	0.6	1.6	55	**113	1.9	6.1	175	*82	0.8	4.4	76				
WORLD TENNIS	580	**6	0.1	1.0	35	**45	0.8	7.8	222	**32	0.3	5.5	95				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	289	5.9	2.3	79	658	11.2	5.3	152	678	6.9	5.5	94				
BLAIR INSERTS	91671	3083	62.6	3.4	115	3237	55.3	3.5	101	5568	57.0	6.1	104				
DAILY NEWSPAPERS																	
READ ANY	109190	3486	70.8	3.2	109	3688	63.0	3.4	97	6233	63.9	5.7	98				
READ ONE	89587	2696	54.8	3.0	103	3040	51.9	3.4	97	4969	50.9	5.5	95				
READ TWO OR MORE	19602	790	16.1	4.0	137	648	11.1	3.3	95	1264	13.0	6.4	111				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3608	73.3	3.3	112	3863	66.0	3.5	101	6550	67.1	6.0	103				
READ ONE	95074	3053	62.0	3.2	109	3363	57.5	3.5	101	5575	57.1	5.9	101				
READ TWO OR MORE	14588	556	11.3	3.8	130	500	8.5	3.4	98	975	10.0	6.7	115				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28180	25.35				27.81				27.85							
30 DAY REACH	149706	4414	89.7	2.9	100	5445	93.0	3.6	104	8692	89.1	5.8	100				
50 SHWG - 30 DAY AV FREQ	15.16	13.01				14.63				14.61							
30 DAY REACH	142406	4316	87.7	3.0	103	5161	88.2	3.6	104	8306	85.1	5.8	100				
25 SHWG - 30 DAY AV FREQ	8.23	7.18				7.66				7.85							
30 DAY REACH	131152	3876	78.7	3.0	101	4929	84.2	3.8	108	7744	79.3	5.9	101				
CABLE TV: HOME WIRED	66879	2001	40.7	3.0	102	2549	43.6	3.8	109	4108	42.1	6.1	106				
HOME NOT WIRED	100848	2921	59.3	2.9	99	3303	56.4	3.3	94	5652	57.9	5.6	96				
HAVE PAY CABLE	35024	1082	22.0	3.1	105	1487	25.4	4.2	122	2397	24.6	6.8	118				

	TOTAL U.S. '000	SENSODYNE				TOPOL				ULTRA BRITE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4922	100.0	2.9	100	5852	100.0	3.5	100	9760	100.0	5.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2956	60.1	3.1	105	3464	59.2	3.6	104	5768	59.1	6.0	104				
10:00 AM - 3:00 PM	63599	1918	39.0	3.0	103	2361	40.3	3.7	106	3870	39.7	6.1	105				
3:00 PM - 7:00 PM	72097	2214	45.0	3.1	105	2599	44.4	3.6	103	4366	44.7	6.1	104				
7:00 PM - MIDNIGHT	36670	1089	22.1	3.0	101	1362	23.3	3.7	106	2041	20.9	5.6	96				
MIDNIGHT - 6:00 AM	21908	745	15.1	3.4	116	1037	17.7	4.7	136	1265	13.0	5.8	99				
6:00 AM - MIDNIGHT	127571	3815	77.5	3.0	102	4604	78.7	3.6	103	7626	78.1	6.0	103				
ENTIRE DAY	129239	3867	78.6	3.0	102	4698	80.3	3.6	104	7696	78.9	6.0	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1040	21.1	3.1	104	1230	21.0	3.6	104	2224	22.8	6.5	112				
ALL NEWS	6062	348	7.1	5.7	196	*156	2.7	2.6	74	350	3.6	5.8	99				
AOR/PROGRESSIVE	11884	*225	4.6	1.9	65	391	6.7	3.3	94	651	6.7	5.5	94				
BEAUTIFUL MUSIC	11180	384	7.8	3.4	117	380	6.5	3.4	97	701	7.2	6.3	108				
BLACK	4538	**70	1.4	1.5	53	*223	3.8	4.9	141	311	3.2	6.9	118				
CLASSICAL	3857	*135	2.7	3.5	119	**135	2.3	3.5	100	*274	2.8	7.1	122				
CHR/ROCK	21946	707	14.4	3.2	110	1077	18.4	4.9	141	1326	13.6	6.0	104				
COUNTRY	27262	690	14.0	2.5	86	1070	18.3	3.9	112	1512	15.5	5.5	95				
GOLDEN OLDIES	3339	*128	2.6	3.8	131	**128	2.2	3.8	110	*221	2.3	6.6	114				
MOR/NOSTALGIA	10346	399	8.1	3.9	131	326	5.6	3.2	90	616	6.3	6.0	102				
NEWS/TALK	8929	352	7.2	3.9	134	*281	4.8	3.1	90	563	5.8	6.3	108				
RELIGIOUS	5488	*167	3.4	3.0	104	*185	3.2	3.4	97	347	3.6	6.3	109				
SOFT ROCK	1232	**20	0.4	1.6	55	**32	0.5	2.6	74	**45	0.5	3.7	63				
URBAN CONTEMPORARY	3184	*137	2.8	4.3	147	**143	2.4	4.5	129	*126	1.3	4.0	68				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*284	5.8	4.1	140	*280	4.8	4.1	116	377	3.9	5.5	94				
ABC DIRECTION	5212	*171	3.5	3.3	112	*108	1.8	2.1	59	331	3.4	6.4	109				
ABC ENTERTAINMENT	10385	273	5.5	2.6	90	336	5.7	3.2	93	475	4.9	4.6	79				
ABC FM	4762	*148	3.0	3.1	106	*231	3.9	4.9	139	262	2.7	5.5	95				
ABC INFORMATION	11339	503	10.2	4.4	151	365	6.2	3.2	92	791	8.1	7.0	120				
ABC ROCK	4878	**104	2.1	2.1	73	*157	2.7	3.2	92	307	3.1	6.3	108				
CBS	10709	447	9.1	4.2	142	352	6.0	3.3	94	747	7.7	7.0	120				
MUTUAL	10251	277	5.6	2.7	92	352	6.0	3.4	98	666	6.8	6.5	112				
NBC	12243	405	8.2	3.3	113	408	7.0	3.3	96	681	7.0	5.6	96				
RADIORADIO	4606	**117	2.4	2.5	87	*166	2.8	3.6	103	308	3.2	6.7	115				
RKO ONE	5148	*143	2.9	2.8	95	*292	5.0	5.7	163	*212	2.2	4.1	71				
RKO TWO	7313	*173	3.5	2.4	81	355	6.1	4.9	139	460	4.7	6.3	108				
THE SOURCE	5981	**145	2.9	2.4	83	*211	3.6	3.5	101	451	4.6	7.5	130				
NON-WIRED: BLAIR	19329	631	12.8	3.3	111	574	9.8	3.0	85	1185	12.1	6.1	105				
INTERNET	27139	950	19.3	3.5	119	1074	18.4	4.0	113	1501	15.4	5.5	95				
KATZ RADIO GROUP	36319	1192	24.2	3.3	112	1263	21.6	3.5	100	2117	21.7	5.8	100				
SUPERNET	22361	634	12.9	2.8	97	844	14.4	3.8	108	1459	14.9	6.5	112				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	489	9.9	3.4	115	544	9.3	3.7	107	889	9.1	6.1	105				
MKDAY 9:00 AM - 1:00 PM	18688	491	10.0	2.6	90	758	13.0	4.1	116	1136	11.6	6.1	104				
MKDAY 1:00 PM - 4:30 PM	24061	660	13.4	2.7	93	911	15.6	3.8	109	1490	15.3	6.2	106				
MKDAY 4:30 PM - 7:30 PM	44079	1337	27.2	3.0	103	1477	25.2	3.4	96	2560	26.2	5.8	100				
MKDAY 7:30 PM - 8:00 PM	61979	1803	36.6	2.9	99	2138	36.5	3.4	99	3645	37.3	5.9	101				
MKDAY 11:00 PM - 11:30 PM	49084	1484	30.2	3.0	103	1778	30.4	3.6	104	2785	28.5	5.7	98				
MKDAY 11:30 PM - 1:00 AM	16560	425	8.6	2.6	87	593	10.1	3.6	103	978	10.0	5.9	101				
M-SAT 8-11 PM-SUN 7-11 PM	66967	1957	39.8	2.9	100	2335	39.9	3.5	100	4038	41.4	6.0	104				
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	249	5.1	2.7	92	452	7.7	4.9	140	674	6.9	7.3	125				
ANOTHER WORLD	N 6138	168	3.4	2.7	93	280	4.8	4.6	131	359	3.7	5.8	101				
AS THE WORLD TURNS	C 7707	215	4.4	2.8	95	244	4.2	3.2	91	415	4.3	5.4	93				
CAPITOL	C 4688	151	3.1	3.2	110	167	2.9	3.6	102	252	2.6	5.4	92				
CBS MORN. NEWS 1	C 2792	120	2.4	4.3	146	*97	1.7	3.5	100	157	1.6	5.6	97				
CBS MORN. NEWS 2	C 2071	*69	1.4	3.3	114	*60	1.0	2.9	83	171	1.8	8.3	142				
DAYS OF OUR LIVES	N 8018	195	4.0	2.4	83	324	5.5	4.0	116	489	5.0	6.1	105				
FACTS OF LIFE - DAYTIME	N 3487	*96	2.0	2.8	94	*133	2.3	3.8	109	285	2.9	8.2	140				
FAMILY FEUD	A 4817	132	2.7	2.7	93	141	2.4	2.9	84	203	2.1	4.2	72				
GENERAL HOSPITAL	A 8333	247	5.0	3.0	101	334	5.7	4.0	115	699	7.2	8.4	144				
GOOD MORNING, AMERICA-730	A 5472	182	3.7	3.3	113	211	3.6	3.9	111	275	2.8	5.0	86				
GOOD MORNING, AMERICA-830	A 3965	133	2.7	3.4	114	155	2.6	3.9	112	221	2.3	5.6	96				
GUIDING LIGHT	C 7542	301	6.1	4.0	136	237	4.0	3.1	90	320	3.3	4.2	73				
ONE LIFE TO LIVE	A 6018	*159	3.2	2.6	90	252	4.3	4.2	120	446	4.6	7.4	127				
PRESS YOUR LUCK	C 3589	*71	1.4	2.0	67	127	2.2	3.5	101	245	2.5	6.8	117				
PRICE IS RIGHT 1	C 7418	153	3.1	2.1	70	176	3.0	2.4	68	449	4.6	6.1	104				
PRICE IS RIGHT 2	C 8276	172	3.5	2.1	71	258	4.4	3.1	89	532	5.5	6.4	110				
RYAN'S HOPE	A 4358	*119	2.4	2.7	93	152	2.6	3.5	100	419	4.3	9.6	165				
SALE OF THE CENTURY	N 3749	111	2.3	3.0	101	*102	1.7	2.7	78	236	2.4	6.3	108				
SEARCH FOR TOMORROW	N 2884	*87	1.8	3.0	103	*177	3.0	6.1	176	110	1.1	3.8	66				
TODAY SHOW 1	N 4869	160	3.3	3.3	112	172	2.9	3.5	101	292	3.0	6.0	103				
TODAY SHOW 2	N 4135	173	3.5	4.2	143	131	2.2	3.2	91	282	2.9	6.8	117				
\$25,000 PYRAMID	C 4361	115	2.3	2.6	90	157	2.7	3.6	103	223	2.3	5.1	88				
WHEEL OF FORTUNE	N 6187	167	3.4	2.7	92	300	5.1	4.8	139	353	3.6	5.7	98				
YOUNG AND THE RESTLESS	C 8186	203	4.1	2.5	85	317	5.4	3.9	111	461	4.7	5.6	97				
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 4727	123	2.5	2.6	89	206	3.5	4.4	125	283	2.9	6.0	103				
NBA PLAYOFF GAME -1	C 5127	110	2.2	2.1	73	156	2.7	3.0	87	260	2.7	5.1	87				
NBC MAJOR LEAGUE PRE-GAME N	3945	*76	1.5	1.9	66	*147	2.5	3.7	107	*226	2.3	5.7	98				
SPORTSWORLD - SUN	N 3370	*88	1.8	2.6	89	*116	2.0	3.4	99	276	2.8	8.2	141				
SUNDAY MORNING	C 4200	*149	3.0	3.5	121	*107	1.8	2.5	73	262	2.7	6.2	107				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SENSODYNE				TOPOL				ULTRA BRITE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4922	100.0	2.9	100	5852	100.0	3.5	100	9760	100.0	5.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1676	34.1	3.2	109	1679	28.7	3.2	92	3014	30.9	5.8	99				
NETWORK AFFILIATES - LATE	39164	1254	25.5	3.2	109	1392	23.8	3.6	102	2258	23.1	5.8	99				
INDEPENDENTS - LATE	5133	219	4.4	4.3	145	207	3.5	4.0	116	226	2.3	4.4	76				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	605	12.3	2.7	90	822	14.0	3.6	103	1483	15.2	6.5	112				
ABC MONDAY NIGHT MOVIE	A 11258	371	7.5	3.3	112	349	6.0	3.1	89	706	7.2	6.3	108				
ABC SUNDAY NIGHT MOVIE	A 23600	803	16.3	3.4	116	921	15.7	3.9	112	1438	14.7	6.1	105				
ABC WORLD NEWS TONIGHT	A 12801	416	8.5	3.2	111	502	8.6	3.9	112	771	7.9	6.0	104				
AFTERMASH	C 10966	*270	5.5	2.5	84	425	7.3	3.9	111	669	6.9	6.1	105				
ALICE	C 17050	432	8.8	2.5	86	498	8.5	2.9	84	849	8.7	5.0	86				
AMERICAN PARADE	C 11998	353	7.2	2.9	100	370	6.3	3.1	88	658	6.7	5.5	94				
BENSON	A 19258	642	13.0	3.3	114	676	11.6	3.5	101	1036	10.6	5.4	92				
BLUE THUNDER	A 11478	289	5.9	2.5	86	405	6.9	3.5	101	735	7.5	6.4	110				
CAGNEY & LACEY	C 18263	452	9.2	2.5	84	633	10.8	3.5	99	1122	11.5	6.1	106				
CBS EVENING NEWS-DEAN	C 7733	217	4.4	2.8	96	*270	4.6	3.5	100	404	4.1	5.2	90				
CBS EVENING NEWS-RATHER	C 15653	601	12.2	3.8	131	387	6.6	2.5	71	890	9.1	5.7	98				
CBS SAT. NEWS-SCHIEFFER	C 8744	304	6.2	3.5	118	228	3.9	2.6	75	400	4.1	4.6	79				
CBS SATURDAY NIGHT MOVIE	C 12000	318	6.5	2.6	90	407	7.0	3.4	97	939	9.6	7.8	134				
CBS WEDNESDAY NIGHT MOVIE	C 11522	358	7.3	3.1	106	462	7.9	4.0	115	766	7.8	6.6	114				
CHEERS	N 16818	475	9.7	2.8	96	543	9.3	3.2	93	1091	11.2	6.5	111				
DALLAS	C 37510	1021	20.7	2.7	93	1492	25.5	4.0	114	1763	18.1	4.7	81				
DIFF'RENT STROKES	N 11258	335	6.8	3.0	101	356	6.1	3.2	91	664	6.8	5.9	101				
DOUBLE TROUBLE	N 12248	276	5.6	2.3	77	391	6.7	3.2	91	829	8.5	6.8	116				
DUCK FACTORY	N 11100	316	6.4	2.8	97	366	6.3	3.3	95	726	7.4	6.5	112				
DUKES OF HAZZARD	C 12353	348	7.1	2.8	96	444	7.6	3.6	103	781	8.0	6.3	109				
DYNASTY	A 33279	950	19.3	2.9	97	1279	21.9	3.8	110	1740	17.8	5.2	90				
FACTS OF LIFE	N 13410	357	7.3	2.7	91	484	8.3	3.6	103	886	9.1	6.6	114				
FALCON CREST	C 31093	908	18.4	2.9	100	1135	19.4	3.7	105	1621	16.6	5.2	90				
FALL GUY	A 18649	627	12.7	3.4	115	800	13.7	4.3	123	1111	11.4	6.0	102				
FAMILY TIES	N 13101	420	8.5	3.2	109	418	7.1	3.2	91	782	8.0	6.0	103				
FANTASY ISLAND	A 13069	374	7.6	2.9	98	474	8.1	3.6	104	610	6.3	4.7	80				
FOULUPS, BLEEPs & BLUNDERS	A 16588	428	8.7	2.6	88	669	11.4	4.0	116	977	10.0	5.9	101				
FOUR SEASONS	C 9302	*243	4.9	2.6	89	*308	5.3	3.3	95	461	4.7	5.0	85				
GIMME A BREAK	N 13955	432	8.8	3.1	105	477	8.2	3.4	98	870	8.9	6.2	107				
HART TO HART	A 15735	447	9.1	2.8	97	588	10.0	3.7	107	862	8.8	5.5	94				
HILL STREET BLUES	N 18257	577	11.7	3.2	108	572	9.8	3.1	90	1149	11.8	6.3	108				
HOTEL	A 24236	836	17.0	3.4	118	982	16.8	4.1	116	1291	13.2	5.3	92				
JEFFERSONS	C 17010	478	9.7	2.8	96	508	8.7	3.0	86	856	8.8	5.0	86				
JENNIFER SLEPT HERE	N 9397	311	6.3	3.3	113	*253	4.3	2.7	77	538	5.5	5.7	98				
KATE & ALLIE	C 16762	624	12.7	3.7	127	539	9.2	3.2	92	924	9.5	5.5	95				
KNIGHT RIDER	N 13164	273	5.5	2.1	71	474	8.1	3.6	103	881	9.0	6.7	115				
LOVE BOAT	A 20400	692	14.1	3.4	116	568	9.7	2.8	80	919	9.4	4.5	77				
MAGNUM PI	C 22543	616	12.5	2.7	93	778	13.3	3.5	99	1049	10.7	4.7	80				
MAMA'S FAMILY	N 9852	302	6.1	3.1	104	377	6.4	3.8	110	657	6.7	4.7	115				
MASTER, THE	N 8082	*175	3.6	2.2	74	300	5.1	3.7	106	531	5.4	6.6	113				
MATT HOUSTON	A 12881	265	5.4	2.1	70	447	7.6	3.5	99	764	7.8	5.9	102				
NBC MONDAY NIGHT MOVIE	N 23889	737	15.0	3.1	105	874	14.9	3.7	105	1605	16.4	6.7	115				
NBC NIGHTLY NEWS	N 11156	324	6.6	2.9	99	360	6.2	3.2	92	675	6.9	6.1	104				
NBC NIGHTLY NEWS-SAT	N 7363	*150	3.0	2.0	69	305	5.2	4.1	119	483	4.9	6.6	113				
NBC NIGHTLY NEWS-SUN	N 6214	252	5.1	4.1	138	*149	2.5	2.4	69	383	3.9	6.2	106				
NBC SUNDAY NIGHT MOVIE	N 17590	418	8.5	2.4	81	618	10.6	3.5	101	1442	14.8	8.2	141				
NEWHART	C 16740	518	10.5	3.1	105	511	8.7	3.1	87	947	9.7	5.7	97				
ONE DAY AT A TIME	C 11820	360	7.3	3.0	104	405	6.9	3.4	98	580	5.9	4.9	84				
PEOPLE ARE FUNNY	N 9138	*235	4.8	2.6	88	341	5.8	3.7	107	697	7.1	7.6	131				
REAL PEOPLE	N 15979	414	8.4	2.6	88	529	9.0	3.3	95	1190	12.2	7.4	128				
REMINGTON STEELE	N 14395	392	8.0	2.7	93	498	8.5	3.5	99	793	8.1	5.5	95				
RIPLEY'S BELIEVE IT - NOT	A 11362	298	6.1	2.6	89	450	7.7	4.0	114	815	8.4	7.2	123				
RIPTIDE	N 13920	472	9.6	3.4	116	446	7.6	3.2	92	907	9.3	6.5	112				
SCARECROW & MRS. KING	C 17571	597	12.1	3.4	116	715	12.2	4.1	117	956	9.8	5.4	94				
SIMON & SIMON	C 20208	587	11.9	2.9	99	763	13.0	3.8	108	1225	12.6	6.1	104				
60 MINUTES	C 27668	856	17.4	3.1	105	856	14.6	3.1	89	1520	15.6	5.5	94				
ST. ELSEWHERE	N 13699	412	8.4	3.0	102	471	8.0	3.4	99	854	8.8	6.2	107				
THREE'S COMPANY	A 20632	630	12.8	3.1	104	836	14.3	4.1	116	1232	12.6	6.0	103				
T.J. HOOKER	A 17136	474	9.6	2.8	94	564	9.6	3.3	94	1041	10.7	6.1	104				
TONIGHT SHOW	N 4963	205	4.2	4.1	141	141	2.4	2.8	81	233	2.4	4.7	81				
TRAPPER JOHN, M.D.	C 16332	505	10.3	3.1	105	467	8.0	2.9	82	919	9.4	5.6	97				
TV BLOOPERS & PRAC. JOKES	N 18881	540	11.0	2.9	97	657	11.2	3.5	100	1277	13.1	6.8	116				
20/20	A 18315	577	11.7	3.2	107	576	9.8	3.1	90	1090	11.2	6.0	102				
WEBSTER	A 18722	632	12.8	3.4	115	674	11.5	3.6	103	1050	10.8	5.6	96				
WORLD NEWS - SUN	A 5327	*124	2.5	2.3	79	*234	4.0	4.4	126	293	3.0	5.5	95				
YELLOW ROSE	N 8370	253	5.1	3.0	103	307	5.2	3.7	105	537	5.5	6.4	110				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	805	16.4	3.1	106	961	16.4	3.7									

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL ADULTS	167727	28700	100.0	17.1	100	23704	100.0	14.1	100	56737	100.0	33.8	100	79700	100.0	47.5	100
MALES	79263	13006	45.3	16.4	96	10369	43.7	13.1	93	26313	46.4	33.2	98	37358	46.9	47.1	99
FEMALES	88464	15694	54.7	17.7	104	13336	56.3	15.1	107	30424	53.6	34.4	102	42342	53.1	47.9	101
18 - 24	28671	6622	23.1	23.1	135	5083	21.4	17.7	125	10538	18.6	36.8	109	14100	17.7	49.2	103
25 - 34	39536	8283	28.9	21.0	122	5987	25.3	15.1	107	13880	24.5	35.1	104	21215	26.6	55.7	113
35 - 44	28978	5735	20.0	19.8	116	4299	18.1	14.8	105	10426	18.4	36.0	106	15758	19.8	54.4	114
45 - 54	22345	3621	12.6	16.2	95	3206	13.5	14.3	102	7250	12.8	32.4	96	10686	13.4	47.8	101
55 - 64	22224	2462	8.6	11.1	65	2586	10.9	11.6	82	7307	12.9	32.9	97	9142	11.5	41.1	87
65 OR OLDER	25973	1977	6.9	7.6	44	2545	10.7	9.8	69	7337	12.9	28.2	84	8800	11.0	33.9	71
18 - 34	68207	14905	51.9	21.9	128	11070	46.7	16.2	115	24418	43.0	35.8	106	35315	44.3	51.8	109
18 - 49	108058	22504	78.4	20.8	122	17040	71.9	15.8	112	38537	67.9	35.7	105	56549	71.0	52.3	111
25 - 54	80859	17639	61.5	19.4	113	13491	56.9	14.8	105	31555	55.6	34.7	103	47658	59.8	52.5	110
35 - 49	39851	7599	26.5	19.1	111	5370	25.2	15.0	106	14119	24.9	35.4	105	21234	26.6	53.3	112
50 OR OLDER	59469	6195	21.6	10.4	61	8566	28.1	11.2	79	18200	32.1	30.5	90	23152	29.0	38.8	82
GRADUATED COLLEGE	28091	5337	18.6	19.0	111	5027	12.8	10.8	76	10045	17.7	35.8	106	15911	20.0	56.6	119
ATTENDED COLLEGE	28938	6285	21.9	21.7	127	4133	17.4	14.3	101	10144	17.9	35.1	104	15468	19.4	53.5	112
GRADUATED HIGH SCHOOL	65503	11035	38.4	16.8	98	9596	40.5	14.6	104	22072	38.9	33.7	100	31793	39.9	48.5	102
DID NOT GRADUATE HIGH SCHOOL	45195	6043	21.1	13.4	78	6950	29.3	15.4	109	14476	25.5	32.0	95	16530	20.7	36.6	77
EMPLOYED MALES	58429	10056	35.0	17.8	104	7500	31.6	13.3	94	19313	34.0	34.2	101	28183	35.4	49.9	105
EMPLOYED FEMALES	43971	8680	30.2	19.7	115	6329	26.7	14.4	102	15613	27.5	35.5	105	23525	29.5	53.5	113
EMPLOYED FULL-TIME	87773	16192	56.4	18.4	108	12142	51.2	13.8	98	30094	53.0	34.3	101	45084	56.6	51.4	108
EMPLOYED PART-TIME	12627	2544	8.9	20.1	118	1687	7.1	13.4	95	4832	8.5	38.3	113	6624	8.3	52.5	110
NOT EMPLOYED	67327	9964	34.7	14.8	86	9876	41.7	14.7	104	21811	38.4	32.4	96	27993	35.1	41.6	87
PROFESSIONAL/MANAGER	25845	4882	17.0	18.9	110	3037	12.8	11.8	83	8930	15.7	34.6	102	14276	17.9	55.2	116
TECH/CLERICAL/SALES	30895	6465	22.5	20.9	122	4028	17.0	13.0	92	10165	17.9	32.9	97	16725	21.0	54.1	114
PRECISION/CRAFT	12429	2085	7.3	16.5	96	1542	6.5	12.2	86	4320	7.6	34.2	101	6289	7.9	49.8	105
OTHER EMPLOYED	31031	5304	18.5	17.1	100	5224	22.0	16.8	119	11511	20.3	37.1	110	14418	18.1	46.5	98
SINGLE	35557	6974	24.3	19.6	115	5954	25.1	16.7	118	12642	22.3	35.6	105	17129	21.5	48.2	101
MARRIED	103995	18287	63.7	17.7	103	13887	58.6	13.4	95	35706	62.9	34.5	102	51093	64.1	49.3	104
DIVORCED/SEPARATED/WIDOWED	28985	3438	12.0	12.0	70	3855	16.3	13.5	96	8389	14.8	29.3	87	11478	14.4	40.2	85
PARENTS	59295	13206	46.0	22.3	130	9518	40.2	16.1	114	22293	39.3	37.6	111	32397	40.6	54.6	115
WHITE	146081	25373	88.4	17.4	102	18632	78.6	12.8	90	48447	85.4	33.2	98	71725	90.0	49.1	103
BLACK	17974	2728	9.5	15.2	89	4443	18.7	24.7	175	6757	11.9	37.6	111	6305	7.9	35.1	74
OTHER	3472	599	2.1	16.3	95	631	2.7	17.2	122	1533	2.7	41.7	123	1671	2.1	45.5	96
NORTHEAST-CENSUS	37005	7020	24.5	19.0	111	4710	19.9	12.7	90	14035	24.7	37.9	112	17345	21.8	46.9	99
NORTH CENTRAL	42642	7614	26.5	17.9	104	5165	21.8	12.1	86	13947	24.6	32.7	97	21792	27.3	51.1	108
SOUTH	56777	8422	29.3	14.8	87	9557	40.3	16.8	119	18742	33.0	33.0	98	24971	31.3	44.0	93
WEST	31303	5643	19.7	18.0	105	4270	18.0	13.6	97	10013	17.6	32.0	95	15592	19.6	49.8	105
NORTHEAST-MKTG.	38125	7021	24.5	18.4	108	4999	20.9	13.0	92	14042	24.7	36.8	109	18040	22.6	47.3	100
EAST CENTRAL	24794	4321	15.1	17.4	102	3458	14.6	13.9	99	7913	13.9	31.9	94	11968	15.0	48.3	102
WEST CENTRAL	28511	5198	18.1	18.2	107	3281	13.8	11.4	81	9661	17.0	33.9	100	14851	18.6	52.1	110
SOUTH	48953	7396	25.8	15.1	88	8346	35.2	17.0	121	16258	28.7	33.2	98	21275	26.7	43.5	91
PACIFIC	27344	4763	16.6	17.4	102	3592	15.6	13.5	96	8862	15.6	32.4	96	13567	17.0	49.6	104
COUNTY SIZE A	9301	11704	40.8	16.9	99	9864	41.6	14.2	101	24123	42.5	34.8	103	32704	41.0	47.2	99
COUNTY SIZE B	50433	9135	31.8	18.0	105	6559	27.7	13.0	92	17168	30.3	33.9	100	25107	31.5	49.6	104
COUNTY SIZE C	26259	4402	15.3	16.8	98	4018	16.9	15.3	108	8339	14.7	31.8	94	12256	15.4	46.7	98
COUNTY SIZE D	21534	3458	12.0	16.1	94	3283	13.6	15.2	107	7107	12.5	33.0	98	9634	12.1	44.7	94
METRO CENTRAL CITY	50014	8880	30.9	17.8	104	7029	29.7	14.1	99	17945	31.6	35.9	106	22628	28.4	45.2	95
METRO SUBURBAN	76832	13416	46.7	17.5	102	10493	44.3	13.7	97	25556	45.0	33.3	98	39002	48.9	50.8	107
NON METRO	40581	6404	22.3	15.7	92	6184	26.1	15.1	107	13236	23.3	32.4	96	18070	22.7	44.2	93
TOP 5 ADI'S	39550	7082	24.7	17.9	105	5574	23.5	14.1	100	14437	25.4	36.5	108	18668	23.4	47.2	99
TOP 10 ADI'S	54877	9646	33.6	17.6	103	7790	32.9	14.2	100	19151	33.8	34.9	103	25529	32.0	46.5	98
TOP 20 ADI'S	77516	13051	45.5	16.8	98	10839	45.7	14.0	99	26863	47.3	34.7	102	36406	45.7	47.0	99
HSGLD INC. \$50,000 OR MORE	17257	3266	11.4	18.9	111	1818	7.7	10.5	75	6018	10.6	34.9	103	9723	12.2	56.3	119
\$40,000 OR MORE	32235	6243	21.8	18.8	110	3939	16.6	11.9	84	11764	20.7	35.4	105	18233	22.9	58.9	115
\$30,000 OR MORE	59693	11598	40.4	19.4	114	7439	31.4	12.5	88	20854	36.8	34.9	103	32570	40.9	54.6	115
\$25,000 OR MORE	76275	14933	52.0	19.6	114	9688	40.9	12.7	90	26420	46.6	34.6	102	40972	51.4	53.7	113
\$20,000 - \$24,999	18607	3033	10.6	16.3	95	2706	11.4	14.5	103	6366	11.2	34.2	101	8862	11.1	47.6	100
\$15,000 - \$19,999	17175	3026	10.5	17.6	103	2435	10.3	14.2	100	5872	10.3	34.2	101	7960	10.0	46.3	98
\$10,000 - \$14,999	24564	3747	13.1	15.3	89	3719	15.7	15.1	107	8474	14.9	34.5	102	10581	13.3	43.1	91
UNDER \$10,000	31101	3960	13.8	12.7	74	5145	21.7	16.6	117	9606	16.9	30.9	91	11325	14		

		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	76700	100.0	17.1	100	23706	100.0	14.1	100	56737	100.0	33.8	100	79700	100.0	47.5	100
MAGAZINES	QUINTILE 1	34022	7054	24.6	20.7	121	5236	22.1	15.4	109	12224	21.5	35.9	106	17766	22.3	52.2	110
	QUINTILE 2	34800	6482	22.6	18.6	109	4676	19.7	13.4	95	12094	21.3	34.8	103	18397	23.1	52.9	111
	QUINTILE 3	30514	5171	18.0	16.9	99	4129	17.4	13.5	96	10015	17.7	32.8	97	14486	18.2	47.5	100
	QUINTILE 4	33324	5151	17.9	15.5	90	4517	19.1	13.6	96	11041	19.5	33.1	98	15253	19.0	45.5	96
	QUINTILE 5	35066	4841	16.9	13.8	81	5147	21.7	14.7	104	11362	20.0	32.4	96	13899	17.4	39.6	83
NEWSPAPERS	QUINTILE 1	29107	5612	19.6	19.3	113	3818	16.1	13.1	93	10242	18.1	35.2	104	15273	19.2	52.5	110
	QUINTILE 2	29095	5492	19.6	17.3	101	3970	16.5	12.2	86	10232	18.6	33.1	98	15478	19.5	47.8	101
	QUINTILE 3	23107	4074	14.2	17.6	103	3196	13.5	13.8	98	8888	15.7	38.5	114	11156	14.0	48.3	101
	QUINTILE 4	33556	5874	20.5	17.5	102	5331	22.5	15.9	112	10910	19.2	32.5	96	15780	19.8	47.0	99
	QUINTILE 5	32863	4647	16.2	14.1	83	5390	22.7	16.4	116	10466	18.4	31.8	94	14013	17.6	42.6	90
OUTDOOR	QUINTILE 1	33431	6082	21.2	18.2	106	4484	18.9	13.4	95	11725	20.7	35.1	104	17081	21.4	51.1	108
	QUINTILE 2	33478	6321	22.0	18.9	110	4814	20.3	14.4	102	11561	20.4	34.5	102	16589	20.8	49.6	104
	QUINTILE 3	33574	5760	20.1	17.2	100	4802	20.3	14.3	101	11270	19.9	33.6	99	15790	19.8	47.0	99
	QUINTILE 4	33935	5474	19.1	16.1	94	5017	21.2	14.8	105	11734	20.7	34.6	102	15698	19.7	46.3	97
	QUINTILE 5	33310	5062	17.6	15.2	89	4589	19.4	13.8	97	10447	18.4	31.4	93	14543	18.2	43.7	92
RADIO-DRIVE TIME	QUINTILE 1	33136	6385	22.2	19.3	113	4963	20.9	15.0	106	12125	21.4	36.6	108	16099	20.2	48.6	102
	QUINTILE 2	31658	5448	19.0	17.2	101	5028	21.2	15.9	112	10588	18.7	33.4	99	15230	19.1	48.1	101
	QUINTILE 3	32541	5556	19.4	17.1	100	4160	17.5	12.8	90	11195	19.7	34.4	102	16171	20.3	49.7	105
	QUINTILE 4	34247	5899	20.6	17.2	101	4636	19.6	13.5	96	11611	20.5	33.9	100	16616	20.8	48.5	102
	QUINTILE 5	36144	5413	18.9	15.0	88	4920	20.8	13.6	96	11218	19.8	31.0	92	15585	19.6	43.1	91
RADIO-MID- DAY	TERCILE 1	45037	8165	28.4	18.1	106	6757	28.5	15.0	106	15926	28.1	35.4	105	21667	27.2	48.1	101
	TERCILE 2	44819	7913	27.6	17.7	103	6227	26.3	13.9	98	14829	26.1	33.1	98	21205	26.6	47.3	100
	TERCILE 3	77872	12622	44.0	16.2	95	10721	45.2	13.8	97	25981	45.8	33.4	99	36829	46.2	47.3	100
RADIO-TOTAL	QUINTILE 1	33763	6418	22.4	19.0	111	4972	21.0	14.7	104	12307	21.7	36.5	108	16395	20.6	48.6	102
	QUINTILE 2	33240	5864	20.4	17.6	103	5017	21.2	15.1	107	11292	19.9	34.0	100	15877	19.9	47.8	101
	QUINTILE 3	33408	5697	19.9	17.1	100	4766	20.1	14.3	101	11779	20.8	35.3	104	16817	21.1	50.3	106
	QUINTILE 4	34792	5651	19.7	16.2	95	4527	19.1	13.0	92	11069	19.5	31.8	94	16514	20.7	47.5	100
	QUINTILE 5	32524	5070	17.7	15.6	91	4423	18.7	13.6	96	10290	18.1	31.6	94	14097	17.7	43.3	91
TV-PRIME TIME	QUINTILE 1	33090	5429	18.9	16.4	96	5140	21.7	15.5	110	11283	19.9	34.1	101	14506	18.2	43.8	92
	QUINTILE 2	33357	5719	19.9	17.1	100	4153	17.5	12.5	88	11424	20.1	34.2	101	16537	20.7	49.6	104
	QUINTILE 3	33980	6073	21.2	17.9	104	4577	19.3	13.5	95	11035	19.4	32.5	96	16261	20.4	47.9	101
	QUINTILE 4	33854	5656	19.7	16.7	98	5182	21.9	15.3	108	11620	20.5	34.3	101	16488	20.7	48.7	102
	QUINTILE 5	33444	5822	20.3	17.4	102	4654	19.6	13.9	98	11374	20.0	34.0	101	15909	20.0	47.6	100
TV-DAYTIME	TERCILE 1	49121	7835	27.3	16.0	93	7593	32.0	15.5	109	16296	28.7	33.2	98	21207	26.6	43.2	91
	TERCILE 2	48823	8595	29.9	17.6	103	6489	27.4	13.3	94	16953	29.9	34.7	103	23815	29.9	48.8	103
	TERCILE 3	69782	12270	42.8	17.6	103	9624	40.6	13.8	98	23487	41.4	33.7	99	34679	43.5	49.7	105
TV-TOTAL	QUINTILE 1	33584	5386	18.8	16.0	94	5346	22.6	15.9	113	11314	19.9	33.7	100	14288	17.9	42.5	90
	QUINTILE 2	33441	5155	18.0	15.4	90	4377	18.5	13.1	93	11389	20.1	34.1	101	15501	19.4	46.4	98
	QUINTILE 3	33505	6290	21.9	18.8	110	4467	18.8	13.3	94	10898	19.2	32.5	96	16383	20.6	48.9	103
	QUINTILE 4	33466	6071	21.2	18.1	106	4851	20.5	14.5	103	11089	19.5	33.1	98	16566	20.8	49.5	104
	QUINTILE 5	33731	5798	20.2	17.2	100	4666	19.7	13.8	98	12047	21.2	35.7	106	16963	21.3	50.3	106
MAGAZINES-NEWSPAPERS: DUAL		44503	9135	31.8	20.5	120	5758	24.3	12.9	92	16130	28.4	36.2	107	23524	29.5	52.9	111
MAGAZINE IMPERATIVE		39363	6988	24.3	17.8	104	6365	26.8	16.2	114	13369	23.6	34.0	100	19689	24.7	50.0	105
NEWSPAPER IMPERATIVE		46441	7134	24.9	15.4	90	5722	24.1	12.3	87	15126	26.7	32.6	96	20886	26.2	45.0	95
MAGAZINES-OUTDOOR: DUAL		33726	6670	23.2	19.8	116	4730	20.0	14.0	99	11795	20.8	35.0	103	17832	22.4	52.9	111
MAGAZINE IMPERATIVE		52846	9586	33.4	18.1	106	7745	32.7	14.7	104	18225	32.1	34.5	102	26350	33.1	49.9	105
OUTDOOR IMPERATIVE		52140	8499	29.6	16.3	95	7311	30.8	14.0	99	17632	31.1	33.8	100	23717	29.8	45.5	96
MAGAZINES-RADIO: DUAL		37081	7115	24.8	19.2	112	5686	24.0	15.3	108	13148	23.2	35.5	105	18621	23.4	50.2	106
MAGAZINE IMPERATIVE		49747	9321	32.5	18.7	110	6585	27.8	13.2	94	17003	30.0	34.2	101	25898	32.5	52.1	110
RADIO IMPERATIVE		49208	8027	28.0	16.3	95	7166	30.2	14.6	103	17041	30.0	34.6	102	22410	28.1	45.5	96
MAGAZINES-TELEVISION: DUAL		33103	6328	22.0	19.1	112	4875	20.6	14.7	104	11290	19.9	34.1	101	16661	20.9	50.3	106
MAGAZINE IMPERATIVE		54575	10857	37.8	19.9	116	7615	32.1	14.0	99	18962	33.4	34.7	103	28888	36.2	52.9	111
TELEVISION IMPERATIVE		53249	7207	25.1	13.5	79	7247	30.6	13.6	96	17496	30.8	32.9	97	21878	27.5	41.1	86
NEWSPAPERS-OUTDOOR: DUAL		34255	6584	22.9	18.2	106	4377	18.5	12.1	85	12785	22.5	35.3	104	19186	24.1	52.9	111
NEWSPAPER IMPERATIVE		55591	9435	33.6	17.3	101	7304	30.8	13.1	93	19012	33.5	34.2	101	26199	32.9	47.1	99
OUTDOOR IMPERATIVE		48319	8592	29.9	17.8	104	7891	33.3	16.3	116	16527	29.1	34.2	101	22306	28.0	46.2	97
NEWSPAPERS-RADIO: DUAL		37242	7160	24.9	19.2	112	4693	19.8	12.6	89	13148	23.2	35.3	104	18814	23.6	50.5	106
NEWSPAPER IMPERATIVE		54423	9256	32.3	17.0	99	6714	28.3	12.3	87	18263	32.2	33.6	99	26371	33.1	48.5	102
RADIO IMPERATIVE		46650	7946	27.7	17.0	100	8035	33.9	17.2	122	16424	28.9	35.2	104	21635	27.1	46.4	98
NEWSPAPERS-TELEVISION: DUAL		35974	6008	20.9	16.7	98	4903	20.7	13.6	96	12699	22.4	35.3	104	16834	21.1	46.8	98
NEWSPAPER IMPERATIVE		56095	10581	36.9	18.9	110	6879	29.0	12.3	87	19317	34.0	34.4	102	28864	36.2	51.5	108
TELEVISION IMPERATIVE		47170	7514	26.2	15.9	93	7302	30.8	15.5	110	15407	27.2	32.7	97	20595	25.8	43.7	92
OUTDOOR-RADIO: DUAL		33748	6211	21.6	18.4	108	4862	20.5	14.4	102	11841	20.9	35.1	104	16894	21.2	50.1	

	TOTAL U.S. '000	A '000	ALL B % DOWN	AIM C % ACROSS	D % INDX	A '000	ALL B % DOWN	CLOSE-UP C % ACROSS	D % INDX	A '000	ALL B % DOWN	COLGATE C % ACROSS	D % INDX	A '000	ALL B % DOWN	CREST C % ACROSS	D % INDX
TOTAL ADULTS	167727	28700	100.0	17.1	100	23706	100.0	14.1	100	56737	100.0	33.8	100	79700	100.0	47.5	100
ATLANTIC MONTHLY	867	*130	0.5	15.0	88	*147	0.6	17.0	120	314	0.6	36.2	107	473	0.6	54.6	115
BARRON'S	1580	*153	0.5	9.7	57	*210	0.9	13.3	94	543	1.0	34.4	102	816	1.0	51.6	109
BETTER HOMES & GARDENS	22203	3744	13.0	16.9	99	3251	13.7	14.7	104	8027	14.1	36.2	107	11490	14.4	51.7	109
BON APPETIT	3810	682	2.4	17.9	105	434	1.9	11.5	82	1267	2.2	33.3	98	2151	2.7	56.5	119
BUSINESS WEEK	4663	882	3.1	18.9	111	705	3.0	15.1	107	1763	3.1	37.8	112	2399	3.0	51.4	108
CAR AND DRIVER	3102	605	2.1	19.5	114	526	2.2	17.0	120	1111	2.0	35.8	106	1465	1.8	47.2	99
CBS MAGAZINE NETWORK (GROSS)	7311	1623	5.7	22.2	130	1265	5.3	17.3	122	2533	4.5	34.6	102	3687	4.6	50.4	106
CHANGING TIMES	3400	672	2.3	19.8	116	360	1.5	10.6	75	1279	2.3	37.6	111	1765	2.2	51.9	109
COLONIAL HOMES	1796	255	0.9	14.2	83	251	1.2	15.6	111	634	1.1	35.3	104	918	1.2	51.1	108
CONDE NAST MAG. PKG. (GROSS)	19924	4248	14.8	21.3	125	3523	14.9	17.7	125	7747	13.7	38.9	115	10036	12.6	50.4	106
CONSUMERS DIGEST	3125	549	1.9	17.6	103	444	1.9	14.2	101	1110	2.0	35.5	105	1374	1.7	44.0	93
COSMOPOLITAN	10577	2203	7.7	20.8	122	1825	7.7	17.3	122	4199	7.4	39.7	117	5446	6.8	51.5	108
COUNTRY LIVING	3746	653	2.3	17.4	102	435	1.8	11.6	82	1158	2.0	30.9	91	2133	2.7	56.9	120
CUISINE	2214	407	1.4	18.4	107	258	1.1	11.7	82	741	1.3	33.5	99	1134	1.4	51.2	108
CYCLE WORLD	2394	517	1.8	21.6	126	326	1.4	13.6	96	745	1.3	31.1	92	1252	1.6	52.3	110
DCI:CREATIVE IDEAS FOR LIV	3068	614	2.1	20.0	117	461	1.9	15.0	106	1022	1.8	33.3	98	1538	1.9	50.1	105
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	1693	5.9	17.7	104	1308	5.5	13.7	97	3243	5.7	33.9	100	4947	6.2	51.8	109
DISCOVER	2277	428	1.5	18.8	110	318	1.3	14.0	99	833	1.5	36.6	108	1216	1.5	53.4	112
EDONY	7187	1074	3.7	14.9	87	1793	7.6	24.9	177	2774	4.9	38.6	114	2849	3.6	39.6	83
ESQUIRE	2560	399	1.4	15.6	91	456	1.9	17.8	126	907	1.6	35.4	105	1080	1.4	42.2	89
ESSENCE	3242	522	1.8	16.1	94	722	3.0	22.3	158	1297	2.3	40.0	118	1200	1.5	37.0	78
FAMILY CIRCLE	19639	3795	13.2	19.3	113	3056	12.9	15.6	110	6628	11.7	33.7	100	10186	12.8	51.9	109
THE FAMILY HANDYMAN	3540	695	2.4	19.6	115	430	1.8	12.1	86	1226	2.2	34.6	102	1844	2.3	52.1	110
FAMILY WEEKLY	23924	4342	15.1	18.1	106	3033	12.8	12.7	90	8083	14.2	33.8	100	11326	14.2	47.3	100
FIELD & STREAM	9853	1870	6.5	18.9	111	1439	6.1	14.6	103	3237	5.7	32.8	97	4937	6.2	50.0	105
FOOD & WINE	1030	*192	0.7	18.6	109	*162	0.7	15.7	111	372	0.7	36.1	107	453	0.6	44.0	93
FURBER	2679	466	1.6	17.4	102	288	1.2	10.8	76	1036	1.8	38.7	114	1527	1.9	57.0	120
FORTUNE	2931	709	2.5	24.2	141	447	1.9	15.3	108	1023	1.8	34.9	103	1744	2.2	59.5	125
GENTLEMEN'S QUARTERLY	3481	730	2.5	21.0	123	701	3.0	20.1	142	1415	2.5	40.6	120	1596	2.0	45.8	96
GLAMOUR	7163	1542	5.4	21.5	126	1361	5.7	19.0	134	2842	5.0	39.7	117	3661	4.6	51.1	108
GOLF DIGEST	2255	391	1.4	16.6	97	381	1.6	16.2	114	858	1.5	36.4	108	1258	1.6	53.4	112
GOLF DIGEST/TENNIS (GROSS)	3610	574	2.0	15.9	93	544	2.4	15.6	110	1324	2.3	36.7	108	1909	2.4	52.9	111
GOLF MAGAZINE	2046	327	1.1	16.0	93	289	1.2	14.1	100	709	1.2	34.7	102	1164	1.5	56.9	120
GOLF MAGAZINE/SKI (GROSS)	3547	642	2.2	18.1	106	473	2.0	13.3	94	1212	2.1	34.2	101	1959	2.5	55.2	116
GOOD HOUSEKEEPING	20353	3904	13.6	19.2	112	3068	12.9	15.1	107	7221	12.7	35.5	105	10746	13.5	52.8	111
HARPER'S BAZAAR	7362	631	2.2	18.8	110	520	2.2	15.5	109	1402	2.5	41.7	123	1517	1.9	45.1	95
HEALTH	2987	509	1.8	17.0	100	369	1.6	12.4	87	1041	1.8	34.9	103	1299	1.6	43.5	92
HEARST MAG CORP. BUY (GROSS)	67928	12727	44.3	18.7	109	10358	*3.7	15.2	108	24421	43.0	36.0	106	35560	44.6	52.3	110
HEARST MAN POWER (GROSS)	11282	2057	7.2	18.2	107	1521	6.4	13.5	95	4046	7.1	35.9	106	5934	7.4	52.6	111
HEARST WOMAN POWER (GROSS)	40514	7896	27.5	19.5	114	6496	27.4	16.0	113	14648	25.8	36.2	107	21245	26.7	52.4	110
HOUSE BEAUTIFUL	4685	780	2.7	16.0	93	780	3.3	16.0	113	1591	2.8	32.6	96	2688	3.4	55.0	116
INC.	1308	311	1.1	23.8	139	*178	0.8	13.6	96	546	1.0	41.7	123	630	0.8	48.2	101
JET	8498	932	3.2	14.3	84	1692	7.1	26.0	184	2524	4.4	38.8	115	2382	3.0	36.7	77
LADIES' HOME JOURNAL	14797	2916	10.2	19.7	115	2627	11.1	17.8	126	5095	9.0	34.4	102	7710	9.7	52.1	110
LHJ FAMILY GRP COMBO(GROSS)	21743	4261	14.8	19.6	115	3698	15.6	17.0	120	7472	13.2	34.4	102	11294	14.2	51.9	109
LIFE	9881	2281	7.9	23.1	135	1719	7.3	17.4	123	3609	6.4	36.5	108	5099	6.4	51.6	109
L.A. TIMES HOME MAGAZINE	2775	567	2.0	20.4	119	297	1.3	10.7	76	805	1.4	29.0	86	1461	1.8	52.6	111
MADEMOISELLE	4219	1021	3.6	24.2	141	737	3.1	17.5	124	1655	2.9	39.2	116	1949	2.4	46.2	97
MC CALL'S	16422	3061	10.7	18.6	109	2420	10.2	14.7	104	5837	10.3	35.5	105	8121	10.2	49.5	104
MC CALL'S/WRK MOTHER (GROSS)	17919	3353	11.7	18.7	109	2695	11.4	15.0	106	6428	11.3	35.9	106	8851	11.1	49.4	104
MECHANIX ILLUSTRATED	4433	684	2.4	15.4	90	569	2.4	12.8	91	1625	2.9	36.7	108	2156	2.7	48.6	102
METROPOLITAN HOME	1504	325	1.1	21.6	126	275	1.2	18.3	129	665	1.2	44.2	131	725	0.9	48.2	101
MONEY	4723	923	3.2	19.5	114	673	2.8	14.2	101	1581	2.8	33.5	99	2513	3.2	53.2	112
MOTHER EARTH NEWS	2325	541	1.9	23.3	136	310	1.3	13.3	94	786	1.4	33.8	100	1375	1.7	59.1	124
MS.	1189	280	1.0	23.5	138	*245	1.0	20.6	146	464	0.8	39.0	115	659	0.8	55.4	117
NATIONAL ENQUIRER	18892	3285	11.4	17.4	102	3288	13.9	17.4	123	6389	11.3	33.8	100	8331	10.5	44.1	93
NATIONAL GEOGRAPHIC	22129	3791	13.2	17.1	100	2657	11.2	12.0	85	7462	13.2	33.7	100	11989	15.0	54.2	114
NATIONAL SUNDAY MAGAZINE PKG	103750	19004	66.2	18.3	107	13636	57.5	13.1	93	35441	62.5	34.2	101	51205	64.2	49.4	104
NATURAL HISTORY	1379	*248	0.9	18.0	105	*192	0.8	13.9	99	600	1.1	43.5	129	687	0.9	49.8	105
NEW WOMAN	2289	455	1.6	19.9	116	358	1.5	15.6	111	801	1.4	35.0	103	1170	1.5	51.1	108
NEW YORK INCLUDING CUE	1080	246	0.9	22.6	132	*141	0.6	13.0	92	417	0.7	38.3	113	485	0.6	44.6	94
THE NEW YORKER	2459	466	1.6	19.0	111	301	1.3	12.2	87	878	1.5	35.7	106	1234	1.5	50.2	106
NEWSWEEK	16527	3377	11.8	20.4	119	2368	10.0	14.3	101	5827	10.3	35.3	104	9118	11.4	55.2	116
THE N.Y. TIMES DAILY EDITION	2739	419	1.5	15.3	89	451	1.9	16.5	117	1068	1.9	39.0	115	1496	1.9	54.6	115
THE N.Y. TIMES MAGAZINE	4443	758	2.6	17.1	100	567	2.4	12.8	90	1732	3.1	39.0	115	2356	3.0	53.0	112
ON CABLE	2799	639	2.2	22.8	133	425	1.8	15.2	107	1230	2.2	43.9	130	1523	1.9	54.4	115
1001 HOME IDEAS	2209	507	1.8	23.0	134	338	1.4	15.3	108	898	1.6	40.7	120	996	1.2	45.1	95
ORGANIC GARDENING	3959	836	2.9	21.1	123	701	3.0	17.7	125	1337	2.4	33.8	100	2285	2.9	57.7	121
OUTDOOR LIFE	3111	525	1.8	16.9	99	528	2.2	17.0	120	1027	1.8	33.0	98	1572	2.0	50.5	106
PARADE MAGAZINE	5024	920	3.2	18.3	107	754	3.2	15.0	106	1832	3.2	36.5	108	2453	3.1	48.8	103
PARADE MAGAZINE	51292	9594	33.4	18.7	109	7260	30.6	14.2	100	17901	31.6	34.9	103	25058	31.4	48.9	103

	TOTAL U.S. '000	ALL AIM				ALL CLOSE-UP				ALL COLGATE				ALL CREST			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	28700	100.0	17.1	100	23706	100.0	14.1	100	56737	100.0	33.8	100	79700	100.0	47.5	100
PARENTS	5298	1486	5.2	28.0	164	889	3.8	16.8	119	2164	3.8	40.8	121	2878	3.6	54.3	114
PENTHOUSE	5129	1020	3.6	19.9	116	739	3.1	14.4	102	1814	3.2	35.4	105	2652	3.3	51.7	109
PEOPLE	21070	4329	15.1	20.5	120	3113	13.1	14.8	105	7288	12.8	34.6	102	11309	14.2	53.7	113
PLAYBOY	10562	2213	7.7	21.0	122	1463	6.2	13.9	98	3721	6.6	35.2	104	5589	7.0	52.9	111
POPULAR HOT RODDING	2498	565	2.0	22.6	132	369	1.6	14.8	105	966	1.7	38.7	114	1185	1.5	47.4	100
POPULAR MECHANICS	5887	959	3.3	16.3	95	796	3.4	13.5	96	2086	3.7	35.4	105	3117	3.9	52.9	111
POPULAR SCIENCE	4317	847	3.0	19.6	115	578	2.4	13.4	95	1466	2.6	34.0	100	2368	3.0	54.9	115
PREVENTION	5792	966	3.4	16.7	97	762	3.2	13.2	93	1894	3.3	32.7	97	2544	3.2	43.9	92
PSYCHOLOGY TODAY	3284	803	2.8	24.5	143	506	2.1	15.4	109	1231	2.2	37.5	111	1675	2.1	51.0	107
READER'S DIGEST	40046	6923	24.1	17.3	101	5451	23.0	13.6	96	13589	24.0	33.9	100	19533	24.5	48.8	103
REDBOOK	9584	1789	6.2	18.7	109	1603	6.8	16.7	118	3228	5.7	33.7	100	5052	6.3	52.7	111
ROAD & TRACK	2590	591	2.1	22.8	133	383	1.6	14.8	105	860	1.5	33.2	98	1444	1.8	55.8	117
ROLLING STONE	3302	855	3.0	25.9	151	426	1.8	12.9	91	1274	2.2	38.6	114	1812	2.3	54.9	115
RUNNER'S WORLD	1229	*298	1.0	24.2	142	*204	0.9	16.6	117	480	0.8	39.1	115	678	0.9	55.2	116
SATURDAY EVENING POST	2110	390	1.4	18.5	108	262	1.1	12.4	88	790	1.4	37.4	111	1084	1.4	51.4	108
SCIENCE 84	1543	287	1.0	18.6	109	*193	0.8	12.5	88	489	0.9	31.7	94	757	0.9	49.1	103
SCIENCE DIGEST	1747	478	1.7	27.4	160	*223	0.9	12.8	90	734	1.3	42.0	124	998	1.3	57.1	120
SCIENTIFIC AMERICAN	1994	474	1.7	23.8	139	291	1.2	14.6	103	856	1.5	42.9	127	1149	1.4	57.6	121
SELF	3119	577	2.0	18.5	108	547	2.3	17.5	124	1300	2.3	41.7	123	1688	2.1	54.1	114
SEVENTEEN	3923	1013	3.5	25.8	151	828	3.5	21.1	149	1548	2.7	39.5	117	1864	2.3	47.5	100
SKI	1501	315	1.1	21.0	123	*184	0.8	12.3	87	503	0.9	33.5	99	796	1.0	53.0	112
SMITHSONIAN	5976	1116	3.9	18.7	109	566	2.4	9.5	67	2177	3.8	36.4	108	3089	3.9	51.7	109
SOAP OPERA DIGEST	4228	937	3.3	22.2	130	945	4.0	22.4	158	1331	2.3	31.5	93	1861	2.3	44.0	93
SOUTHERN LIVING	6488	1078	3.8	16.6	97	847	3.6	13.1	92	2221	3.9	34.2	101	3408	4.3	52.5	111
SPORT	3500	594	2.1	17.0	99	648	2.7	18.5	131	1227	2.2	35.1	104	1615	2.0	46.1	97
THE SPORTING NEWS	2456	487	1.7	19.8	116	478	2.0	19.5	138	932	1.6	37.9	112	1286	1.6	52.4	110
SPORTS AFIELD	3648	621	2.2	17.0	99	502	2.1	13.8	97	1227	2.2	33.6	99	1819	2.3	49.9	105
SPORTS ILLUSTRATED	14484	2837	9.9	19.6	114	2165	9.1	14.9	106	5207	9.2	36.0	106	7682	9.6	53.0	112
STAR	12661	2308	8.0	18.2	107	2203	9.3	17.4	123	4502	7.9	35.6	105	5721	7.2	45.2	95
SUNDAY	52799	9724	33.9	18.4	108	6909	29.1	13.1	93	17762	31.3	33.6	97	26517	33.3	50.2	106
SUNSET	3513	618	2.2	17.6	103	424	1.8	12.1	85	1173	2.1	33.4	99	1844	2.3	52.5	110
TV GUIDE	42766	8107	28.2	19.0	111	6885	29.0	16.1	114	14578	25.7	34.1	101	20368	25.6	47.6	100
TENNIS	1254	*183	0.6	14.6	85	*181	0.8	14.4	102	466	0.8	37.2	110	651	0.8	51.9	109
TIME	22054	4208	14.7	19.1	112	3011	12.7	13.7	97	7550	13.3	34.2	101	11615	14.6	52.7	111
TOWN & COUNTRY	1555	284	1.0	18.3	107	*196	0.8	12.6	89	585	1.0	37.6	111	715	0.9	46.0	97
TRAVEL & LEISURE	2173	399	1.4	18.4	107	282	1.2	13.0	92	829	1.5	38.2	113	1040	1.3	47.9	101
TRUE STORY	4636	970	3.4	20.9	122	1055	4.5	22.8	161	1719	3.0	37.1	110	1899	2.4	41.0	86
U.S. NEWS & WORLD REPORT	10353	1759	6.1	17.0	99	1431	6.0	13.8	98	3609	6.4	34.9	103	5349	6.7	51.7	109
USA TODAY	4994	749	2.6	15.0	88	712	3.0	14.3	101	1795	3.2	35.9	106	2702	3.4	54.1	114
US	3528	786	2.7	22.3	130	567	2.4	16.1	114	1299	2.3	36.8	109	1671	2.1	47.4	100
VOGUE	5424	1109	3.9	20.4	119	878	3.7	16.2	115	1950	3.4	36.0	106	2738	3.4	50.5	106
HALL STREET JOURNAL	6292	1128	3.9	17.9	105	772	3.3	12.3	87	2259	4.0	35.9	106	3557	4.5	56.5	119
WEIGHT WATCHERS	2762	678	2.4	24.5	143	450	1.9	16.3	115	1140	2.0	41.3	122	1445	1.8	52.3	103
WOMAN'S DAY	16320	3246	11.3	19.9	116	2469	10.4	15.1	107	5734	10.1	35.1	104	8334	10.5	51.1	107
WORKING MOTHER	1496	292	1.0	19.5	114	*275	1.2	18.4	130	590	1.0	39.4	117	730	0.9	48.8	103
WORKING WOMAN	1851	362	1.3	19.6	114	313	1.3	16.9	120	743	1.3	40.1	119	984	1.2	53.2	112
WORLD TENNIS	580	**102	0.4	17.6	103	**118	0.5	20.3	144	318	0.6	54.8	162	*245	0.3	42.2	89
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2358	8.2	19.0	111	1926	8.1	15.5	110	4452	7.8	35.9	106	6618	8.3	53.3	112
BLAIR INSERTS	91671	16964	59.1	18.5	108	12150	51.3	13.3	94	31264	55.1	34.1	101	45538	57.1	49.7	105
DAILY NEWSPAPERS																	
READ ANY	109190	19112	66.6	17.5	102	14414	60.8	13.2	93	37473	66.0	34.3	101	53213	66.8	48.7	103
READ ONE	89587	15414	53.7	17.2	101	11857	50.0	13.2	94	30567	53.9	34.1	101	43122	54.1	48.1	101
READ TWO OR MORE	19602	3697	12.9	18.9	110	2557	10.8	13.0	92	6906	12.2	35.2	104	10091	12.7	51.5	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	19957	69.5	18.2	106	14351	60.5	13.1	93	37654	66.4	34.3	102	54031	67.8	49.3	104
READ ONE	95074	17234	60.0	18.1	106	12599	53.1	13.3	94	32450	57.2	34.1	101	46144	57.9	48.5	102
READ TWO OR MORE	14588	2723	9.5	18.7	109	1752	7.4	12.0	85	5203	9.2	35.7	105	7886	9.9	54.1	114
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	30.28				28.60				29.74				30.21			
30 DAY REACH	149706	25855	90.1	17.3	101	21030	88.7	14.0	99	51041	90.0	34.1	101	71827	90.1	48.0	101
50 SHMG - 30 DAY AV FREQ	15.16	15.84				14.97				15.56				15.86			
30 DAY REACH	142406	24734	86.2	17.4	102	20128	84.9	14.1	100	48914	86.2	34.3	102	68501	85.9	48.1	101
25 SHMG - 30 DAY AV FREQ	8.23	8.51				8.09				8.42				8.54			
30 DAY REACH	131152	22988	80.1	17.5	102	18608	78.5	14.2	100	45169	79.6	34.4	102	63705	79.9	48.6	102
CABLE TV: HOME WIRED	66879	12288	42.8	18.4	107	8358	35.3	12.5	88	22520	39.7	33.7	100	34060	42.7	50.9	107
HOME NOT WIRED	100848	16411	57.2	16.3	95	15347	64.7	15.2	108	34216	60.3	33.9	100	45641	57.3	45.3	95
HAVE PAY CABLE	35024	7369	25.7	21.0	123	4815	20.3	13.7	97	11875	20.9	33.9	100	18670	23.4	53.3	112

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	
TOTAL ADULTS	167727	28700	100.0	17.1	100	23706	100.0	14.1	100	56737	100.0	33.8	100	79700	100.0	47.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	17287	60.2	18.1	106	13236	55.8	13.8	98	33026	58.2	34.5	102	47711	59.9	49.9	105	
10:00 AM - 3:00 PM	63599	11527	40.2	18.1	106	9176	38.7	14.4	102	21738	38.3	34.2	101	30781	38.6	48.4	102	
3:00 PM - 7:00 PM	72097	13535	47.2	18.6	110	10459	44.1	14.5	103	25030	44.1	34.7	103	36070	45.3	50.0	105	
7:00 PM - MIDNIGHT	36670	6607	23.0	18.0	105	5418	22.9	14.8	105	13092	23.1	35.7	106	18096	22.7	49.3	104	
MIDNIGHT - 6:00 AM	21908	3786	13.2	17.3	101	3315	14.0	15.1	107	7708	13.6	35.2	104	10854	13.6	49.5	104	
6:00 AM - MIDNIGHT	127571	22932	79.9	18.0	105	18182	76.7	14.3	101	43803	77.2	34.3	102	62640	78.6	49.1	103	
ENTIRE DAY	129239	23150	80.7	17.9	105	18428	77.7	14.3	101	44384	78.2	34.3	102	63486	79.7	49.1	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	6220	21.7	18.3	107	4516	19.1	13.3	94	11972	21.1	35.2	104	17599	22.1	51.7	109	
ALL NEWS	6062	909	3.2	15.0	88	700	3.0	11.5	82	1981	3.5	32.7	97	2873	3.6	47.4	100	
AOR/PROGRESSIVE	11884	2411	8.4	20.3	119	1536	6.5	12.9	91	3937	6.9	33.1	98	6136	7.7	51.6	109	
BEAUTIFUL MUSIC	11180	2077	7.2	18.6	109	1408	5.9	12.6	89	3620	6.4	32.4	96	5694	7.1	50.9	107	
BLACK	4538	784	2.7	17.3	101	988	4.2	21.8	154	1634	2.9	36.0	106	1975	2.5	43.5	92	
CLASSICAL	3857	660	2.3	17.1	100	511	2.2	13.2	94	1431	2.5	37.1	110	2010	2.5	52.1	110	
CHR/ROCK	21946	4508	15.7	20.5	120	3438	14.5	15.7	111	8062	14.2	36.7	109	11722	14.7	53.4	112	
COUNTRY	27262	4805	16.7	17.6	103	3907	16.5	14.3	101	8948	15.8	32.8	97	12799	16.1	46.9	99	
GOLDEN OLDIES	3339	461	1.6	13.8	81	449	1.9	13.4	95	1219	2.1	36.5	108	1455	1.8	43.6	92	
MOR/NOSTALGIA	10346	1649	5.7	15.9	93	1341	5.7	13.0	92	3415	6.0	33.0	98	4992	6.3	48.3	102	
NEWS/TALK	8929	1515	5.3	17.0	99	1225	5.2	13.7	97	3076	5.4	34.4	102	4260	5.3	47.7	100	
RELIGIOUS	5488	1008	3.5	18.4	107	995	4.2	18.1	128	1846	3.3	33.6	99	2514	3.2	45.8	96	
SOFT ROCK	1232	302	1.1	24.5	143	226	1.0	18.3	130	548	1.0	44.5	131	627	0.8	50.9	107	
URBAN CONTEMPORARY	3184	487	1.7	15.3	89	794	3.3	24.9	176	1348	2.4	42.3	125	1200	1.5	37.7	79	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	1380	4.8	20.0	117	1087	4.6	15.7	111	2446	4.3	35.4	105	3647	4.6	52.8	111	
ABC DIRECTION	5212	958	3.3	18.4	107	629	2.7	12.1	85	1791	3.2	34.4	102	2437	3.1	46.8	98	
ABC ENTERTAINMENT	10385	1832	6.4	17.6	103	1485	6.3	14.3	101	3270	5.8	31.5	93	5223	6.6	50.3	106	
ABC FM	4762	981	3.4	20.6	120	866	3.7	18.2	129	1731	3.1	36.4	107	2355	3.0	49.5	104	
ABC INFORMATION	11339	1901	6.6	16.8	98	1503	6.3	13.3	94	3610	6.4	31.8	94	5462	6.9	48.2	101	
ABC ROCK	4878	1014	3.5	20.8	121	747	3.2	15.3	108	1725	3.0	35.4	105	2581	3.2	52.9	111	
CBS	10709	1632	5.7	15.2	89	1207	5.1	11.3	80	3354	5.9	31.3	93	5325	6.7	49.7	105	
MUTUAL	10251	1633	5.7	15.9	93	1561	6.6	15.2	108	3617	6.4	35.3	104	4856	6.1	47.4	100	
NBC	12243	2177	7.6	17.8	104	1478	6.2	12.1	85	4117	7.3	33.6	99	5912	7.4	48.3	102	
RADIORADIO	4606	842	2.9	18.3	107	682	2.9	14.8	105	1865	3.3	40.5	120	2438	3.1	52.9	111	
RKO ONE	5148	1033	3.6	20.1	117	879	3.7	17.1	121	1995	3.5	38.8	115	2461	3.1	47.8	101	
RKO TWO	7313	1213	4.2	16.6	97	942	4.0	12.9	91	2638	4.6	36.1	107	3617	4.5	49.5	104	
THE SOURCE	5981	1147	4.0	19.2	112	833	3.5	13.9	99	2163	3.8	36.2	107	2859	3.6	47.8	101	
MON-WIRED : BLAIR	19329	3583	12.5	18.5	108	2764	11.7	14.3	101	6385	11.3	33.0	98	10039	12.6	51.9	109	
INTERNET	27139	5252	18.3	19.4	113	4090	17.3	15.1	107	9993	17.6	36.8	109	13445	16.9	49.5	104	
KATZ RADIO GROUP	36319	6449	22.5	17.8	104	4982	21.0	13.7	97	12654	22.3	34.8	103	18223	22.9	50.2	106	
SUPERNET	22361	4363	15.2	19.5	114	3240	13.7	14.5	103	7598	13.4	34.0	100	11066	13.9	49.5	104	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	2369	8.3	16.3	95	2158	9.1	14.8	105	4892	8.6	33.7	100	6434	8.1	44.3	93	
WKDAY 9:00 AM - 1:00 PM	18688	2985	10.4	16.0	93	2967	12.5	15.9	112	6240	11.0	33.4	99	8207	10.3	43.9	92	
WKDAY 1:00 PM - 4:30 PM	24061	3932	13.7	16.3	96	3864	16.3	16.1	114	8034	14.2	33.4	99	10350	13.0	43.0	91	
WKDAY 4:30 PM - 7:30 PM	44079	6978	24.3	15.8	93	6520	27.5	14.8	105	14761	26.0	33.5	99	19835	24.9	45.0	95	
WKDAY 7:30 PM - 8:00 PM	61979	9798	34.1	15.8	92	9033	38.1	14.6	103	20510	36.1	33.1	98	27591	34.6	44.5	94	
WKDAY 11:00 PM - 11:30 PM	49084	7947	27.7	16.2	95	7022	29.6	14.3	101	16712	29.5	34.0	101	22872	28.7	46.6	98	
WKDAY 11:30 PM - 1:00 AM	16560	2737	9.5	16.5	97	2489	10.5	15.0	106	5706	10.1	34.5	102	7645	9.6	46.2	97	
M-SAT 8-11 PM+SUN 7-11 PM	66967	11364	39.6	17.0	99	9538	40.2	14.2	101	22645	39.9	33.8	100	31355	39.3	46.8	99	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	1791	6.2	19.3	113	1676	7.1	18.1	128	3041	5.4	32.8	97	4095	5.1	44.2	93
ANOTHER WORLD	N	6138	976	3.4	15.9	93	896	3.8	14.6	103	2009	3.5	32.7	97	2605	3.3	42.4	89
AS THE WORLD TURNS	C	7707	959	3.3	12.4	73	1191	5.0	15.5	109	2413	4.3	31.3	93	3345	4.2	43.4	91
CAPITOL	C	4688	631	2.2	13.5	79	804	3.4	17.2	121	1577	2.8	33.6	99	1948	2.4	41.6	87
CBS MORN. NEWS 1	C	2792	315	1.1	11.3	66	407	1.7	14.6	103	848	1.5	30.4	90	1198	1.5	42.9	90
CBS MORN. NEWS 2	C	2071	189	0.7	9.1	53	211	0.9	10.2	72	634	1.1	30.6	90	855	1.1	41.3	87
DAYS OF OUR LIVES	N	8018	1481	5.2	18.5	108	1123	4.7	14.0	99	2736	4.8	34.1	101	3574	4.5	44.6	94
FACTS OF LIFE - DAYTIME	N	3487	527	1.8	15.1	88	680	2.9	19.5	138	1293	2.3	37.1	110	1459	1.8	41.8	88
FAMILY FEUD	A	4817	719	2.5	14.9	87	779	3.3	16.2	114	1525	2.7	31.7	94	2113	2.7	43.9	92
GENERAL HOSPITAL	A	8333	1614	5.6	19.4	113	1513	6.4	18.2	128	2878	5.1	34.5	102	3566	4.5	42.8	90
GOOD MORNING, AMERICA-730A	A	5472	945	3.3	17.3	101	883	3.7	16.1	114	1801	3.2	32.9	97	2449	3.1	44.8	94
GOOD MORNING, AMERICA-830A	A	3965	699	2.4	17.6	103	518	2.2	13.1	92	1296	2.3	32.7	97	1850	2.3	46.7	98
GUIDING LIGHT	C	7542	1107	3.9	14.7	86	1164	4.9	15.4	109	2220	3.9	29.4	87	3208	4.0	42.5	90
ONE LIFE TO LIVE	A	6018	1202	4.2	20.0	117	1178	5.0	19.6	138	1955	3.4	32.5	96	2527	3.2	42.0	88
PRESS YOUR LUCK	C	3589	682	2.4														

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ORAL HYGIENE PRODUCTS, SKIN CARE AND DEODORANTS

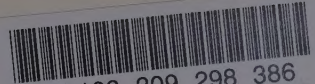
(MALES)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BREATH FRESHENER	19.7	46.0	38.5	40.4	41.8	13.6
DENTURE CLEANSERS	8.0	12.8	40.6	57.3	51.4	29.9
DEODORANTS AND ANTI-PERSPIRANTS	38.8	54.7	42.5	37.4	18.7	7.9
HAND & BODY CREAM, LOTION OR OIL	31.9	61.0	32.3	30.2	35.8	8.8
MEDICATED SKIN CARE PRODUCTS	37.9	70.9	35.6	26.0	26.5	3.1
MOUTHWASH	24.1	48.7	43.2	43.8	32.8	7.5
TOOTHPASTE	22.2	39.6	46.9	45.9	30.9	14.5

ORAL HYGIENE PRODUCTS, SKIN CARE AND DEODORANTS

(FEMALES)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BREATH FRESHENER	21.2	48.1	38.0	38.9	40.8	13.0
DENTURE CLEANSERS	15.0	22.9	39.3	52.6	45.7	24.4
DEODORANTS AND ANTI-PERSPIRANTS	44.3	59.5	41.7	34.9	14.0	5.6
HAND & BODY CREAM, LOTION OR OIL	28.1	48.2	40.9	40.7	30.9	11.1
MEDICATED SKIN CARE PRODUCTS	23.6	48.6	42.0	42.9	34.4	8.4
MOUTHWASH	23.5	47.5	44.0	45.2	32.5	7.3
TOOTHPASTE	29.7	47.0	51.2	44.9	19.1	8.1



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